

## **Iberseries & Platino Industria launches a new Elevator Pitch Call with Sony Pictures Television LATAM & USH for television series**

*The initiative promotes fiction projects with international potential and reinforces the event's commitment to Ibero-American talent, extending the submission deadline for its eleven Pitch calls until April 28.*

Madrid, April 15, 2026. **Iberseries & Platino Industria**, the leading international gathering for professionals in the audiovisual industry across the Ibero-American sphere, announces the launch of a new Pitch call in collaboration with **Sony Pictures Television LATAM & USH**, as well as the **extension of the submission deadline** for its eleven active calls until **April 28**.

As part of its sixth edition, to be held from **September 29 to October 2, 2026, at Matadero Madrid**, the event reinforces its commitment to fostering creative talent and strengthening connections among creators, production companies, distributors, international buyers, and platforms.

### **New Pitch Call: Elevator Pitch Sony Pictures Television**

This new call is aimed at **writers and creators** linked to Ibero-America who are interested in **presenting fiction projects with international potential**. The **Elevator Pitch** format consists of concise presentations of exactly five minutes, followed by a Q&A session with representatives from **Sony Pictures Television**.

The initiative seeks **original scripted projects** in a variety of formats: miniseries, series, superseries, procedurals, or premium series, spanning genres such as melodrama, *dramedy*, comedy, and *TV movies*, with a particular focus on stories capable of connecting with mass audiences in the Ibero-American and US Hispanic markets.

**Key features** include the search for **original Spanish-language projects**, productions associated with **Ibero-America**, and a focus on **broad audiences**. This call also requires full exclusivity, meaning that submitted projects may not participate in other Pitch calls within this edition.

A committee of experts will evaluate the proposals received, selecting **12 projects** to be presented in person during the event in Madrid.

## Extended Submission Deadline

To ensure greater diversity of proposals and facilitate international participation, **Iberseries & Platino Industria** has extended the submission deadline for all its Pitch calls until **April 28, 2026, at 14:00 (GMT+2)**.

In total, **eleven calls** and **nine leading companies** will take part in the **Platform, Production Company, and Studio Pitch sessions** in this edition: **3Pas Studios, Amazon MGM Studios, Anima, BH5 Studios, Dopamine, HBO Max, Río Ancho, Sony Pictures Television LATAM & USH, and Telefé Studios.**

Each open call has established **specific criteria** that participants must meet before submitting their projects, including **fiction, animation, and documentary feature films**, as well as **series, miniseries, superseries, teleseries, and telenovelas across fiction, animation, documentary, and vertical-format microseries, depending on the call.**

Registration conditions can be consulted in the [guidelines](#) for each call, as well as in the general Pitch participants' **regulations**, both available on the official website. Registration is completed through the designated **professional profile** once the accreditation process has been finalized.

## Professional Accreditation: *Early Bird* Rates Until June 11

**Professional accreditation** grants access to the **full program** of activities and participation in the various **project calls**.

Additionally, whether attending in person or virtually, it provides access to a **private virtual space**, allowing participants to browse the attendee directory, schedule meetings voluntarily, and watch key **conference** sessions after they take place, among other content.

Special rates will be available until **June 11**. Accreditation can be requested online via the official Iberseries & Platino Industria [website](#), where the application steps are detailed.

## A Key Platform for Project Development

**Iberseries & Platino Industria**, promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA** and under the sponsorship of **Madrid Film Office** and **Film Madrid Region**, continues to consolidate its position as a strategic hub for the development, financing, and visibility of Spanish- and Portuguese-language content, establishing itself as a must-attend meeting point for the global audiovisual industry.

The fifth edition marked a milestone, bringing together more than **2,700 professionals from 50 countries**. For 2026, the event maintains its goal of expanding its international reach and strengthening its role as a networking and promotional platform for the Ibero-American audiovisual industry.



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