

Iberseries & Platino Industria expands its conference programme with a focus on intellectual property, literary adaptations, financing, audience consumption, microdramas, co-production and equality

Executives from **HBO Max**, **Telemundo Studios**, **BBC Studios**, **AMC Global Media**, **Secuoya Content Group**, **RCN Televisión**, **WEBTOON Productions**, **GECA**, **JustWatch** and **Parrot Analytics**, among other companies, will share their perspectives on the trends redefining the international audiovisual ecosystem.

The new sessions will also bring together specialists in audiovisual financing and investment from **Elipsis Capital**, **Arcano Asset & Capital Finance** and **Filmika Audiovisual**, and a new edition of the **Platino Educa (EGEDA)** and **Cátedra Nebrija (CIMUED) Meetings** will be held.

Madrid, 7 August 2026. **Iberseries & Platino Industria** continues to unveil content for its upcoming edition with the addition of new conferences and professional meetings that will delve into the challenges, opportunities and transformations shaping the present and future of the audiovisual industry.

Among the featured sessions is ***The Strategic Triangle of Literary Adaptations: Intellectual Property, Platforms and Studios***, focused on the growing demand for stories with adaptation potential and on the evolution of the relationship between the publishing sector and the audiovisual industry. The session will address how works with the greatest potential are identified, what criteria studios, production companies and platforms use to transform them into audiovisual projects, and which collaboration models are driving a new generation of adaptations with international reach.

The session will feature **Fernando Benzo**, Secretary General of the **Federación de Gremios de Editores de España** (Spain); **Mar Vila**, Director of International Development & Production, **WEBTOON Productions** (Canada); **Vanessa Miranda**, Head of Fiction Development at **HBO Max** (Latin America); and **Pablo Culell**, VP of Original Content Development & Head of Teleseries, Underground Producciones, a Division of **Telemundo Studios** (Argentina).

Financing will once again take centre stage in ***Financial Structuring: The New Landscape of Funds in Spain***, a panel dedicated to new financing formulas and capital optimisation in the Spanish audiovisual sector. Experts will explore how to

design solid financial structures through the attraction of private capital, specialised funds and tax incentives, with the aim of providing projects with viability and international potential.

The session will feature **Juan Antonio García Peredo**, Managing Partner of **Elipsis Capital** (Spain); **Miguel Doria**, Partner at **Arcano Asset & Capital Finance** (Spain); and **Andrés Sánchez Pajares**, CEO of **Filmika Audiovisual** (Spain).

Another trend that will be at the centre of the debate is the phenomenon of short-form content in ***Vertical & Viral: The Rise of the Microdrama***, a session that will explore the revolution brought about by vertical dramas and specialised platforms. Producers, studio executives and platform representatives will examine the keys to *storytelling* through very short narratives designed for immediate impact and rapid consumption, the formats with the greatest monetisation potential, and the new opportunities this model opens up for the traditional audiovisual industry.

The discussion will bring together **Marcela Kartaszewicz**, Head of Communications at **DramaBox** (USA); **Sasha Tkachenko**, Head of Studio at **My Drama by Holywater Tech** (Cyprus); **Pedro Lopes**, General Director of Content at **SPI** (Portugal); together with representatives from **Secuoya Content Group** (Spain).

The programme will also address the growing value of franchises and classic content in ***The Empire of Nostalgia: Was Any Time in the Past Better?***, a conference that will examine how nostalgia has become a powerful business driver through thematic channels, content reruns and *reboots* adapted to new generations of viewers.

The session will feature **Daniel Pérez**, VP Programming & Acquisitions Factual & Fiction at **AMC Global Media Iberia and Latin America** (Spain); **Alexander Marín**, VP of **RCN Televisión** (Colombia); and **David Urgell Pérez**, Country Manager Iberia and Business Development South Europe at **BBC Studios** (Spain).

Equal access within the sector will be the focus of ***Platino Educa (EGEDA) and Cátedra Nebrija (CIMUED) Meetings: An Overview of Female Participation in the Colombian Audiovisual Industry: Actions for Change and Equal Opportunities***. The results of a new study by Universidad Nebrija (Madrid, Spain), Universidad del Norte (Barranquilla, Colombia) and Universidad de La Sabana (Bogotá, Colombia) on the presence of women in the Colombian audiovisual industry will be presented, together with the challenges involved in achieving more balanced representation across all professional areas.

The session will feature **Mercedes Herrero** and **Rocío Gago**, researchers from the CIMUED Chair at **Universidad Nebrija** (Spain), and **Liliana Bocanegra**,

Audiovisual Director (Colombia). The session will be moderated by **Marta Saavedra**, Director of the CIMUED Chair at **Universidad Nebrija** (Spain), and the meeting will be presented by **Octavio Dapena**, Director of Platino Educa (Spain).

Trends: Roadmap for 2027

Three conferences focused on new scenarios in the audiovisual market, data analysis and prospects for the internationalisation of content are also being added to this programme preview.

Gloria Saló, Director of Production and Content Consulting at **GECA** (Spain), will present ***Co-production: Building Bridges between Ibero-America and Europe***, an overview of the evolution of audiovisual co-production, the genres and formats with the greatest commercial appeal, and the intellectual properties that have successfully expanded internationally thanks to creative and financial partnerships. The session will place particular emphasis on the Spain-Portugal axis as a gateway to new European markets.

For its part, **JustWatch** will present the panel ***From Data to Decision: Intent-Based Marketing***, focused on how the interpretation of behavioural and consumption-intent signals makes it possible to develop more efficient campaigns in an increasingly competitive and fragmented audiovisual ecosystem. The presentation will be delivered by **Ingke Purrmann**, Co-founder and Chief Revenue Officer (CRO) of **JustWatch** (Germany).

Completing this block is the **Parrot Analytics** conference ***Content Without Borders: How to Conquer Audiences and Markets***, which will analyse, based on global data on content supply and demand, the main market trends and the factors that turn a local production into an international success. **Jaime Otero**, Vice President of Partnerships at **Parrot Analytics** (USA), will review which series, genres and markets show the greatest potential in Spain, Latin America and the US Hispanic market, as well as provide insights into how to increase the international reach and value of content.

With these new additions, Iberseries & Platino Industria strengthens a programme designed to anticipate the sector's major trends and create spaces for strategic reflection on business models, innovation, financing, co-production and the transformation of audiences in the global audiovisual market.

Further details about the sixth edition of **Iberseries & Platino Industria**, which will be held **from 29 September to 2 October 2026 at Matadero Madrid**, will be announced soon. The event is organised by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**. It is supported by **Madrid Film Office** and **Madrid Film Region**, among other collaborating organisations.



More information: www.iberseriesplatinoindustria.com

[Download](#) 2026 Logo and Poster



ORGANIZERS



SPONSORS

