

The Transformation of the Audiovisual Business and Local Stories with Global Impact Take Center Stage in the Latest Conference Programme Announcement for Iberseries & Platino Industria

José Antonio Antón (Atresmedia) will deliver a keynote on the group's innovation strategy, while Javiera Balmaceda and Nicole Morganti (Prime Video & Amazon MGM Studios) will explore the key to developing local stories capable of captivating global audiences.

Madrid, 9 July 2026. Iberseries & Platino Industria has unveiled a new preview of the conference programme for its sixth edition, to be held from **29 September to 2 October** at **Matadero Madrid**. Organised by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA** and with the support of **Madrid Film Office** and **Madrid Film Region**, the leading international event for Spanish- and Portuguese-language audiovisual professionals will once again bring together top executives, platforms, studios and production companies for a programme of high-level keynotes, conferences and panel discussions exploring the transformation of the audiovisual business and the trends shaping the future of the industry.

Innovation as a driver of business leadership and the ability of local stories to engage global audiences will be two of the central themes of this sixth edition's conference programme.

The first of these sessions will be the keynote "**Constant Transformation: The Secret Behind Atresmedia's Success**", delivered by **José Antonio Antón**, General Manager of Atresmedia. During his presentation, he will share the strategy that has enabled the group to strengthen its leadership in an increasingly competitive audiovisual market by making continuous innovation one of the cornerstones of its business model.

He will explain how Atresmedia has transformed the lifecycle of its content through a hybrid model designed from the outset to integrate both linear television and the digital ecosystem of **atresplayer**, maximising the reach and value of every production. He will also discuss the role of strategic international partnerships with companies such as **Disney+**, **Netflix**, **ViX**, **ZDF** and **ITV**, which have helped expand the global reach of Spanish productions while demonstrating how collaboration with international platforms can strengthen brand value, raise creative ambition and amplify the impact of local storytelling.

The international dimension of audiovisual production will also take centre stage in **"Amazon MGM Studios: Connection — Local Stories with Global Impact"**, a conversation featuring **Javiera Balmaceda**, Head of International Originals for Latin America, Canada and Australia at Prime Video & Amazon MGM Studios, and **Nicole Morganti**, Head of International Originals for Italy and Southern Europe at Prime Video.

The two executives will share insights into Amazon MGM Studios' strategy for identifying, developing and producing local stories with the potential to resonate with audiences around the world, combining the authenticity of each market with an international perspective. They will discuss how the studio tailors its content to the cultural sensitivities and preferences of each territory while preserving the universal storytelling elements that transcend borders and connect with global audiences—a strategy that has driven Prime Video's international growth and reinforced the value of its original productions.

The session will also include an exclusive preview of some of the studio's upcoming releases, together with its strategic outlook on the evolution of the audiovisual market heading into **2027**, highlighting the opportunities expected to continue driving the international growth of Spanish- and Portuguese-language stories.

With this latest programme announcement, Iberseries & Platino Industria reaffirms its commitment to bringing together some of the industry's leading international figures to reflect on the changes redefining the audiovisual landscape. Over four days, **Matadero Madrid** will once again become the leading meeting point for the Ibero-American audiovisual industry, fostering knowledge exchange, business development and new opportunities for international collaboration.

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