

The fifth edition of Iberseries & Platino Industria kicks off with over 2,300 accredited professionals from 50 countries

Iberseries & Platino Industria opens its fifth edition with a program that includes major premieres, keynote speeches by international figures, and a special focus on innovation and financing.

Top talents such as Miguel Ángel Silvestre, Luisana Lopilato, Jaime Lorente, Pedro Alonso, Eugenio Derbez, Vincent Pérez, Alicia Rubio, Alessandra Rosado, Adam Jezierski and Enrique Guaza will take part in this edition.

Renowned screenwriters, showrunners, and/or creators such as John Altschuler, Daniel Burman, Carlos Quintanilla, Francisca Alegría, Fernanda Urrejola, Hernán Caffiero, José Ignacio “Chascas” Valenzuela, Marina Pérez, Laura Sarmiento, and Alexis Morante will participate in the event's activities.

Madrid, September 30th, 2025. Today, **Tuesday, September 30**, the fifth edition of **Iberseries & Platino Industria** kicks off at **Matadero Madrid**, the largest professional gathering of the Ibero-American audiovisual industry, which will run through **Friday, October 3**.

The event is promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, and supported by the **Community of Madrid** and the **Madrid City Council**. In addition, it is sponsored by **Madrid Film Office** and **Film Madrid Region**.

Over four days, more than **2,300 accredited professionals from 50 countries**, including executives, creators, producers, distributors, TV channels, platforms, studios, financial institutions, and international buyers, will gather in the capital to drive collaboration and the development of content industries in Spanish and Portuguese on a global scale.

Half of the accredited professionals, **almost 50% come from outside Spain**, highlighting the international nature of this event.

The largest number of professionals come from **Spain, Mexico, Argentina, United States, Colombia, Chile, Peru, Uruguay, Brazil, South Korea, Italy, Germany, Portugal, Turkey** and **Ecuador**.

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 and Monaco will also be represented.

In total, **1,300 companies** from around the world will participate, representing a **30% increase** over the previous edition.

The program, which brings together leading industry figures, includes over **130 activities**, among them **20 exclusive premiere screenings**, **60 high-level panels** (conferences, keynotes, and spotlights) with the participation of **more than 200 speakers**.

More than 130 projects will be presented in the **Pitch Sessions with Platforms and Producers**, in the **Co-production and Financing Forum**, in the **Showrunners Workshop**, and in the **Methos Media** call, among other training and networking activities, with the participation of **nearly 170 international buyers** and more than **30 exhibitors** in the **MAI Market Area and Plaza Matadero**.

Iberseries & Platino Industria 2025: creativity, innovation and major premieres at Matadero Madrid

September 29 and 30: opening and first day

On Monday, the **Auditorium of the Casa del Lector at Matadero Madrid** hosted the official **inauguration** of **Iberseries & Platino Industria**, celebrating the event's five years of success and its impact on the Ibero-American and international audiovisual scene.

The ceremony featured **Enrique Cerezo**, president of **EGEDA** and **Platino Industria**; **Raúl Berdonés**, president of **Fundación Secuoya**; **Ignacio Rey**, president of **FIPCA**; **Luis Fernando Martín**, Deputy Minister of Culture, Tourism and Sports for the **Community of Madrid**; and **Almudena Maíllo**, delegate councillor for Tourism for the **Madrid City Council**. The ceremony was hosted by **Yolanda Flores** and attended by prominent personalities and institutions.

Today marks the start of the **first day** of the fifth edition. Among the main topics of the day are the new global audiovisual trends, platform and studio strategies, content financing, technological transformation, the role of territories as attraction hubs, and international creative talent:

- **Market and business trends:** analysis of the evolution of the European ecosystem (**Teleformat – GECA**), the global strategy of **Beta Film**, **Secuoya Studios**, **Banijay**, **Telemundo**, **HBO Max** and **Disney+**.
- **International keynotes:** **Nicolas Atlan** (Gaumont), **Sofía Fábregas** (Disney+), **Luisana Lopilato** (actress and producer).
- **Results of the Spain Audiovisual Hub Plan:** measuring the audiovisual sector's impact across different territories, according to the strategy of **Madrid Film Office**.
- **Creativity and talent:** panel on docufiction and workshops for showrunners and legal & business affairs.
- **Country and Territory Focus:** Mexico as an audiovisual hub, the regional strategy of **Film Madrid Region** and the **AMEA** program, presentation of Zaragoza's audiovisual ecosystem (**Distrito 7**).
- **Innovation and technology:** drones in filming, **FIPCA Conecta** app, new impact metrics from **SPLATAM** (Parrot Analytics).
- **Financing and business:** panels on venture capital, attracting investors, and 20 years of **CREA SGR** supporting Spanish cinema.
- **From script to screen: Negotiate, collaborate, protect:** Hands-on Legal & Business Affairs workshop for producers and creators.

Iberscreenings will feature multiple screening slots and exclusive premieres from **Atresmedia**, including titles such as *Las hijas de la criada*, *33 días*, *A qué estás esperando*, and *La ruta VOL.2: Ibiza*, also presented in market sessions with their creative and executive teams.

The activities are complemented by sector meetings and professional exchange spaces, fostering cultural and audiovisual collaboration between the participating territories.

October 1: creative vision, innovation, and co-production

Tomorrow, Wednesday, October 1, Madrid once again becomes the hub of the Ibero-American audiovisual sector with private networking sessions with executives from **RTVE**, **Mexico**, **Chile**, **Argentina**, **Italy**, **KOCCA** (Korea) and **Grupo iZen**, as well as sector breakfasts such as **OMMA** focused on financing. Key presentations include:

- **Kai Finke**, Chief Content Officer of **SkyShowtime**, on pan-European strategy and Spain's role in the international ecosystem.
- **Spotlight Atresmedia** on its successful strategy in fiction and entertainment.
- Debates on co-production and distribution in Europe with **Fremantle**, **RAI**, **Secuoya Content Group** and **Grupo iZen**.
- **John Altschuler**, showrunner of *Silicon Valley*, and the production design masterclass for *One Hundred Years of Solitude* with **Eugenio Caballero** and **Bárbara Enríquez**.
- Presentation of eight Korean productions in **Series on Board** and a panel from **HBO Max** for Latin America on adapting major IPs.
- **European fiction co-production**: joining forces for the future, sponsored by **Madrid Film Office**.
- **Focus Italy**: Challenges and trends in audiovisual, session sponsored by **Film Madrid Region**.
- **Success Case**: (More) responsible and competitive production in the Community of Madrid, in collaboration with **Film Madrid Region**.
- Session **Workshop on Artificial Intelligence applied to audiovisual**, organized by the **Madrid Audiovisual Cluster**.

Screenings and premieres for buyers at **Iberscreenings**: new titles from **RTVE** (*La frontera*, *Sin gluten*), **Prime Video Brazil** (first episode of *Tremembé*), **The Mediapro Studio** and **Wild Sheep Content** (*Raza Brava*), **Movistar Plus+** (*Los sin nombre* and *La canción*), **Mediterráneo Mediaset** (*La agencia*) and the second season of *Is it love?*, among others.

October 2: adaptations, talents, showrunners, financing and the role of artificial intelligence in the audiovisual sector

Thursday, October 2, focuses on creativity, financing, and the impact of artificial intelligence in the audiovisual sector:

- **Eugenio Derbez** kicks off the day with a keynote on his career and creative vision at **3Pas Studios**, followed by a family meeting with **Alessandra Rosaldo**, **Aislinn Derbez**, **José Eduardo Derbez** and **Vadhir Derbez**, around the project *De Viaje con los Derbez*.

- **Spotlight: The Mediapro Studio** – Adaptations with an international stamp. Analysis of development, adaptation, and co-production of unscripted formats with a focus on Latin America.
- Conferences such as **Architects of Creation: Showrunners** with creators from Chile, Spain, and Denmark, sponsored by **Madrid Film Office** and exclusive presentations at **Iberscreenings** of the Second Window of **Querer** and **La vida breve (Movistar+)**, and **Cometierra** by **Prime Video**.
- Central debate on artificial intelligence: round tables with **TikTok, YouTube, and Twitch**, addressing copyright and the attention economy.
- Launch of the **Be&Jing1 Capital** investment fund and analysis of the role of **Madrid and Medellín** as strategic hubs for the sector.
- Panel on the series **El Juicio**, with **Eugenio Derbez** and **Pedro Alonso** and **Alonso Aguilar (Amazon Studios)**.
- **Pitch of projects in development** linked to the city of Madrid with support from its City Council. Session organized in collaboration with **Madrid Film Office**.
- **Community of Madrid: Investment scenario**, organized in collaboration with **Film Madrid Region**.

October 3: premieres, female leadership, cinema and education, employment, and session on the Platino Awards

The final day on Friday combines exclusive premieres, the last session of the Showrunners Workshop, topics on intellectual property, a panel on the Platino Awards, academic meetings of Platino Educa, and official closing.

- **Platino Awards for Ibero-American Cinema and Audiovisual** Conference.
- Presentation of the first and second episodes of **Isla Oculta** (Chile) and a preview of the documentary series **Corazón Americano**, which explores the natural heritage of seven Latin American countries.
- Panels on artificial intelligence in talent management (**Platino Empleo**) and innovative models of intellectual property (**El Clan Olimpia**).
- Academic meetings of **Platino Educa and the Nebrija Chair (CIMUED)** on female leadership in series and literary adaptations as a source of inspiration.
- Closing session by **Madrid Film Office** and **Iberseries & Platino Industria**.

MAI strengthens its international projection

The **International Audiovisual Market** strengthens its global reach as one of the key meeting points for the Ibero-American audiovisual sector, with outstanding participation once again from **Mexico, Colombia, Chile, Argentina, Italy** and, for the first time, **South Korea**, as the edition's **Country in Focus**; and **Turkey**, through **Inter Medya**, one of the world's leading providers of Turkish content. There will also be delegations from **China** and **India**, the latter also represented by its Embassy.

The **International Audiovisual Market** serves as a space for convergence and networking to promote the branding of organizations, associations, film commissions, producers, distributors, production service companies, and government institutions.

Its goal is to encourage synergy creation, promote the commercialization of new content, enable deal-making, and open new opportunities for international collaboration,

reaffirming its strategic role as an **international showcase for the audiovisual industry**, driving cooperation and exchange among the sector's various stakeholders.

In the exhibition area of the **International Audiovisual Market** will be present **ProColombia, Argentina Audiovisual, EGEDA Mexico – Stage Mexico** (in its third participation), **Embassy of India, EGEDA Peru, Cinema Chile, EGEDA Brazil, Iberoamerica-China Film Industries Association (AICIC), Spanish Producers Association (AECINE, EPE-IBAIA, PAC, PATE, PIAF), Con un Pack, Platino Empleo, Almarae, ECAM, Seriella Productions, EFD Studios, The Pipe Gabeiras, CREA SGR, Aluzine, Sego Creative, Airmedia, Andersen, Ibermedia, Tesiyap, Madrid Tourism – Madrid Film Office, Carrillo Cultura and KOCCA (Korea Creative Content Agency)**, through its **Series on Board** brand.

Meanwhile, at **Plaza Matadero**, a prime space for corporate presentations, the following will participate: **Pavilion EGEDA, Pavilion Secuoya Studios, Atresmedia Sales, Madrid Audiovisual Cluster, Inter Medya, Movistar Plus+ International, and OM-MA.**

Iberseries & Platino Industria 2025 reaffirms itself as the **hub of the Ibero-American audiovisual sector**, a space for reflection, business, creativity, and international collaboration that brings together the main players in the sector in a unique experience of innovation, talent, and co-production.

Accredited professionals can consult the **participants' directory** from the [virtual platform](#), as well as the **full event program**, also available on the [official website](#).

The event features **Movistar Plus** and **KOCCA / Series on Board** as **Gold Sponsors**; **Atresmedia Sales, OM-MA**, Madrid Audiovisual Cluster, and **ICEX Spain Export and Investments** as **Silver Partners**, and **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 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** are **Media Support**. The activity is supported by **ICAA** and **Ministry of Culture** of Spain.

More information and accreditations: www.iberseriesplatinoindustria.com

