



Appendix. Main Contents and Activities of the Fifth Edition of Iberseries & Platino Industria

The **fifth edition** of **Iberseries & Platino Industria**, the premier international event for the Ibero-American audiovisual industry, was held from September 30 to October 3 at **Matadero Madrid**, driven by **EGEDA** and **Fundación Secuoya**, in partnership with **FIPCA**, with support from the **Community of Madrid** and the **City Council of Madrid**, and sponsorship from **Madrid Film Office** and **Film Madrid Region**.

Iberseries & Platino Industria 2025: Creativity, Innovation, and the Global Reach of the Ibero-American Audiovisual Industry

Following the opening session prior to the start of the edition, the first day was marked by a strong focus on internationalization and cooperation within the Ibero-American audiovisual sector.

The results of the **Plan Spain Audiovisual Hub** were unveiled, **Banijay Iberia** launched the Eco Management Guide, **Disney+** announced its venture into Spanish cinema, **Gaumont** celebrated its 130-year history, **Sky Showtime** announced the new Spanish original series **The Tribute**, co-produced with **Secuoya Studios** -which presented new global agreements-, **Stellarmedia** and **Prime Video**. Discussions also covered venture capital, sustainability, and the role of co-productions as a driving force for growth in the audiovisual sector.

Simultaneously, **FIPCA** unveiled the **FIPCA CONNECTS** app, a platform centralizing professional profiles, festivals, tax incentives, legislation, and training resources to strengthen the Ibero-American professional network.

Trends in European and Ibero-American Fiction and the Economic Impact of SPLATAM Film and TV Content Worldwide

Gloria Saló, director of Production and Content Consulting at **GECA**, presented the study **Eurofiction**, which analyzes the main trends and challenges of fiction in Europe and Ibero-America. The report highlights the United Kingdom, France, and Mexico as leaders in 2024–2025 premieres, the rise of literary adaptations and vertical microdramas, as well as the growing use of AI in content creation. Saló emphasized the importance of international co-productions and the convergence between literature and the screen.

In the lecture conducted by **Jaime Otero**, Vice President of Partnerships at **Parrot Analytics**, an analysis was presented on the global influence of audiovisual content from **SPLATAM**, highlighting its growing weight in international markets and the opportunities it creates for industry development and innovation.

Innovation and Regional Development

The fifth edition also focused on regional development with **The Natural Media Lab**, a project by **Fundación Secuoya** and the **Castilla-La Mancha Regional Government**, aimed at promoting the region as an audiovisual hub through writing workshops, business mentoring, road shows and location promotion.

Zaragoza, through its City Council, also presented itself to showcase its potential as an audiovisual destination and center of innovation, highlighting the project **Distrito 7**

Featured projects and content: involvement of major players in the industry

Developments of series and significant content were presented, including **One Hundred Years of Solitude** (Colombia), recreating Macondo with an international projection; **Raza Brava** (Chile, The Mediapro Studio, Wild Sheep Content, Atómica Group, DeCulto) and **Tremembé** (Prime Video Brazil), exploring local narratives with universal reach; new titles from RTVE such as **Sin gluten** and **La frontera**; **Cometierra** (Mexico, The Mediapro Studio, Amazon Prime Video), an adaptation of the novel by Dolores Reyes; **Carlota**, (Sony Pictures Television); **El Juicio** (Prime Video), starring Eugenio Derbez and Pedro Alonso; as well as documentaries and educational content like **American Heart** and **Plus School**.

Movistar Plus+ International reinforced its global expansion with distribution and co-production agreements in Europe, Latin America, and Asia, expanding its position as a reference in the internationalization of Spanish fiction.

Atresmedia Sales presented its latest productions, including **The Maid's Daughters**, an adaptation of the 2023 Planeta Prize-winning novel, as well as **33 Days, What are you waiting for?** and **The Route Vol. 2: Ibiza**.

Technological Innovation and Financing

The Derbez family presented **DRBZ Digital Studio**, their new production company for original content and podcasts. **Pedralonga Studios** and **Coruña Immersive Studio** inaugurated one of Europe's most advanced virtual sets, with 4K LED wall technology. Additionally, the investment fund **BE&JING1 Capital**, launched by the founders of **Secuoya Content Group** and **Banca March**, began its operations with the financing of a movie and two series.

Focus on AI, Women's Talent, and Literary Adaptations

The final day of Iberseries & Platino Industria highlighted the role of artificial intelligence in talent management and recruitment in the audiovisual and gaming sectors, in a session convened by **Platino Empleo**. Experts noted that while AI can streamline processes, human judgment and responsible training remain essential.

The **Film, Women and Education Chair of Universidad Nebrija**, **EGEDA** and **Platino Educa** promoted equality in the audiovisual industry by analyzing female leadership in fiction series in Spain, Mexico, and Colombia and showcasing successful women-led initiatives.

The day also featured an analysis of film adaptations of major Ibero-American literary works, underlining their historical and cultural relevance, with participation from renowned industry professionals.

Iberseries & Platino Industria strengthens its position in Latin America with Mexico, Argentina, Colombia, and Chile leading the way, followed by Peru, Uruguay, and Brazil

Mexico, Argentina, Colombia, and Chile once again stood out for their active participation, positioning themselves among the most represented countries after Spain.

These delegations participated in nearly all sections of the event — including conferences, Iberscreenings, Co-Production and Financing Forum, Platform and Producer Pitches, Showrunner Workshop, MAI (Mercado Audiovisual Internacional), as well as training and networking activities.

Their involvement reflected not only the dynamism of their audiovisual industries but also their commitment to building collaboration networks and exploring new co-production and distribution opportunities at the international level.

The participation of Peru, Uruguay, and Brazil, among others, further reinforced the Ibero-American dimension of the event and confirmed Iberseries & Platino Industria's role as a key meeting point for talent, companies, and platforms developing Spanish- and Portuguese-language content with global ambitions.

South Korea as Country in Focus, and Broad Delegations from India, Turkey, and China

For the first time in Spain, **South Korea** was featured as a **Country in Focus**, thanks to the partnership with **KOCCA** (Korea Creative Content Agency) and its **Series on Board** program. The Korean delegation presented *pitching sessions*, conferences, and *showcases* of series with high international potential, fostering cooperation with Ibero-American and European producers and platforms.

This initiative allowed Korean companies to showcase their projects to broadcasters, production houses, and investors, encouraging co-production, investment, and remake agreements, and strengthening Iberseries & Platino Industria's role as a growing bridge between Asia and the Spanish-speaking world.

In line with this, it should be noted that the third edition of the **Spain-India Co-production Meeting** was held as part of Iberseries & Platino Industria, expanding audiovisual collaboration between India, Spain, and Ibero-America. The Indian delegation presented film, television, and animation projects, held meetings with producers from Spain and other countries, and promoted new co-productions and academic agreements with schools such as ESCAC and ECAM. The Embassy of India also hosted a stand at the MAI, presenting upcoming initiatives in the Indian audiovisual sector.

On the other hand, **Inter Medya**, one of Turkey's most prominent production and distribution companies, attended the event to present new titles and its extensive mini-series catalog. The company announced its first vertical series and a new daily series, while highlighting its strong presence in international markets and its commitment to high-impact content.

Also noteworthy was the participation of the **Ibero-American-Chinese Cinematographic Industries Association (AICIC)**, whose aim was to build trust relationships and establish tangible collaborations, creating an active and mutually beneficial communication network. With the addition of a China stand, AICIC reinforced its commitment to bringing Chinese content and values closer to the Ibero-American market, inviting industry professionals to explore new business opportunities in China.

Madrid Film Office Promotes Madrid's International Projection

The fifth edition of Iberseries & Platino Industria consolidated the capital as an international reference for Spanish and Portuguese-language audiovisuals. **Madrid Film Office**, as a main sponsor, played a significant role in the agenda, driving strategic activities for the sector, including conferences, round tables, and training workshops.

The office energized the internationalization of audiovisuals by hosting debates on European co-production, presentations of local projects in **Pitch Madrid**, and a specialized workshop for emerging showrunners. Additionally, it coordinated a **stand at the International Audiovisual Market (MAI)**, showcasing Madrid as a creative, cultural and tourist destination.

The event strengthened the city's position as an audiovisual hub, fostering collaborations, emerging talent, and international connections among professionals from Spain, Ibero-America, and Europe.

Film Madrid Region Reinforces the Community of Madrid's Role as an International Filming Hub

Panels on sustainable productions featured case studies such as *The Walking Dead: Daryl Dixon*, alongside round tables with Italian industry representatives emphasizing Spain's role as a bridge with Latin America. The region showcased its appeal for investment and audiovisual innovation, highlighting prestigious local projects and studios.

The Community of Madrid has recently renamed its shooting promotion office to **Film Madrid Region** to highlight its potential as a set. It also introduced the AMEA program, designed to advise municipalities on audiovisual strategies and expand the regional network of filming locations.

The 2025 edition of Iberseries & Platino Industria presented the Community of Madrid as an international filming hub that combines talent, investment, infrastructure, and sustainability, reaffirming its global projection and its role as a driver of a competitive, innovative, and responsible audiovisual sector.

New Partnership with European Film Market

The agreement between **Iberseries & Platino Industria** and **Berlinale Series Market** was renewed for the third consecutive year, strengthening international promotion of Spanish and Portuguese content, new co-productions, and *networking* spaces. This collaboration will expand initiatives in sales, pre-sales, co-productions, and thematic panels in 2026, coinciding with the 12th edition of Berlinale Series Market (February 15–18).

Accredited [press](#) can view the most notable **conferences** and **panels** of this edition, available on the [virtual platform](#) until **October 24**, which is the deadline to apply for new press accreditations and access this content.

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