

29 SEPTIEMBRE  
AL 02 OCTUBRE  
2026

IBER  
SERIES

& platino

IN  
DUS  
TRIA

MATADERO  
MADRID

MAI

INTERNATIONAL  
AUDIOVISUAL  
MARKET



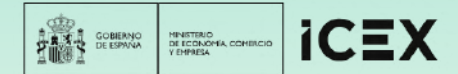
# ORGANIZERS



# SPONSORS



## GOLD SPONSOR



## SILVER SPONSOR

## PARTNERS

DEADLINE



## MEDIA SUPPORT



## ACTIVITY SUPPORTED BY



## ACTIVITY SUBSIDIZED BY



# IBERSERIES & PLATINO INDUSTRIA

A strategic meeting place for producers, creators, distributors and executives in the industry, designed to drive business, promote co-productions and connect professionals.

Direct access to decision makers from platforms, networks, production companies, distributors and buyers.



# NUMBERS 2025

**+2.700**

ACCREDITED  
PROFESSIONALS

**+50**

PARTICIPATING  
COUNTRIES

**+130**

ACTIVITIES

**+180**

BUYERS

**+200**

PERIODISTAS

**+1.500**

EMPRESAS

**+10.000**

MEETING PLANS

**+12.000**

ACCREDITED  
PROFESSIONALS IN  
FOUR EDITIONS

# WHY PARTICIPATING IN IBERSERIES & PLATINO INDUSTRIA?



# DISCOVER

CONTENT & TRENDS

- Keynotes with top executives from the international audiovisual industry.
- Presentations by game-changers who are transforming the audiovisual ecosystem.
- Exclusive sessions with leading executives.
- Screenings and previews of upcoming series and films.

# DEVELOP

BUSINESSES AND FIND PARTNERS

- A format that facilitates exchanges with the European/Latin American audiovisual ecosystem.
- Identify potential partners to take your business to the next level.
- Connect with your counterparts in productive conversations.

# NETWORKING

EXCLUSIVE

- Unparalleled networking opportunities and access to decision-makers.
- Happy hours, brunches, breakfasts, and lunches are a great way to have fun while meeting the people who can move your business forward.

01

INTERNATIONAL AUDIOVISUAL MARKET  
STANDS | TABLES

02

NETWORKING EVENTS

03

CONFERENCES & KEYNOTES

04

SCREENINGS

05

PRO ACTIVITIES



# 01 MAI INTERNATIONAL AUDIOVISUAL MARKET

PRESENT, CONNECT AND DO BUSINESS MOST  
EFFICIENTLY IN YOUR BRANDED SPACE

Business area with a limited number of private spaces where you can meet clients in comfort and maximise your brand exposure.

- Stands
- Executive tables
- Coffee breaks
- Buyers lounge in the same area
- + 300 buyers

**MAI** INTERNATIONAL  
AUDIOVISUAL  
MARKET



# 02 NETWORKING EVENTS

NEW FORMATS TO ACCELERATE YOUR BUSINESS

- NETWORKING SESSION:  
BREAKFASTS, BRUNCHES AND HAPPY HOURS
- VIP BREAKFASTS
- NETWORKING MEAL
- COFFEE BREAKS
- PRIVATE MEETINGS



# 03 CONFERENCES Y KEYNOTES

EXECUTIVES AND CREATIVES PRESENT IN 2025



**MORITZ VON KRUEDENER**  
Managing director  
Beta Film  
Alemania



**JULIA FIDEL**  
Head of International  
Fiction - Acquisition  
ZDF  
Alemania



**MICHAEL MONSOUR**  
CEO & Co-Founder  
Phanes Funding Group  
Estados Unidos



**SOFÍA FÁBREGAS**  
VP Original Production  
The Walt Disney  
Company Iberia  
España



**JAVIER PONS**  
Chief Content Officer  
and Head  
Telemundo Studios  
Estados Unidos



**VANESSA MIRANDA**  
Head of Scripted  
Content Development,  
Warner Bros. Discovery  
Estados Unidos



**NICOLAS ATLAN**  
President US  
Gaumont  
Francia



**KAI FINKE**  
Chief Content Officer  
SkyShowtime  
Holanda



**VICTORIA CAZALLA**  
Strategic Partner  
Manager, YouTube  
España



**STEVE MATTHEWS**  
Head of Scripted  
Creative  
Banijay Entertainment  
Reino Unido



**ALONSO AGUILAR**  
Head Local Originals Mx  
Amazon Studios  
México



**ELISA ALVARES**  
Chief Investment Officer  
Global IP  
Tower Peak Partners LLP  
Reino Unido



**EUGENIO DERBEZ**  
Actor, Dir., Prod. &  
Chairman & Co-Founder  
3PAS Studios  
México



**MONTSE GARCÍA**  
Head of Fiction  
Atresmedia  
España



**ALEX MEDEIROS**  
HoC - Drama & Docs  
Globoplay + Canales Globo  
Brasil



**FRANCISCA ALEGRÍA**  
Showrunner "La Casa  
de los Espiritus"  
Chile

# 04 SCREENINGS



## PREMIER CINE

Premieres of premium films followed by a Q&A with their producers and creators.



## PRÓXIMAMENTE

Exclusive previews of upcoming series in conversation with their creative teams and producers.



## CAPÍTULO UNO

Premieres of the first episodes of premium series, followed by a chat with their producers and creators.



## SEGUNDA VENTANA

Exclusive programme made up of a careful selection of recently released series, with international projection, in search of new marketing windows.



## UPFRONT | SHOWCASE

Exclusive catalogue selections, soon-to-be-released content and content that has just passed through international festivals and sales agent presentations.





# 05 PRO ACTIVITIES



## TRAINING WORKSHOPS

To train the professionals of the future, workshops are held based on the needs of the industry:

- Showrunners Workshop
- Workshop on Artificial Intelligence
- Financial Tools Workshop
- Legal Tools Workshop
- Sustainability Workshop



## PITCH OF PLATFORMS AND PRODUCTION COMPANIES

We bring audiovisual projects in development, production, work in progress, financing gap or packaging to invited companies, potential producers, buyers, investors and industry executives.



## CO-PRODUCTION AND FINANCING FORUM

Producers and creatives of films and series with 40% financing will be able to take their projects to the next level with meetings focused on the search for financing, co-production and international sales with the most relevant players in the sector.

20 projects selected in 2024 with the participation of Bixagu Entertainment, Filmmakers Monkeys, Lavorágin Films, Nanouk Films, Non Stop Studios, Plano a Plano, Rhayuela Films, Rizoma Producciones, and TV ON Producciones.

# BUYER COMPANIES 2025



# ADDED VALUE

TO ALL CLIENTS WHO CONTRACT SERVICES EXCEEDING THE ESTABLISHED AMOUNTS, WE OFFER PROMINENT VISIBILITY AS **GOLD SPONSOR, SILVER SPONSOR AND BRONZE SPONSOR**

**+40.000 €**

## **GOLD SPONSOR**

Brand visibility as a Gold Sponsor on the following event communication materials:

- **SPOT**
- **BUMPER**
- **PROGRAM BOOKLET**
- **WEBSITE**
- **NEWSLETTER**
- **BUS SHELTERS AND MUPIS**

**+30.000 €**

## **SILVER SPONSOR**

Brand visibility as a Silver Sponsor on the following event communication materials:

- **SPOT**
- **PROGRAM BOOKLET**
- **WEBSITE**
- **NEWSLETTER**

**+20.000 €**

## **BRONZE SPONSOR**

Brand visibility as a Bronze Sponsor on the following event communication materials:

- **WEBSITE**
- **NEWSLETTER**



**MAMI**

INTERNATIONAL  
AUDIOVISUAL  
MARKET

# 01 INDUSTRY STAND

## INCLUDES

- 6m Stand
- lightbox with 1m x 2,5m printed canvas
- 2 methacrylate towers with 2 spotlights
- Furniture: 1 high table, 3 stools and a closet
- 2 accreditations

## SERVICES

High speed Wi-Fi connection, 2 power outlets, Cleaning and security services, Design, assembly and dismantling, Exhibition carpet (color of choice) 3m x 2 m.

**Product ID: MAI001**

*Optional: 65" tv screen with pedestal stand - 600€*



# 02 PREMIUM STAND

## INCLUDES

- 6m Stand
- wooden frame with 2m x 2m x 0,8m white printed canvas
- 80" screen built into the frame
- light box with 1m x 2m printed canvas
- LED perimeter strip lighting for main frame, 15 m
- Furniture: 1 low table, 4 chairs and counter/closet, with personalized vinyl.
- 4 accreditations

## SERVICES

High speed Wi-Fi connection, 2 power outlets, Cleaning and security services, Design, assembly and dismantling, Exhibition carpet (color of choice) 3m x 2 m.

**Product ID: MAI002**



# 03 DOUBLE INDUSTRY STAND

## INCLUDES

- 12 m Stand
- 2 lightbox with 1m x 2,5m printed canvas
- Furniture: 3 high table, 9 stools and a closet
- 2 methacrylate towers with 2 spotlights.
- **6 accreditations**

## SERVICES

High speed Wi-Fi connection, 2 power outlets, Cleaning and security services, Design, assembly and dismantling, Exhibition carpet (color of choice) 3m x 2 m.

**Product ID: MAI003**

*Optional: 65" tv screen with pedestal stand - 600€*



# 04 DOUBLE PREMIUM STAND

## INCLUDES

- 12m Stand
- wooden frame with 2m x 2m x 0,8m white printed canvas
- 80" screen built into the frame
- 2 light box with 1m x 2m printed canvas
- 2 acrylic totems with 2 spotlights and custom vinyl
- Furniture: 3 high tables with 9 stools, a cabinet, and a counter with custom vinyl. Option: high table with 3 stools, low table with 4 chairs.
- 6 accreditations

## SERVICES

High speed Wi-Fi connection, 4 power outlets, Cleaning and security services, Design, assembly and dismantling, Exhibition carpet (color of choice) 6m x 2 m.

**Product ID: MAI004**



# 05 EXECUTIVE TABLE

## INCLUDES

- 1 table, 120cm x 50cm
- 4 chairs
- 1 accreditation
- High speed Wi-Fi connection
- 2 power outlets
- Cleaning and security services
- Assembly and dismantling

**Product ID: MAI005**



# COUNTRY CORNER

Bring together in a single space institutions, associations, film commissions, or production companies from the same country or region.

Combine multiple stands to create a corner.

Allows sharing resources and enhancing the presence of each member and their country or region.



# COUNTRY CORNER PACK DOUBLE INDUSTRY STAND

- Double Industry Stand: from 12m2
- 10 accreditations
- Optional: 30-minute Presentation
- Video spot from 10" to 1' (silent), displayed on digital screens (Market Area, Screening Area, Accreditations Area, and Networking Area).
- 1 newsletter (*top banner*)

**Product ID: MP001**



# COUNTRY CORNER PACK DOUBLE PREMIUM STAND

- Double Premium Stand: from 12m2
- 15 accreditations
- Optional: 30-minute Presentation
- Networking Session: Breakfast / Brunch / Happy Hour (max. 100 people)
- Video spot from 10" to 1' (silent), displayed on digital screens (Market Area, Screening Area, Accreditations Area, and Networking Area).
- communiqué in newsletter

**Product ID: MP002**



# SPACES PLAZA MATADERO



# PRIVATE SPACE IN PLAZA MATADERO

2,500 m<sup>2</sup>, estimated capacity of 1,200 people per day

Epicentre of the event and extension  
of the market area

We offer three presence options:

- 01 Space rental
- 02 Container
- 03 Gourmet Food Truck

Plaza Matadero offers a chill-out atmosphere, a dining area, music, and a stage with an LED screen for activities and events.

This wonderful outdoor space at Matadero Madrid ensures greater visibility and a prominent presence for your brand.



# 01 SPACE RENTAL

## What?

Exclusive promotional space that can be tailored to your needs, ideal for meetings, commercial activities, and networking events.

## Characteristics

- 30 m2 space in Plaza Matadero
- Option to expand the space (€500 per additional m2)
- The rental fee only includes the space; any additional requirements will be at the expense of the client.
- **Includes 6 accreditations**

**Product ID: MPM001**



# 02 CONTAINER

## What?

Exclusive promotional space that can be tailored to your needs, ideal for meetings, commercial activities, and networking events.

## Characteristics

- Standard container of approximately 6 × 2.70 m. Glazed, for increased privacy, while maintaining an outdoor terrace area.
- Total area at Plaza Matadero of approximately 30 m<sup>2</sup>, including the container and the terrace area.
- The base price includes the space at Plaza Matadero, the container, branding, and basic furniture. Additional costs will be added based on the specific requirements of each client. The final quote will be requested from the provider according to these needs.
- Includes 6 accreditations.

**Product ID: MPM002**



# 03 GOURMET FOOD TRUCK

## What?

A space designed for *Country Corner* representatives to showcase their cuisine through tastings at Plaza Matadero.

## Characteristics

- Food trucks are delivered with vinyl wrapping and come equipped with basic kitchen appliances. Any additional equipment needed will be quoted separately.
- Kitchen equipment: Fully stainless steel-lined interior, extractor hood, sink, grill, fryer, refrigeration unit, freezer, and work surfaces.
- Sales operations will be managed directly by each client, in coordination with the organization to establish operating hours and prices. Each client will be responsible for their own payment system..
- All food items to be offered must be approved by the municipal health department, in accordance with public food sales regulations.

**Product ID: MPM003**



# SERVICES ON DEMAND

**01** Hostesses, table signage, roll-up banner, photocall

**02** Networking Session:

- Breakfast
- Brunch
- Happy Hour

**03** Emplazamientos publicitarios:

- Digital Display
- Banner advertising in venues
- Online: website, newsletter, DRR
- Printed publications
- Advertising objects

\*consult rates.

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