

Pedro Pina, Vice President of YouTube EMEA, to Explore YouTube's Role as a Strategic Partner for the Audiovisual Ecosystem at Iberseries & Platino Industria 2026

The head of YouTube for Europe, the Middle East and Africa will deliver a keynote on the platform's evolving role within the audiovisual industry, focusing on audience development, content monetization and the growth of high-value premium content.

The conference programme will also feature sessions dedicated to new financing models for the industry in a rapidly changing market, with the participation of leading financial experts including Elisa Alvares (Tower Peak Partners LLP), Phil Hunt (Head Gear) and Serge Hayat (Cinémage).

Madrid, 15 July 2026. Iberseries & Platino Industria continues to unveil the programme for its sixth edition, taking place from **29 September to 2 October** at **Matadero Madrid**, with the participation of **Pedro Pina, Vice President of YouTube EMEA**, one of the leading international figures at the intersection of digital platforms, television and the audiovisual industry.

With more than three decades of experience across the technology and consumer sectors, Pedro Pina will deliver the keynote ***YouTube: A Strategic Partner for the Audiovisual Ecosystem***, exploring how the platform has become a key partner for broadcasters, studios, distributors and producers by driving audience growth, content monetization, intellectual property value and the international expansion of premium content.

His keynote will provide a global perspective on the evolving relationship between traditional media and digital platforms, highlighting the opportunities YouTube offers to expand the international reach of audiovisual content and develop new business models.

Following the keynote, a panel featuring leading executives from broadcasters, distributors and digital creators will examine new opportunities for collaboration between the traditional and digital audiovisual sectors, exploring how to reinvent

formats, connect with younger audiences and unlock new revenue streams through content optimization on YouTube.

An International Leader in the Streaming Industry

Based in London, **Pedro Pina** leads YouTube's relationships with a broad range of partners, from emerging digital creators to some of the world's leading media companies and film and television studios.

Before taking on this role, he spent more than a decade at Google as a Global Client Partner, leading strategic relationships with some of the world's largest consumer brands, including Unilever, L'Oréal, Nestlé, LVMH, Volkswagen and BMW. Earlier in his career, he held senior executive positions at McCann Worldgroup, France Telecom, Yum!, PepsiCo and Procter & Gamble, building an international career across the United States, Brazil, Spain and Portugal.

Alongside his corporate career, Pedro Pina is widely recognised for his commitment to diversity and inclusion. He currently serves on the Board of Trustees of London's Victoria & Albert Museum and on the board of OutRight International, and has been recognised on several occasions among the United Kingdom's and the world's most influential business leaders for his work advancing equality.

"We want to help traditional media adapt and grow. By working together, we can turn their challenges into opportunities, help them reach new global audiences, unlock new monetization opportunities, and maximize the value of their content—particularly in a market with as much synergy and potential as Ibero-America," said **Pina** ahead of his participation at **Iberseries & Platino Industria**.

Financing, New Business Models and Industry Transformation

Pedro Pina's participation forms part of the latest programme announcement for Iberseries & Platino Industria 2026, which will bring together some of the industry's leading international executives to discuss the trends reshaping the audiovisual business.

Among the confirmed sessions is the panel ***How to Secure Cash Flow in the New Content Economy?***, which will explore the growing role of chief financial officers and investment funds in an environment where return on investment and robust financial metrics have become decisive factors in making audiovisual projects financially viable.

The session will feature **Elisa Alvares**, Global Intellectual Property Investment Director at **Tower Peak Partners LLP** (United Kingdom); **Serge Hayat**, President of **Cinémage** (France); and **Phil Hunt**, CEO of **Head Gear** (United Kingdom), who will discuss how tax incentive optimization, new financing structures and greater financial discipline are redefining international audiovisual production.

A Platform to Shape the Future of the Audiovisual Industry

Organised by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, and supported by **Madrid Film Office** and **Madrid Film Region**, Iberseries & Platino Industria will once again become the leading professional gathering for the Ibero-American audiovisual industry.

Over the coming weeks, Iberseries & Platino Industria will announce additional speakers, high-level conference sessions and professional activities that will complete the programme for its sixth edition, reinforcing its position as the premier meeting point for the Ibero-American audiovisual industry and as an international platform for knowledge exchange, business development, the global promotion of Spanish- and Portuguese-language content, professional training and the creation of new strategic partnerships.

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