

Iberseries & Platino Industria announces new initiatives in Cannes to boost co-production, training and audiovisual business

*Within the framework of the **Marché du Film at the Cannes Film Festival**, **Iberseries & Platino Industria** has announced the opening of the new calls for applications for the **Euro Atlantic Series Co-Pro Pitch, Co-Production and Financing Forum, Showrunners Training Workshop and the workshop “Thinking Like a Producer: Creative Business Strategy”**, reinforcing its commitment to international co-production, specialised training and the promotion of new strategic alliances for the Ibero-American and European audiovisual industry.*

Cannes, 16 May 2026. **Iberseries & Platino Industria**, the leading international event for professionals in the Spanish- and Portuguese-language audiovisual industry, presented at the **Marché du Film** of the **Cannes Film Festival** the main new developments regarding the professional calls currently open for its sixth edition, which will take place from **29 September to 2 October 2026 at Matadero Madrid**.

During the event, held at the **MIF Spanish Pavilion**, **Samuel Castro**, director of **Iberseries and Fundación Secuoya**, and **Carlos Antón**, advisor and member of the Board of Directors of Platino Industria and director of development at **EGEDA**, unveiled the event's new initiatives and strategic lines for 2026, accompanied by **Xiomara García**, coordinator of Film Madrid Region; **Raúl Toquermada**, director of Madrid Film Office; **María Prada**, head of Promotion at **Madrid Film Office**; and **Luis Mayoral**, director of cultural industries at **ICEX España Exportación e Inversiones**.

The presentation was attended by numerous professionals from the international audiovisual industry, including buyers, producers, financiers, creatives, distributors, sales agents, festival programmers and institutional representatives linked to the Ibero-American and European audiovisual sector. **Samuel Castro and Carlos Antón** especially thanked the support of the institutions present and all attendees, highlighting the role of Iberseries & Platino Industria as a meeting point for connection and opportunity generation within the industry.

During the event, **Xiomara García (Film Madrid Region)** highlighted the value of Iberseries & Platino Industria for the international projection of Madrid's audiovisual sector:

“For us, Iberseries & Platino Industria is a key platform for the international projection of Madrid’s audiovisual sector. From the Community of Madrid, we are reinforcing our support for this strategic market, following the roadmap promoted by Film Madrid Region, with a focus on the Spanish-speaking content market in the United States and other priority markets, in order to consolidate Madrid as an international production hub.”

For their part, **Raúl Torquemada** and **María Prada (Madrid Film Office)** underlined Madrid City Council’s commitment to the development of the audiovisual industry and the role of the event as a bridge between Ibero-American markets:

“Madrid is a city for telling and experiencing great stories, as demonstrated by the large number of audiovisual productions made in the city. Madrid Film Office’s support for Iberseries & Platino Industria, which has established itself as an undeniable benchmark for the sector, is part of Madrid City Council’s broader commitment to the audiovisual industry as an economic, cultural and creative driver for the city, and our objective of fostering links and synergies between Ibero-American industries, positioning Madrid as a major production hub and the preferred bridge between the national industry and the rest of the countries producing content in Spanish and Portuguese.”

Luis Mayoral (ICEX España Exportación e Inversiones) stated: “Iberseries & Platino Industria has consolidated itself as the leading benchmark for Ibero-American audiovisual content at a particularly positive moment for the Spanish-language sector, driven by growing international demand for content in our language. At ICEX, we strongly support this event because it plays a key role in enabling Spain and its companies to act as a bridge between Ibero-American and European talent, fostering new opportunities for collaboration, investment and internationalisation.”

Euro Atlantic Series Co-Pro Pitch

Among the main new features of the **sixth edition of Iberseries & Platino Industria** is the launch of **Euro Atlantic Series Co-Pro Pitch**, a new activity integrated into the **Euro Atlantic Series Market & Networking programme**, designed to promote co-production and the international circulation of European fiction, docuseries and animation series with global potential.

The programme seeks to strengthen cooperation among countries along the European Atlantic axis: **Portugal, Spain, France, Belgium, the Netherlands, Ireland, Germany and Luxembourg**, as well as the **Nordic countries** and other **European territories** with a strong Atlantic outlook, such as the United Kingdom. The call will select a maximum of seven series projects in advanced stages of development, which will gain access to mentoring, specialised consultancy, one-to-one meetings

and a final pitching session before commissioners, investment funds and potential international partners.

The **selection committee** for this first edition will consist of **Laura Miñarro**, VP of International Business and Co-production at **Buendía Estudios** (Spain); **Diego del Pozo**, Fiction Manager at **Atresmedia Televisión** (Spain); **José Fragoso**, Head of Programming at **RTP1 and RTP Internacional** (Portugal); and **Georges Huercano**, Development and Co-production Manager at **RTL** (Belgium).

Co-Production and Financing Forum

Iberseries & Platino Industria has also announced the opening of the call for applications for the **2026 Co-Production and Financing Forum**, firmly established as one of the leading international networking spaces for Ibero-American audiovisual projects seeking co-production, financing and new partnerships.

Aimed at filmmakers, directors, producers and film directors from Ibero-America and Europe, the Forum will select up to ten series projects and ten feature film projects, which will participate in personalised one-to-one meetings with accredited producers, platforms, sales agents, distributors and potential financial partners.

This year's **committee** will include **Joanna Lombardi**, showrunner; **Karina Dolgiej**, partner at **TV Film International**; and **Bernardo Bergeret**, Founder of **Ventana Sur / BloodWindow**.

The **Co-Production and Financing Forum** reaffirms its impact on the audiovisual industry as a driving force for globally oriented projects, having contributed to the development of numerous titles **already produced, filmed or premiered** in different regions.

Among the most notable cases are **Isla Oculta**, by Río Estudios (Chile), and **Es Amor?**, by Coral Cine (Uruguay), whose premieres took place at Iberseries & Platino Industria; as well as **Hangar Rojo**, by Villano Producciones (Chile); **Pepita la Pistolera**, by Zeppelin (Argentina); **Caza y Pesca**, by Sueko Films and Murdoc (Uruguay and Argentina); **El aspirante**, by Smiz and Pixel (Spain); and **Los sueños que compartimos**, by Salamandra Producciones (Mexico).

Titles such as **El peligro de quererte**, by Parox S.A. (Chile); **La Orquestita**, by APUS Animación y Contenido (Peru); **Frágiles**, by Storylab (Argentina); **Los relatos**, by Aquí y Allí Films (Spain and Romania); **Aguas Pasadas**, by TV ON Producciones and Caracol Studios (Portugal and Spain); and **Patagonia. Lo que esconde el paraíso**, by Atlantika Films and María Wood Producciones (Chile and Spain, with

participation from ZDF), have also moved towards production or release, consolidating the Forum's international reach.

Taken together, these projects reflect the **Forum's geographical diversity**, with participation from companies across various Ibero-American and European countries, confirming its role as an essential meeting point for international co-production

Showrunners Workshop

Another of the announced calls corresponds to the sixth edition of the Showrunners Training Workshop, coordinated by The Core School in collaboration with CIMA (Association of Women Filmmakers and Audiovisual Media), an initiative already established as a benchmark space for promoting new talent and Spanish-language series projects.

The programme will select up to twelve projects to participate in an intensive in-person training programme in Madrid, complemented by prior online tutoring sessions, focused on the creative, executive and management responsibilities of the showrunner.

The participating tutors will be **Jorge Redondo**, executive producer and showrunner, former executive director of Boomerang TV Ficción and producer of titles such as *Inés del alma mía*, *Mar de plástico*, *Los protegidos* and *Física o Química*; **Tatiana Rodríguez**, screenwriter and creator nominated for the Goya Award for *Mataharis*, and writer of series such as *Operación Barrio Inglés*, *La ley del mar*, *Camilo Superstar*, *La cocinera de Castamar* and *La valla*; and **Miquel Peidro**, script coordinator, playwright and novelist, creator and coordinator of series such as *El secreto de Puente Viejo*, *Acacias 38* and *La Moderna*. The selection committee will be chaired by **Enrique Darriba**, executive producer and Workshop coordinator.

Workshop “Thinking Like a Producer: Creative Business Strategy”

The programme for this sixth edition will also include the new workshop **“Thinking Like a Producer: Creative Business Strategy”**, aimed at producers, directors, screenwriters and development executives interested in strengthening audiovisual projects from a creative, industrial and market-oriented perspective.

The training will be led by **Leonardo Zimbrón**, currently SVP of Co-production at **3Pas Studios**, the production company founded by Eugenio Derbez and Ben Odell. Throughout his career, he has worked with companies such as Warner Bros., Sony

Pictures, Netflix and Amazon MGM Studios, participating in productions such as *Nosotros los Nobles*, *Club de Cuervos* and *Cada Minuto Cuenta*.

The workshop will address creative development strategies, market vision and business models for financing, producing and positioning audiovisual projects internationally.

The organisation will select a maximum of 25 participants from the applications received. To participate, each applicant must **submit a fiction project (series or feature film) and hold a valid professional accreditation** for the event.

Deadline for calls and Early Bird rates for Professional Accreditation

All **calls** will remain open until Thursday, **11 June 2026 at 16:00h (GMT+2)**. The **professional accreditation** for **Iberseries & Platino Industria**, with **early bird rates** available until mid-June, **will allow access to project calls and the programme of professional activities**.

In addition, professional accreditation, both in-person and virtual, will provide access to the event's private online platform, through which participants will be able to consult the professional directory of accredited attendees and establish contacts, as well as watch conferences and on-demand content after the event.

Iberseries & Platino Industria, a key event for the sector

In just five years, Iberseries & Platino Industria has established itself as one of the leading international events for Spanish- and Portuguese-language audiovisual content, bringing together producers, television channels, platforms, studios, creators, investors, distributors and companies from around the world in a space designed to promote co-production, financing and the international circulation of content.

This new edition, promoted by **EGEDA and Fundación Secuoya**, in collaboration with **FIPCA** and sponsored by **Madrid Film Office** and **Film Madrid Region**, among other collaborating entities such as **ICEX España Exportación e Inversiones**, **ICAA** and **Spain Film Commission**, will once again offer a cross-cutting programme combining reflection and new trends, market activity, specialised training and international networking.

Over the course of four days, the programme will include **conferences, keynotes, spotlights, exclusive screenings, market spaces, professional meetings, pitch sessions from platforms and production companies** — whose calls recently closed



with great success, receiving more than 500 projects for evaluation — as well as **training programmes** aimed at boosting the development and internationalisation of audiovisual projects.

All of this confirms the international dimension of **Iberseries & Platino Industria** as a key platform for generating alliances, anticipating trends and opening up new business opportunities for the Ibero-American and European audiovisual industry.

More information: www.iberseriesplatinoindustria.com

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