

Iberseries & Platino Industria reaffirms its leadership as the largest international event of the Ibero-American audiovisual industry with its most global and diverse edition

*More than **2,700 professionals** from **50 countries** participated in the fifth edition of the event, establishing it as a global reference for audiovisual production in Spanish and Portuguese. Held from September 30th to October 3rd at **Matadero Madrid**, it featured major premieres, presentations, keynote conferences, strategic agreements, and a special focus on innovation and financing.*

*The **countries with the highest representation** were **Spain, Mexico**, being the second country in the number of participants for the fifth consecutive year, **Argentina, United States, Colombia, Chile, Peru, Uruguay, and Brazil**.*

*The program of **Iberseries & Platino Industria** brought together the main figures of the audiovisual sector and included **130 activities**, among them **20 exclusive screenings** and **60 high-level panels**, with the participation of over **200 speakers**.*

Madrid, October 8, 2025. The fifth edition of **Iberseries & Platino Industria**, held from September 30th to October 3rd at **Matadero Madrid**, reached record figures, establishing itself as the most international and crowded to date. The event, driven by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, was supported by the **Comunidad de Madrid** and the **Madrid City Council**, in addition to sponsorship from **Madrid Film Office** and **Film Madrid Region**.

This edition closed with remarkable growth in participation and unprecedented global impact, reaffirming its position as an essential meeting point for content in Spanish and Portuguese, bringing together **over 2,700 professionals** from **50 countries**. It brought together producers, distributors, television channels, platforms, studios, financiers, creatives, *talents* and other key industry players.

It is a unique space aimed at fostering industry meetings, learning about the latest trends, generating synergies and market opportunities, promoting the development of new projects, and enhancing the global presence of Ibero-American audiovisuals, including series and feature films.

Almost half of the accredited professionals, around **50%**, came from **outside Spain**, highlighting its **international reach and projection**. The countries with the highest representation were **Spain, Mexico**, -which remains the second country with the most participants for the fifth consecutive year-, **Argentina, United States, Colombia, Chile, Peru, Uruguay, Brazil, South Korea, Italy, Germany, Portugal, Turkey, and Ecuador**.

Likewise, professionals from France, India, Puerto Rico, United Kingdom, Panama, Belgium, Switzerland, Dominican Republic, Guatemala, Japan, Czech Republic, Andorra, Canada, Costa Rica, Finland, Hungary, Latvia, Macedonia, Netherlands, Paraguay, Poland, Sweden, Venezuela, Bolivia, China, Croatia, Denmark, Greece, Honduras, Ireland, Iceland, Morocco, Monaco, and the United Arab Emirates attended.

In total, **more than 1,500 companies** from around the world were present. This figure represents a **50% increase** compared to the previous year in the number of participating companies.

During four intense days with a packed agenda, **Madrid** once again became the epicenter of the internationalization of Ibero-American audiovisuals. More than **130 activities** were held, including **60 panels** (conferences, keynotes, and spotlights) of a high level, **20 screenings** of exclusive premieres, with the participation of more than **200 speakers**, renowned sector figures and experts who shared their vision and experience with attendees, and the participation of over **180 international buyers**.

In this edition, 132 projects were presented, previously selected in the different calls for **Pitch Sessions for Platforms and Production Companies**, **Co-Production and Financing Forum**, **Showrunners Workshop** and **Special Methos Media Call**, chosen from over 1,000 proposals received. Additional training activities were also held, such as **From Script to Screen: Negotiate, Collaborate, Protect. Practical workshop on Legal & Business Affairs for Producers and Creators** and the **AI Uses in Audiovisual Workshop**.

The **International Audiovisual Market (MAI)** and **Plaza Matadero**, with the presence of new countries such as **Korea, India, Turkey or China**, hosted **more than 45 exhibitors**, recording an average attendance of **1,000 daily attendees**.

More than **200 journalists** covered the program, and about **28,000 messages** were sent through the **Professional Participants Directory**, managed via the virtual platform for accredited, solidifying its role as a strategic nexus for establishing new contacts.

Iberseries & Platino Industria: five years promoting Ibero-American audiovisuals

Samuel Castro, co-director of Iberseries & Platino Industria, highlighted the event's evolution over its five years of existence: *"We can really say that it has consolidated as an international meeting. We have gone from being a transatlantic event to a global one, as we have delegations' interest from other territories, such as Korea, China, India, Turkey, or many executives from large European companies who have gathered these days in Madrid, with a plurality of voices and perspectives that have enriched it."*

Looking to the future, he emphasized that the aim is to maintain the essence of the project and the *networking* environment that distinguishes it: *"We will always keep listening and noting the demands of the audiovisual sector. We are characterized by being an event that listens to the industry and positions content in Spanish and Hispanic as our niche. In this sense, he announced that "the scripted content will likely start to gain some prominence next year, something that has already begun to be seen in this edition."*

The co-director of Iberseries & Platino Industria, **Juan Alía**, pointed out the success achieved in this edition: *"We are very happy. The balance has been very positive. We have broken all previous records. Every time we meet a producer, a distributor, we see that there are more synergies, that it is working, and that they are producing more. 50% of the accredited attendees are international, which is a success, and we are very proud to be part of a global project and to have a meeting point within the entire Ibero-American audiovisual industry,"* he added.

On the value of attending the event, he affirmed to encourage new professionals to participate: *"Come, keep fighting for your dreams, put a lot of enthusiasm, a lot of work into it, and attend Iberseries & Platino Industria, because the whole industry is there, and they will undoubtedly leave with a project or a new idea and they will never waste their time."*

For her part, **Adriana Castillo**, general coordinator of Platino Industria, stated: *"We closed a new edition of Iberseries & Platino Industria with our heart full of gratitude and our eyes set on the future. This event has positioned itself as a unique ecosystem for Ibero-American stories,*

where creators, producers, platforms, and talents converge to promote projects with international reach.”

"We have built a warm meeting, with a particular stamp, reflecting the diversity of more than 50 represented countries. That identity has made Iberseries & Platino Industria one of the favorite meetings for executives in the audiovisual sector," continued.

And concluded: "We are leaving with the certainty that this space will continue to be an indispensable bridge for the growth of the Ibero-American industry and for our stories to reach global audiences."

Online accreditation remains open.

The **accreditation in virtual mode** remains open for **professionals** interested in accessing **significant conferences** and **panels** of this edition, available on the platform until **October 24**. The accreditation allows access to the **Professional Directory**, a tool that facilitates getting to know the attendees of the fifth edition of Iberseries & Platino Industria and expanding the network of contacts.

Iberseries & Platino Industria received support from **Movistar Plus** and **KOCCA / Series on Board** as **Gold Sponsors**; from **Atresmedia Sales, OM-MA, Clúster Audiovisual de Madrid** and **ICEX España Exportación e Inversiones** as **Silver Partners**; and from **Deadline, El País, The Core, Mrs. Greenfilm, CaixaBank, Mahou, Spain Film Commission, Berlinale Series Market, Rio2C, FICCI, Blood Window, BIF Market** and **SerienCamp** as **Partners**.

The following media have provided their collaboration as **Media Support**: **The Hollywood Reporter, Variety, Cveintiuno, Screen International, TIVÚ, TTV News, PRODU, Televisa Univision, Audiovisual 451, Latam Cinema, Rubik Audiovisual, Señal News, The Daily TV, Cineytele, Newsline Report** and **Format.Biz**.

The event is supported by the **ICAA** and the **Ministry of Culture of Spain**.

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