

SEPTEMBER 29
TO OCTOBER 02
2026

IBER
SERIES & *platinum* **IN**
DUS
TRIA

MATADERO
MADRID

THE LARGEST BUSINESS EVENT FOR AUDIOVISUAL CONTENT IN SPANISH AND PORTUGUESE



ORGANIZERS



SPONSORS



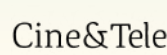
GOLD SPONSOR



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
PROFESSIONNALS

+50

PARTICIPATING
COUNTRIES

+130

ACTIVITIES

+180

BUYERS

+200

JOURNALISTS

+1.500

COMPANIES

+10.000

MEETING PLANS

+12.000

ACCREDITED
PROFESSIONALS IN
FOUR EDITIONS

BUYER COMPANIES 2025



ADVERTISING PLACEMENT



ADVERTISING PLACEMENT

We offer different advertising placements making the visibility of the brand easier in the different spaces where the event is held

01 Digital display & screens

02 Venue banners

03 Online

04 Printed publications

05 Promotional items



01 DIGITAL DISPLAY

What?

We have three digital advertising spaces where you can showcase your brand's advertising.

Advertising space shared with other brands.

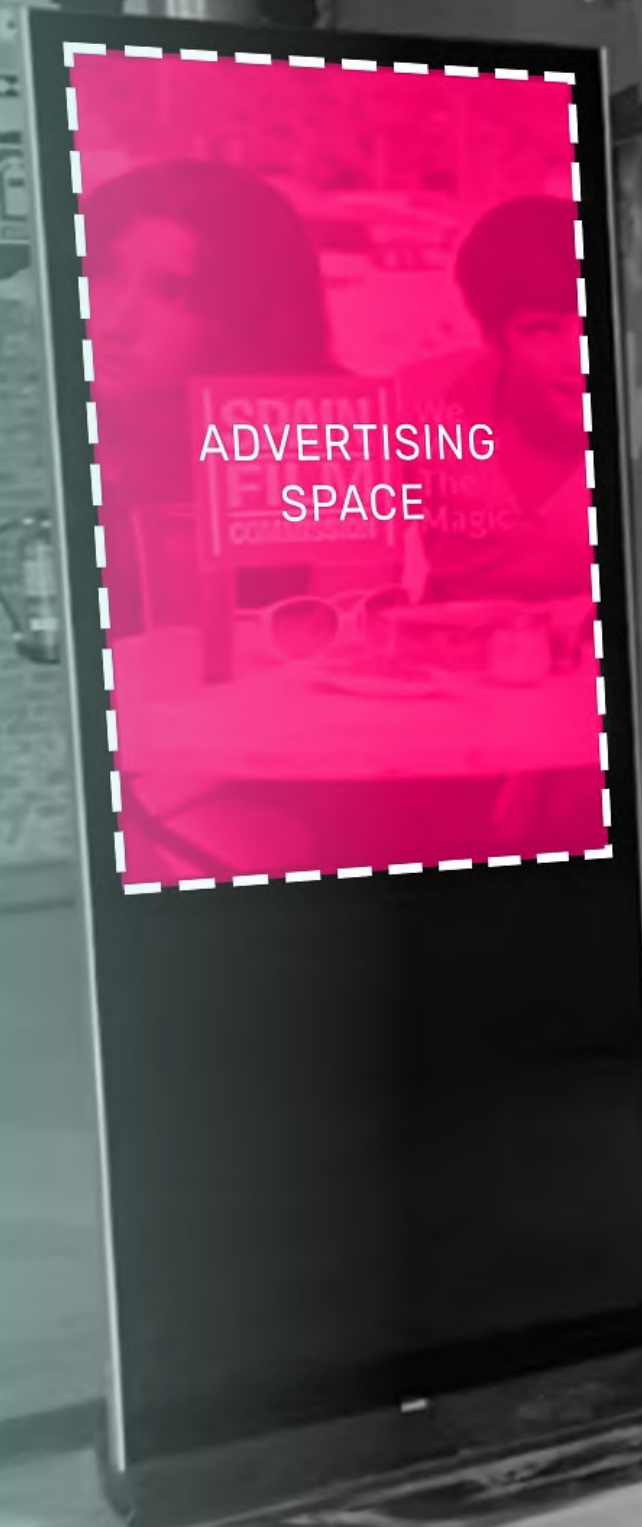
Where?

- Accreditation area
- Screening area
- Market area

Format

Still image or video without audio, in continuous loop.
Length 10".

Product ID: EPD001



DIGITAL DISPLAY EXCLUSIVE

NEW

What?

Premium advertising space to showcase your content **exclusively** during the 4 days of the event.

Where?

Location to be chosen by the client from the available advertising spaces at Matadero Madrid (accreditation area, screening area and market area).

Format

Still image or video without audio, in continuous loop.

Product ID: EPD002



SCREEN IN THE EVENTS AND NETWORKING AREA

What?

Advertising on the screen in the event area, the area with the highest number of registered visitors at the event.

Advertising space shared with other brands.

Format

Still image or video without audio, in continuous loop. Length from 30" to 1`.

Product ID: EPD003



02 VENUE BANNERS

SPECIAL BANNER ACCREDITATION AREA

Where?

Central de Diseño. (accreditation area)

Format

Printed canvas of approximately 465x 150 cm.

Product ID: EPB000



VENUE BANNER

BANNER ACCREDITATION AREA

Where?

Central de Diseño. (accreditation area)

Format

Printed canvas of approximately 253x 357 cm.

Product ID: EPB001



VENUE BANNER

SPECIAL GLASS BANNER ACCREDITATION AREA

Where?

Central de Diseño. (Next to the accreditation area)

Format

Vinyl of about 245 x 200 cm.

Product ID: EPB002



VENUE BANNER

SPECIAL GLASS BANNER MAI ENTRANCE (MARKET AREA)

Where?

Located on the glass wall of the entrance hallway leading to the market area and Buyers Lounge.

Format

Foam board banner, 350 x 160 cm.

Product ID: EPB003



VENUE BANNER

UPPER BANNER MAI ENTRANCE (MARKET AREA)

Where?

Located at the entrance to Cineteca, corridor that leads to the screenings in Sala Borau and Sala Azcona.

Format

Foam board banner, 148 x 110 cm.

Product ID: EPB004



VENUE BANNER

VERTICAL BANNER MAI (MARKET AREA)

Where?

Located in the market and networking area.

Format

Foam board banner, 80 x 120 cm.

Product ID: EPB005



NEW

VENUE BANNER

FLOOR STICKERS MAI (MARKET AREA)

Where?

Located on the floor of the market and networking area.

Format

Circular vinyl approximately 150 cm. in diameter.

Product ID: EPB006



VENUE BANNER

SPECIAL BANNER ACCESS TO CINETECA

Where?

Located at the entrance to Cineteca, corridor that leads to the screenings in Sala Borau and Sala Azcona.

Format

Foam board banner, 250 x 118 cm.

Product ID: EPB007



VENUE BANNER

BANNER ACCESS TO CINETECA

Where?

Located at the entrance counter of Cineteca, in front of the door leading to the screenings in Sala Borau and Sala Azcona.

Format

Kapaplast of 100 x 200 cm.

Product ID: EPB008

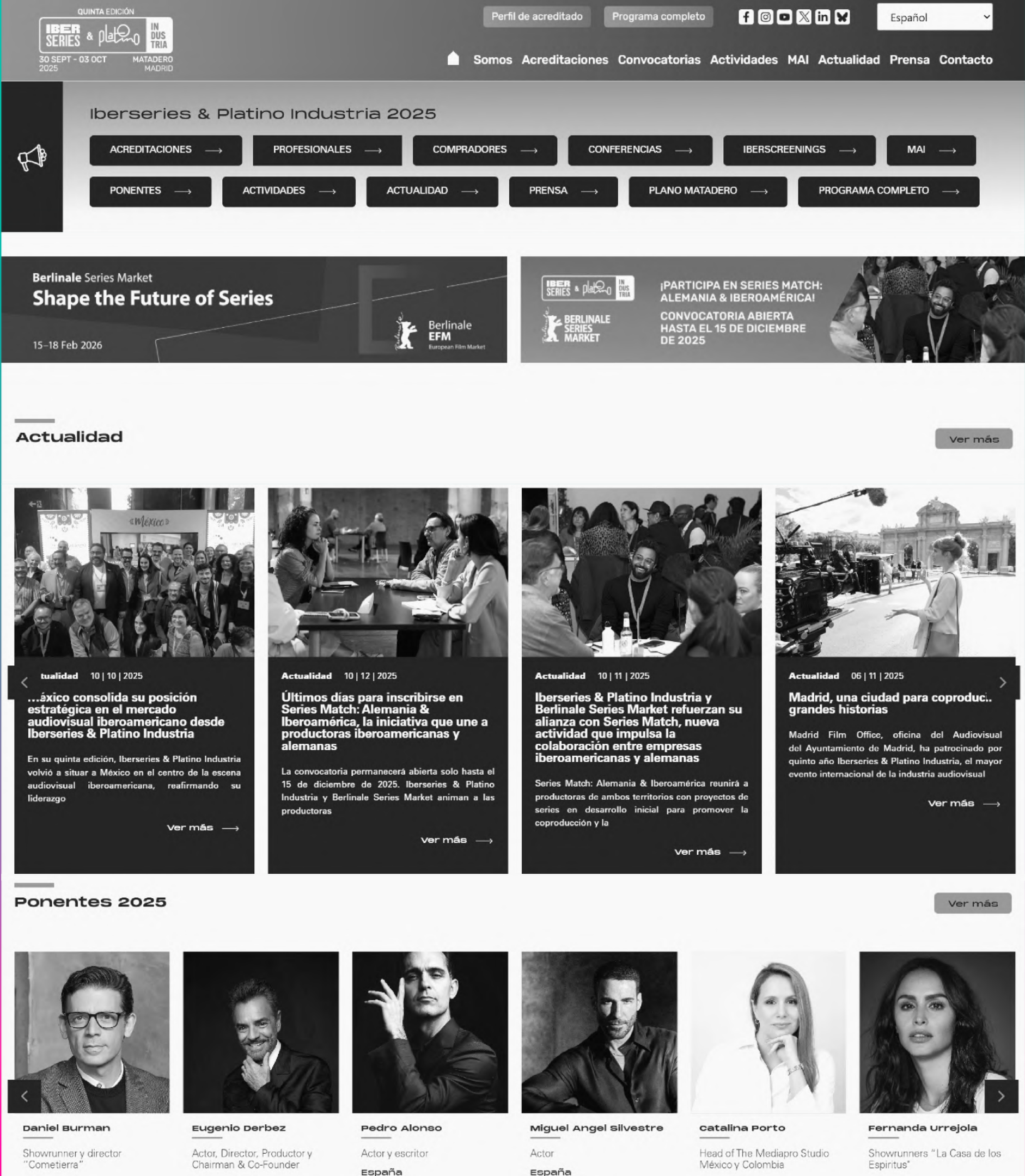


03 ONLINE WEB

Advertising Placements on the website www.iberseriesplatinoindustria.com

During the 2025 edition of Iberseries & Platino Industria, our website had a total of:

- + 98.000 users
- + 100.000 total visits



WEB BANNER HOME

ROTATING SLIDER

Formats and Duration: Image (gif, jpg, png) and video (mp4). 10 seconds.
Dimensions: 1.280 x 600 px.

Product ID: EP0001

TOP BANNER ADVERTISEMENT SPACE

Format: Vector image, .svg file.
Dimensions: Full width (responsive, adapts to screens).

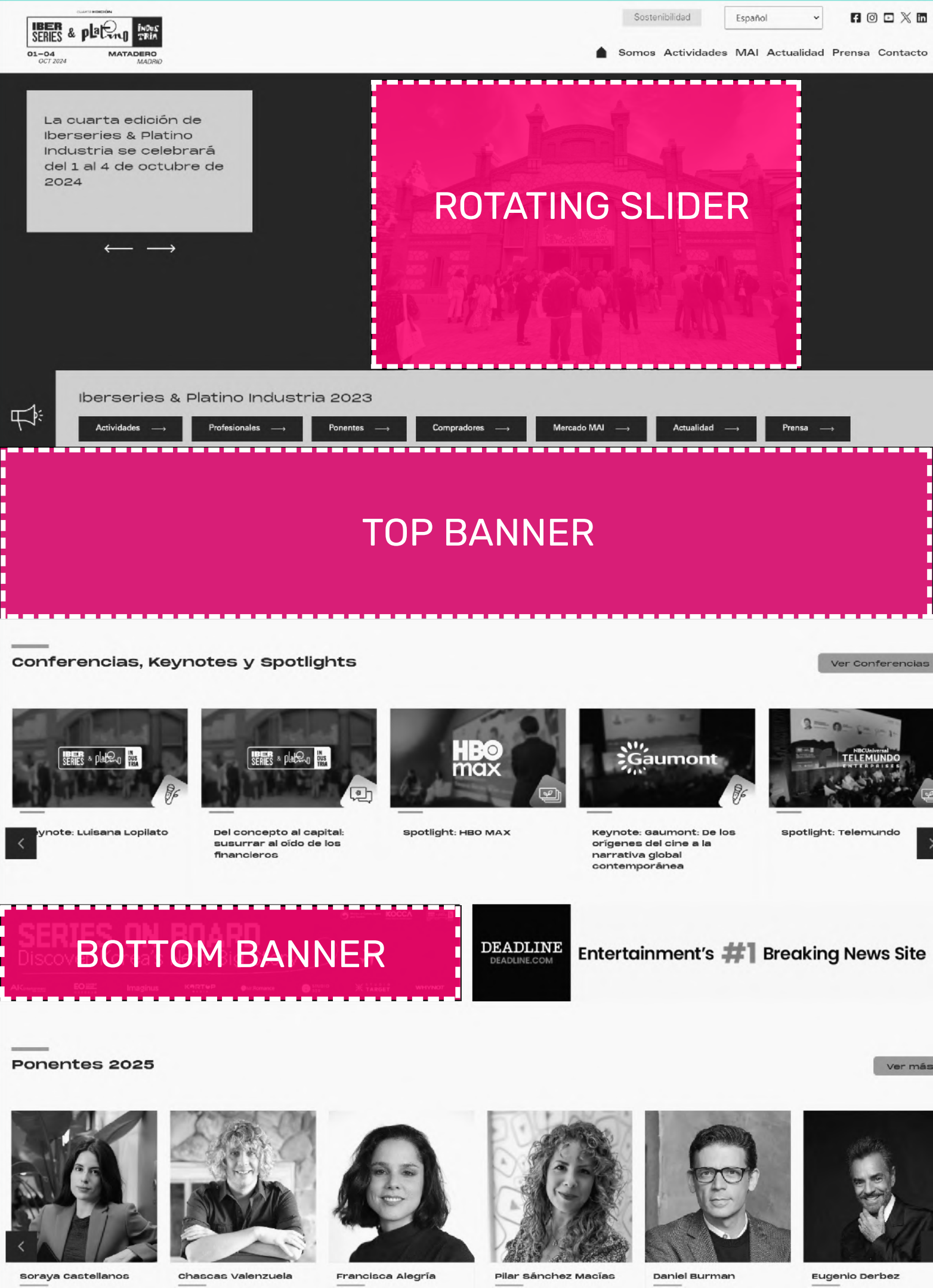
Product ID: EP0002

BOTTOM BANNER ADVERTISEMENT SPACE

Formats: Image (jpg, png, svg).
Dimensions: 1024 x 215 px.

Product ID: EP0003

*15% INCREASE DURING THE EVENT WEEK
*VAT NOT INCLUDED



WEB BANNER SECTIONS

What?

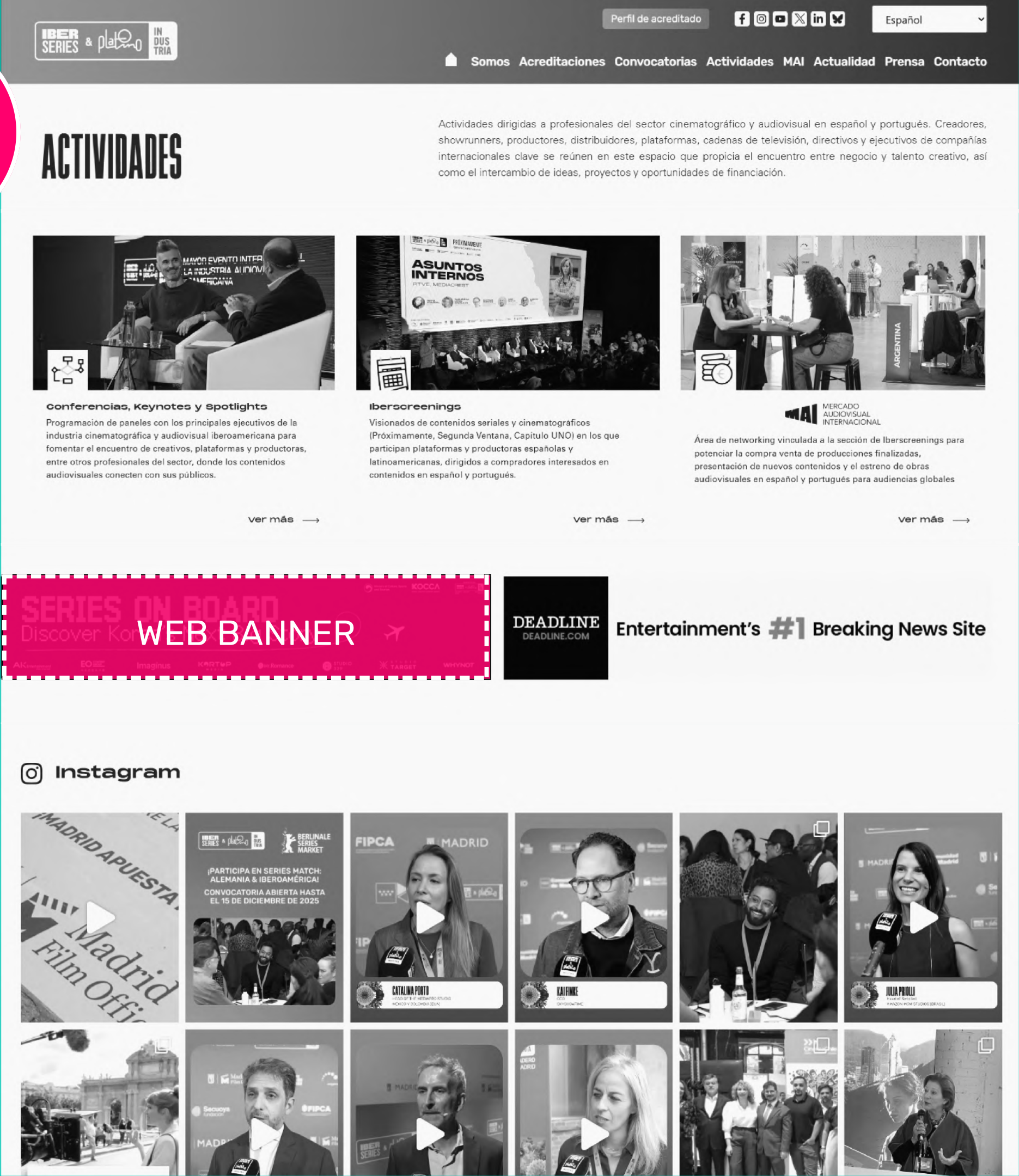
Banner placed in strategic sections of the Iberseries & Platino Industria website, with prominent visibility during the event’s peak traffic months (from June to October).

Sections

- News Section
- Accreditation Section
- Calls Section
- Activities Section

Product ID: EP0004

*15% INCREASE DURING THE EVENT WEEK
*VAT NOT INCLUDED



WEBSITE NEWS

What?

Special press release announcing your participation in the event. **Non-exclusive, shared with other news items.**

Visibility

News item published in the *News* section, with carousel visibility on the Iberseries & Platino Industria homepage.

Product ID: EP0005

*15% INCREASE DURING THE EVENT WEEK
*VAT NOT INCLUDED



Actualidad 22 | 10 | 2026

Argentina impulsa su proyección global en el audiovisual iberoamericano y potencia su talento creativo en Iberseries & Platino Industria

Más de 80 empresas y 120 profesionales argentinos se dieron cita en el evento.

*La delegación argentina participó por tercer año consecutivo en el **Mercado Audiovisual Internacional (MAI)** bajo la marca **Argentina Audiovisual**.*

Producciones como “Es amor?,” “Cometierra” y “Corazón Americano” reflejaron la diversidad creativa de Argentina en las sesiones de Iberscreenings.

Argentina estuvo presente en la quinta edición de Iberseries Platino Industria, celebrada del 30 de septiembre al 3 de octubre en Madrid, con 82 compañías y 120 profesionales, siendo el tercer país con mayor asistencia. Su participación continúa siendo significativa en estas cinco ediciones, con un enfoque en la

NEWSLETTER ANNOUNCEMENT

7,000 subscribers from countries such as Spain, Mexico, Argentina, the United States, Colombia, Chile, Peru, Uruguay, etc.

What?

Special press release announcing your participation in the event.

Non-exclusive, shared with other news items.

Product ID: EP0006

*15% INCREASE DURING THE EVENT WEEK

*VAT NOT INCLUDED



Iberseries & Platino Industria reafirma su liderazgo como el mayor evento internacional de la industria audiovisual iberoamericana con su edición más global y diversa

La quinta edición de Iberseries & Platino Industria se cerró con un notable crecimiento en participación y un impacto global sin precedentes, reafirmando su posición como punto de encuentro imprescindible para los contenidos en español y portugués, al congregarse a más de 2.700 profesionales de 50 países. Ha reunido a productoras, distribuidoras, cadenas de televisión, plataformas, estudios, financieros, creativos, *talents* y otros agentes clave de la industria.

NEWSLETTER BANNER

HEADER BANNER

Size: 928 x 180 (gif, png o jpg).

Product ID: EP0007

TOP BANNER

Size: 928 x 100 (gif, png o jpg).

Product ID: EP0008

MID-CONTENT BANNER

Size: 600 x 100 (gif o jpg).

Product ID: EP0009

FOOTER BANNER

Size: 600 x 100 (gif o jpg).

Product ID: EP0010

*15% INCREASE DURING THE EVENT WEEK

*VAT NOT INCLUDED

NEW



RRSS

We offer an advertising package on the Iberseries & Platino Industria social media channels, where your brand will be prominently featured as a participant in the event.

+25,000 followers on Instagram, LinkedIn, X, Facebook, and Bluesky.

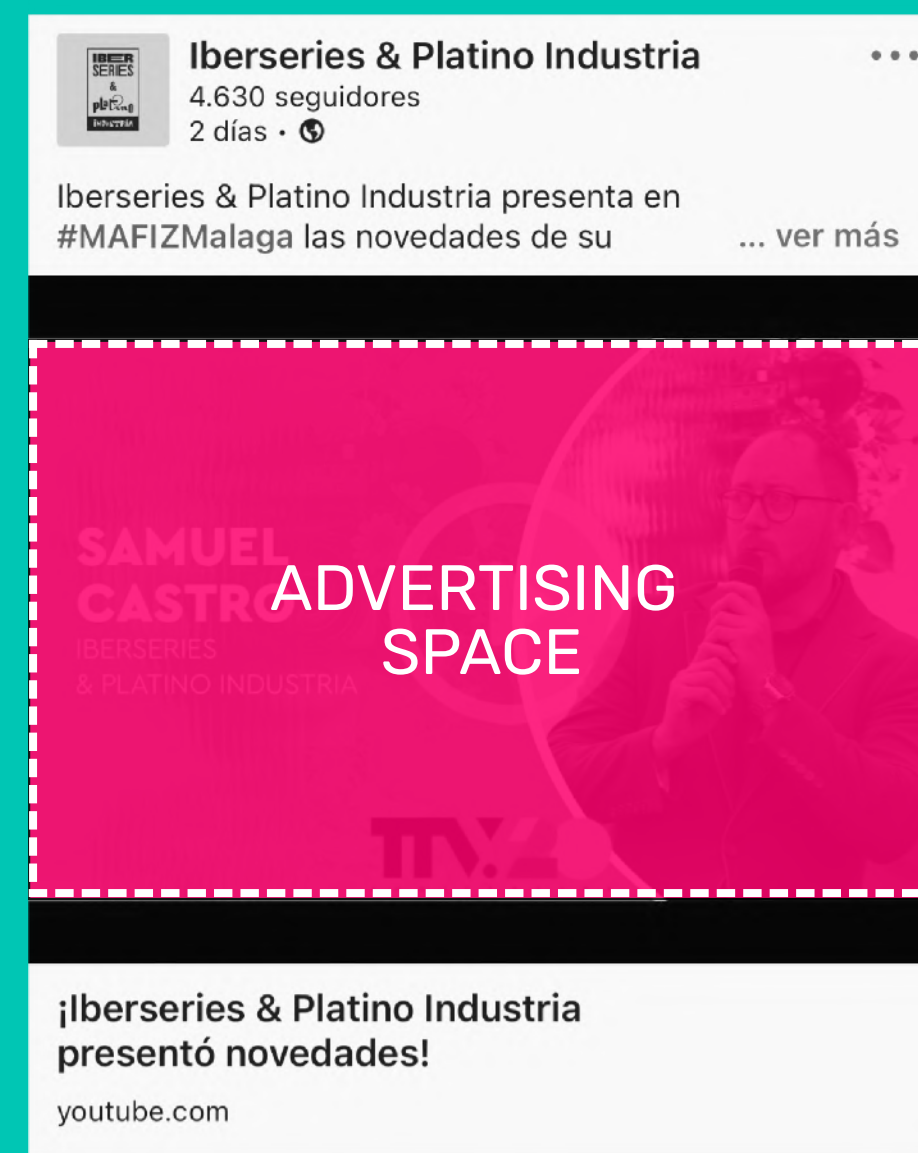
What's included?

- Option to choose between a reel + story or a post + story on Instagram
- One post on LinkedIn
- One post on X
- One post on Facebook
- One post on Bluesky

Product ID: EP0011

*15% INCREASE DURING THE EVENT WEEK

*VAT NOT INCLUDED



RRSS INSTAGRAM

We offer an advertising package on the Iberseries & Platino Industria Instagram, where your brand will be prominently featured as a participant in the event.

+14,500 followers

REEL + STORY

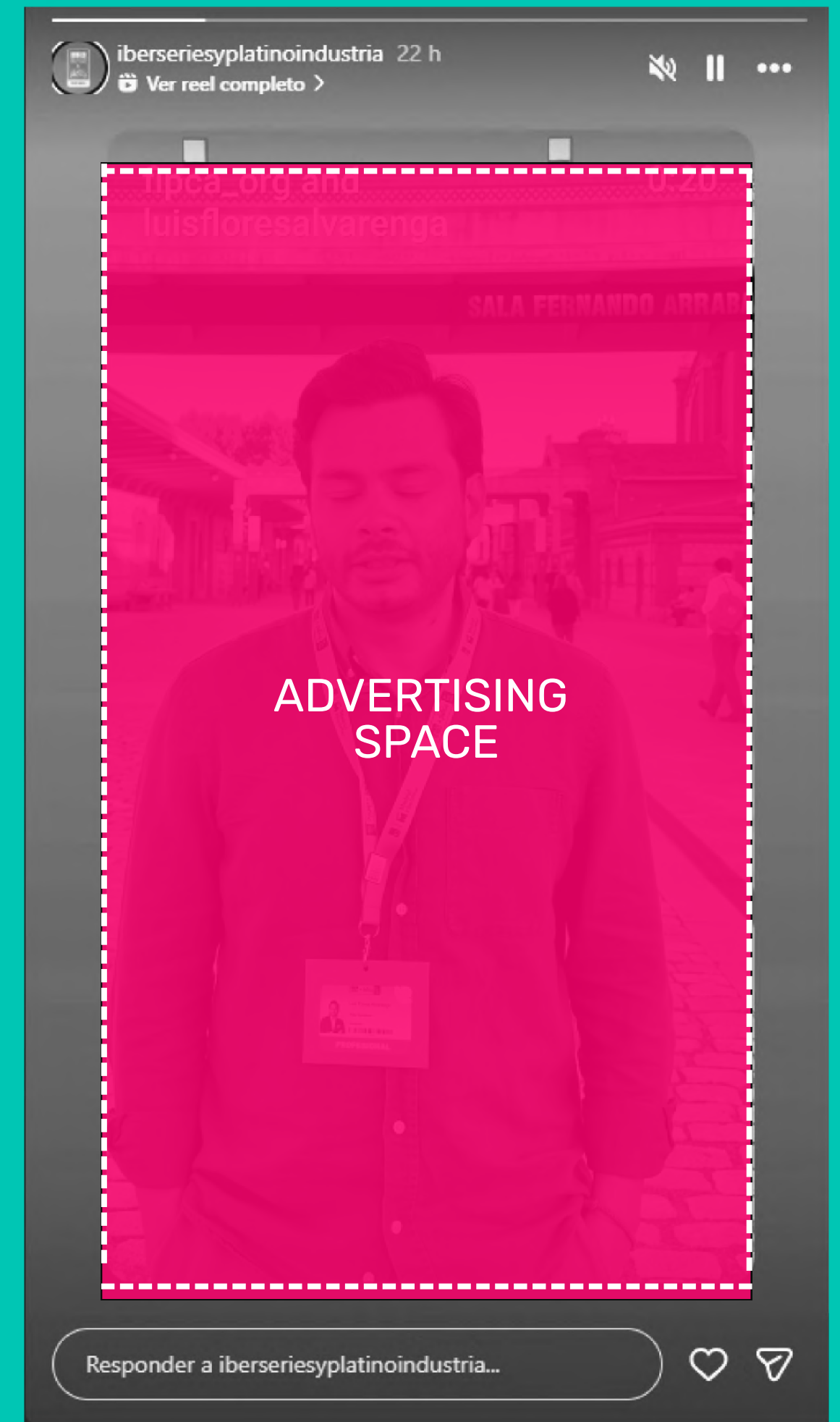
Product ID: EP0011.1

POST + STORY

Product ID: EP0011.2

*15% INCREASE DURING THE EVENT WEEK
*VAT NOT INCLUDED

NEW



NEW

RRSS LINKEDIN

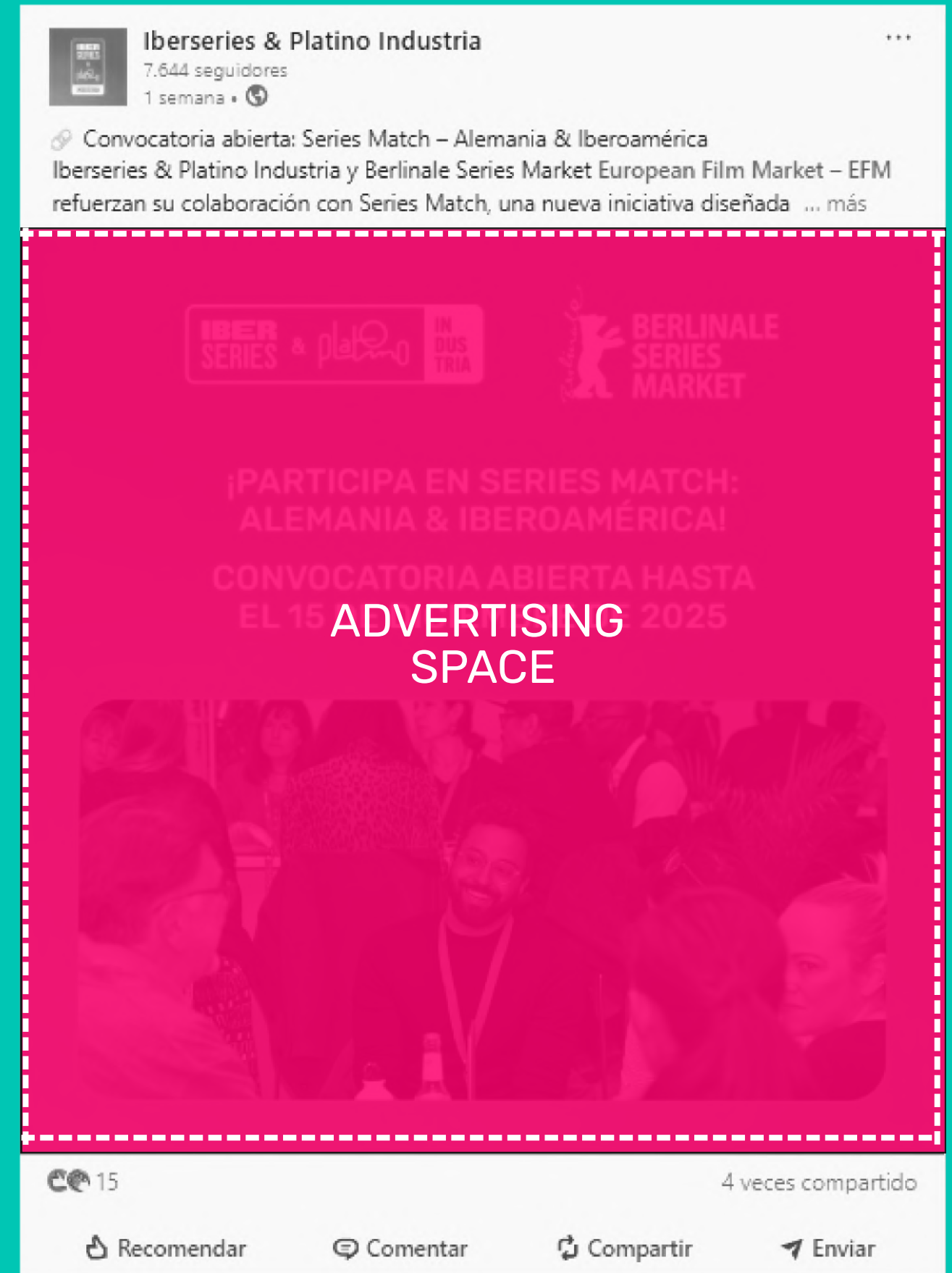
We offer a post on the Iberseries & Platino Industria LinkedIn, where your brand will be prominently featured as a participant in the event.

+8,000 followers

ONE POST

Product ID: EP0012

*15% INCREASE DURING THE EVENT WEEK
*VAT NOT INCLUDED



NEW

EVENTIVAL

Advertising on **Eventival**, the online portal with exclusive access for all our accredited participants.

COMMUNICATION

Sending a communication to all our accredited participants with information about the client's participation.

Product ID: EP0013

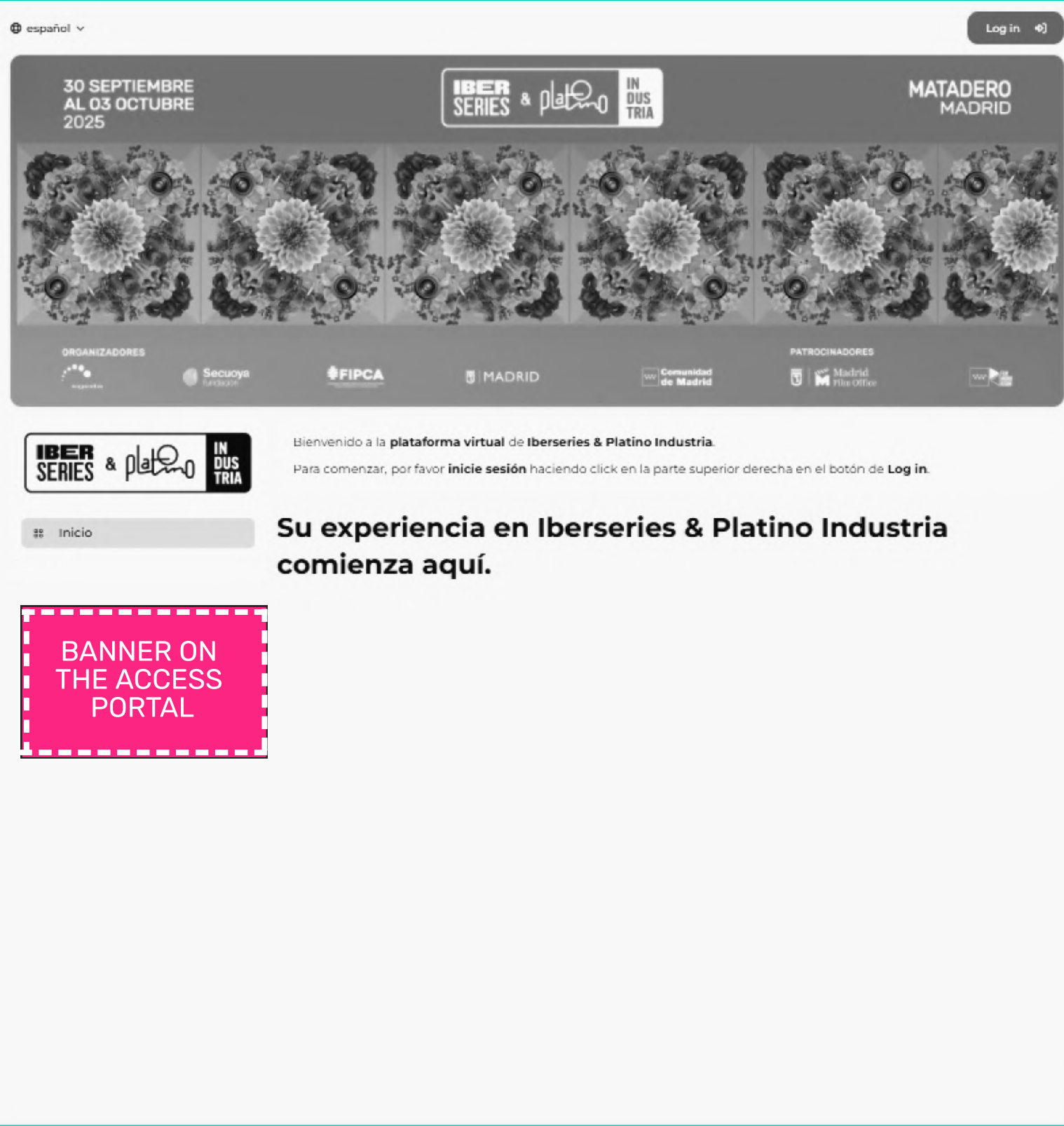
BANNER IN EVENTIVAL COMMUNICATION

Product ID: EP0014

BANNER ON THE EVENTIVAL ACCESS PORTAL

Product ID: EP0015

*15% INCREASE DURING THE EVENT WEEK
*VAT NOT INCLUDED



SCREENING PROGRAM

NEW

What?

Opportunity to insert a banner promoting a brand or content in the online screenings programme, distributed directly to international buyers and commissioners in the sector.

Format

PDF, approximately 15 pages

Size

A4 or A5

A4
EXCLUSIVE

Product ID: EPI004

A5
CO - BRANDED

Product ID: EPI004.1



04 PRINTED PUBLICATIONS

Exclusive banner on the back cover of the program booklet.

Size: A5.
Quantity: 3,000 units.

Product ID: EPI001

Exclusive banner in the exhibitor's guide and market map.

Size: A6.
Quantity: 2,000 units.

Product ID: EPI002

Banner in the screenings program.

Size: A6.
Quantity: 2,000 units.

Product ID: EPI003

Possibility to include inserts in welcome packs:

Pens, notebooks, fans, goodies, among others.

*Client is responsible for production

Product ID: EPI005

*VAT NOT INCLUDED



05 PROMOTIONAL ITEMS

LANYARD

NON-EXCLUSIVE LOGO

YOUR GOAL

Achieve the best brand exposure during the event.

SOLUTION

Ensure high visibility throughout the entire event.

AUDIENCE

Over 3,000 participants from Iberseries & Platino Industria. Reach the entire Spanish and Portuguese audiovisual community.

PRODUCTION

Managed by the Iberseries & Platino Industria team.

Product ID: OP001



BAG

LOGO ON THE FRONT OF THE BAG, SHARED WITH THE IMAGE OF IBERSERIES & PLATINUM INDUSTRY.

YOUR TARGET

Get the best brand exposure during the event.

SOLUTION

Be highly visible throughout the event and afterwards.

AUDIENCE

National and international guests from the audiovisual sector.

PRODUCTION

By the Iberseries & Platinum Industry team.
+of 3.000 units.

Product ID: OP002



*Imagen orientativa, sujeta a cambios.

BOTTLES

LOGO ON THE FRONT OF THE BAG, SHARED WITH THE IMAGE OF IBERSERIES & PLATINUM INDUSTRY.

YOUR GOAL

Achieve the best brand exposure during the event.

SOLUTION

Ensure high visibility throughout the event and afterwards.

AUDIENCE

National and international guests from the audiovisual sector.

PRODUCTION

Managed by the Iberseries & Platino Industria team.
Over 3.000 units.

Product ID: OP003



*Imagen orientativa, sujeta a cambios.

PACKS

NETWORKING PACK

- Digital display in the accreditation area
- Digital display in the market area
- Special glass banner in the MAI entrance
- 4 vertical banners in market area
- Web banner, In a top-position placement for one week

Product ID: EPP001

*For other options, please consult our events department.



SCREENING PACK

- Digital Display in the screening area
- Digital display in the accreditation area
- Special Banner Cineteca
- Web Banner, Rotating Slider for one week
- 1 Header Banner in Newsletter

Product ID: EPP002

*For other options, please consult our events department.



PACK
ONLINE

TOP BANNER IN NEWSLETTER:
THREE SCHEDULED SENDINGS

Over 7,000 subscribers from countries such as Spain, Mexico, Argentina, Colombia, Chile, Peru, USA, etc

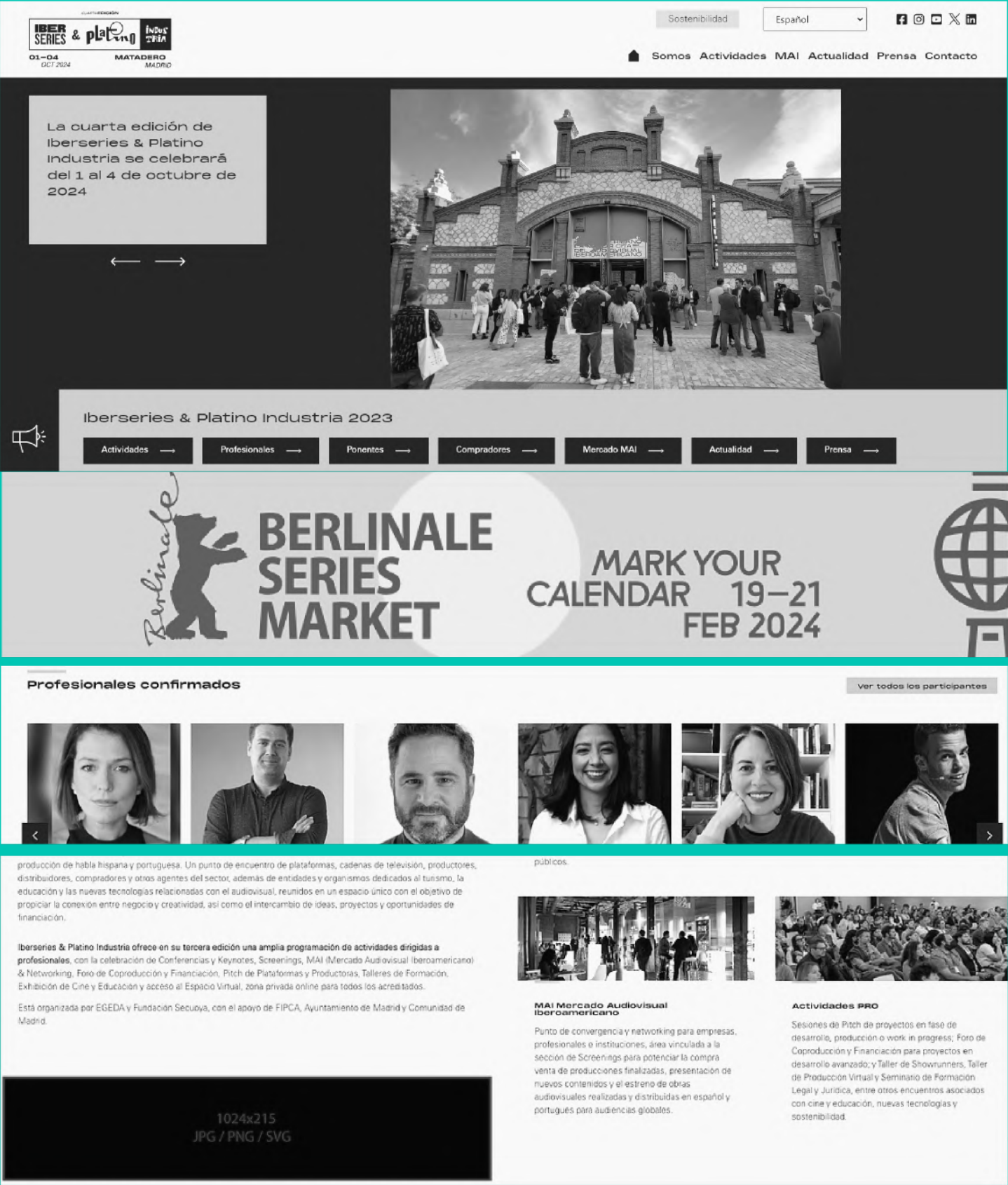
RRSS:

25,500 followers in Instagram, LinkedIn, X, Facebook, Youtube y Bluesky

WEB BANNER SUPERIOR
DURANTE UNA SEMANAS

+ 98.000 users

+ 100.000 total visits



Product ID: EPP003

*For other options, please consult our events department.

PACK DIGITAL DISPLAY + SCREENS

- Digital display in the accreditation area
- Digital display in the screening area
- Digital display in the market area
- Screen in the events and networking area

Product ID: EPP004

*For other options, please consult our events department.

CONTACT

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