

Iberseries & Platino Industria to hold its sixth edition from 29 September to 2 October 2026 after consolidating its position as the leading global reference for Ibero-American Audiovisual Content

The leading international business event for audiovisual content in Spanish and Portuguese will return next year to Matadero Madrid, promoted by EGEDA and Fundación Secuoya, in collaboration with FIPCA, and sponsored by the Madrid City Council and the Community of Madrid.

After closing its most recent edition with record participation figures, the incorporation of new countries and an unprecedented impact on the sector, five years of sustained growth have turned Iberseries & Platino Industria into an essential meeting point for the Ibero-American audiovisual industry.

Madrid, 18 December 2025. **Iberseries & Platino Industria** will hold its sixth edition from **29 September to 2 October 2026**, once again at **Matadero Madrid**. The event is organised by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, and sponsored by **Madrid Film Office** and **Film Madrid Region**, among other partner institutions.

Since its inception, **Iberseries & Platino Industria** has positioned itself as a key platform for the visibility, development and internationalisation of Ibero-American feature films, series and new content, fostering creative talent, international co-production and **connections between Europe, Latin America and other global markets**.

The fifth edition marked a turning point in the event's trajectory, closing with more than **2,700 accredited professionals from 50 countries**—50% of them international—and the participation of over **1,500 companies from around the world**, representing a 50% increase compared to the previous edition. Spain, Mexico, Argentina, the United States, Colombia, Chile, Peru, Uruguay and Brazil led international representation, alongside new participating markets such as South Korea, Germany, Italy, Portugal and Turkey.

The event brought together more than **180 buyers and commissioners from 30 countries** and welcomed executives and acquisition decision-makers from some of the world's leading platforms, broadcasters and production companies, reaffirming its role as a key audiovisual market and business forum. In addition, more than **200 international journalists** were accredited, generating extensive coverage in general-interest and specialised media across Europe, Latin America and the United States, alongside a notable increase in coverage from Asian trade media.

Over the course of five years, **Iberseries & Platino Industria** has strengthened its founding objectives: to **provide international visibility for content in Spanish and Portuguese**; to promote the talent of creators, screenwriters, directors and producers; to boost co-production and content commercialisation; to reinforce the audiovisual ties between Europe and Latin America and project them worldwide; and to encourage professional networking and knowledge exchange among all stakeholders in the audiovisual ecosystem.

The 2025 edition stood out particularly for its commitment to the internationalisation of Ibero-American audiovisual content, the generation of key partnerships, and its focus on innovation, sustainability and artificial intelligence. New projects, impact studies and trend reports were presented, and major industry initiatives were announced, while cooperation with Asia was strengthened, with South Korea as Country in Focus and the consolidation of co-production meetings with India, Turkey and China.

The professional programme once again played a central role, featuring **Pitching Sessions** that selected 77 projects from 17 countries; a **Co-Production and Financing Forum** with 25 European and Latin American projects; more than 60 **panels and keynotes** with 220 speakers; 20 international Ibercreenings; and an **International Audiovisual Market** that brought together over 45 exhibitors, with an average daily attendance of 1,000 people.

Likewise, the training programme returned with an advanced range of activities focused on professional development, including the **Showrunners Workshop**, which featured 10 series projects, among other specialised workshops aimed at producers and creators.

Madrid once again strengthened its position as an international audiovisual hub by hosting an event that has seen professional participation grow by nearly 52% since its first edition, double the number of countries represented—from 25 in 2021 to 50 in 2025—and consolidate itself as a shared space for dialogue, business and the global projection of Ibero-American audiovisual content.

Looking ahead to 2026, **Iberseries & Platino Industria** faces its sixth edition with the goal of further expanding its international reach, reinforcing its role as a bridge between markets, and **continuing to promote Spanish- and Portuguese-language talent and content on the global audiovisual stage**.

More information: www.iberseriesplatinoindustria.com

SEXTA EDICIÓN



29 SEPT - 02 OCT
2026

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