

HBO Max, Disney+, Luzu TV, Telemundo Studios, Mediacrest, Minuto 90 Films and Radio Ambulante preview their latest content at Iberseries & Platino Industria 2026

Iberscreenings will bring together, in the *Próximamente* section, leading professionals such as **Vanessa Miranda** (HBO Max), **Daniel Burman** (Disney+ - The Walt Disney Company Latin America), **Nico Occhiato** (Luzu TV), **Fernando Jerez** (Mediacrest), **Patricio Wills** (W Studios), **Gustavo Mello** (Boutique Filmes), **Juancho Cardona** (11:11 Films & TV), **Silvia Viñas** (Radio Ambulante), screenwriter **Angela Chaves**, filmmaker and director **Joana Jabace**, and director and screenwriter **Jean-Cosme Delaloye**, who will share insights into their content and its creative process.

Telemundo Studios will present a *Showcase* with executives **Iralyn Valera** and **Sergio Mendoza**, focused on the company's creative and strategic vision and its commitment to the future of fiction.

The musical project "**Mala Llena Eres de Gracia**" (**Mediacrest, Minuto 90 Films, JCDe Productions**) will be presented with the participation of **La Mala Rodríguez**, the documentary's protagonist, tracing her career through her songs and the stories of four young people who found in art a path to transformation.

Madrid, August 26, 2026. Iberseries & Platino Industria 2026 previews part of the **Iberscreenings** program, a screening space featuring platforms, production companies, distributors, channels and other players from Spain, Latin America and the United States, aimed at professionals and buyers interested in new Spanish- and Portuguese-language content for the international market.

In this first preview, **Iberscreenings** will feature **HBO Max, Disney+, Luzu TV, Telemundo Studios, Mediacrest, Minuto 90 Films, and Radio Ambulante**, which will share previews of their upcoming productions, accompanied by leading executives, creators and industry professionals.

Disney+ and Luzu TV: building fiction from a digital phenomenon

What happens when one of the leading *streaming* platforms joins forces with one of Argentina's most influential digital communities?

This session will offer **first-look footage** from “**Somos así, la serie de Nadie dice Nada**” and will explore the origin and development of the agreement between **Disney+** and **Luzu TV** to bring the universe of the live-streaming channel “Nadie dice nada” into fiction.

Through a conversation with the content’s key figures, the session will explore the creative and strategic process behind this collaboration: how to identify a community with a strong bond with its creators, transform that phenomenon into a fictional story, and build a proposal capable of connecting with new audiences without losing its authenticity.

Featuring **Daniel Burman**, Head of Original Content for **Disney+** at **The Walt Disney Company Latin America** (Argentina); **Nico Occhiato**, Founder of **Luzu TV** (Argentina); and **Santiago Talledo**, actor, director and screenwriter at **Crea Contenidos** (Argentina).

The creative universe of “Véspera”, HBO Max’s new Brazilian original series, an adaptation of Carla Madeira’s *bestseller*

Iberscreenings will delve into the creative universe of “**Véspera**”, HBO Max’s new Brazilian original series, an adaptation of the *bestseller* by **Carla Madeira**, a highly successful author in the Portuguese-language publishing market.

The panel will present **exclusive footage** from the series and, through its creative team, explore the challenges of bringing to the screen an intense family story that takes a profound look at the complexities of family relationships, the extreme situations to which life circumstances can lead, and how it is possible to move forward despite them.

Participants will include **Angela Chaves**, screenwriter of “Véspera” (Brazil); **Gustavo Mello**, partner and executive producer at **Boutique Filmes** (Brazil); **Joana Jabace**, director of “Véspera” (Brazil); and **Vanessa Miranda**, Head of Fiction Development at **HBO Max Latin America**, moderated by **Kel Cogliatti**, Head of Programming at **RIO2C** (Brazil).

Mala Rodríguez, in the first person: presentation of the documentary “Mala Llena Eres de Gracia”

This session will present the musical project “**Mala Llena Eres de Gracia**” (**Mediacrest, Minuto 90 Films, JCDe Productions**), a documentary that approaches the life of **La Mala Rodríguez** from an intimate and personal perspective, tracing her career through her songs and the stories of four young “**Marías**” who found in art a way to transform their lives.

The event will bring together the artist and the team behind the film to share the key elements of a project that combines music, memory and life experiences, and focuses on the power of art as a tool for expression, transformation and survival.

The session will offer an opportunity to discover the project before it reaches the market, delve into its creative approach and explore potential synergies and opportunities for collaboration with industry professionals.

Participants will include **La Mala Rodríguez**, artist and singer (Spain); **Jean-Cosme Delaloye** (Switzerland), director of the documentary; and **Fernando Jerez**, Head of Non-Fiction at **Mediacrest** (Spain).

Radio Ambulante: “Las Vidas de Marilú”

Iberseries & Platino Industria will also present a preview of “**Las Vidas de Marilú**”, an adaptation of the **Radio Ambulante** chronicle of the same title, which reconstructs the extraordinary story of Marilú, a woman who converts to Islam in Monterrey, Mexico, marries a Moroccan man she meets through Facebook, and moves with her family to Madrid.

Her life takes a turn when her husband is detained and she is subsequently arrested as she leaves her children’s school, accused of glorifying terrorism. Following a conviction that is later overturned by the Supreme Court, the consequences for the family remain.

The session will feature **Patricio Wills**, President of **W Studios** (Colombia); **Juancho Cardona**, General Director of **11:11 Films & TV** (Mexico); and **Silvia Viñas**, Executive Producer at **Radio Ambulante** (USA).

Stories that connect: the vision of Telemundo Studios

This *showcase* will present “**Stories that connect: the vision of Telemundo Studios**”, featuring the studio’s upcoming projects.

The event will provide insight into **Telemundo Studios’** creative and strategic vision and its commitment to the future of fiction. The panel will explore what makes a story connect, how memorable characters are built, and what criteria guide the company’s creative decisions regarding audiences, stories, genres and formats.

Participants will include **Iralyn Valera**, Director Future Development at **Telemundo Studios** (USA); and **Sergio Mendoza**, VP Scripted Development at **Telemundo Studios** (USA).

An early window into the content setting the pace of the industry

Iberscreenings brings together some of the leading platforms and companies in the Ibero-American audiovisual sector, with the participation of their executives and creative teams. A selection that reflects the diversity of formats, genres and perspectives defining the present and future of the industry.

New panels will be added to the program, expanding this privileged window into the stories coming to screens and the trends shaping the evolution of the Ibero-American audiovisual industry.

Iberseries & Platino Industria will take place from **September 29 to October 2, 2026** at **Matadero Madrid**, organized by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**. It is supported by **Madrid Film Office** and **Madrid Film Region**, among other collaborating organizations.

More information: www.iberseriesplatinoindustria.com