

Global fiction, talent that crosses borders and industry transformation take centre stage in the latest programming update from Iberseries & Platino Industria

The sixth edition expands its agenda with new sessions bringing together leading professionals from **Banijay Entertainment, Telemundo Studios, Pokeepsie Films, 3Pas Studios, RAI, France Télévisions, VRT, ARTE France**, alongside creators, producers and institutional representatives from Europe and the Americas.

Mexican-American director and screenwriter **Katina Medina** will headline the keynote ***“Directing Without Borders: From Mexican Independent Cinema to Global Series”***, on her experience in international production and the challenges of working across different models and platforms.

The programme also includes ***“Series to Change the World”***, a session sponsored by the **Council of Europe Pilot Programme for Series Co-productions**, and commemorates **FIPCA’s 30th anniversary**, in a year focusing on global IPs, the internationalisation of talent, new professions, co-production and financing models, and the transformation of the audiovisual industry in the face of AI and new formats.

Madrid, 12 September 2026. **Iberseries & Platino Industria** continues to unveil the agenda of **conferences, keynotes and professional meetings** for its **sixth edition**, with a strong presence of executives, producers, directors, screenwriters, creators and institutional representatives from **Europe and the Americas**, aimed at exchanging knowledge, building alliances and opening up new opportunities for the Ibero-American audiovisual industry.

The programme delves into some of the main debates currently shaping the audiovisual industry: **creating stories with international appeal, developing global IPs, the fiction strategies** of platforms and broadcasters, **talent that travels, co-production and financing models**, and the **transformation of content** in the face of **artificial intelligence** and new formats.

A focus on Europe: “Series to Change the World”

The **European presence** will play a particularly significant role in this edition. The session ***Series to Change the World*** will bring together creators from Belgium, Norway, France, Spain and Denmark to reflect on the ability of series to generate social impact and contribute to pluralism.

Can great drama drive real-world change? Scripted series are unmatched in their power to shape public perception and spark societal shifts. This session explores narratives tackling today's pressing issues: environmental urgency, consent, human rights, gender-based violence, and systemic discrimination. Join visionary creators for a behind-the-scenes look at how diverse European voices are championing pluralism, shifting global conversations, and proving that compelling storytelling is the first step toward a better world.

The Initiative is intended to strengthen public and industry dialogue on the cultural and democratic significance of series co-productions. It is implemented with the support of the **Pilot Programme for Series Co-productions, an initiative of the Council of Europe, home of Eurimages.**

The panel will feature **Cristina Poppe**, *Writer* (Belgium); **Jan Trygve Røyneland**, Inhouse Writer & Development Producer (**Scanbox Production**, Norway); **Louis Aubert**, Creator (France); **Leticia Dolera**, director, screenwriter and actress (Spain); and **Jeppe Gjervig Gram**, Showrunner & Screenwriter at **Secret Chord ApS** (Denmark).

The European perspective will be expanded with ***“Fiction Focus: production strategies and new content models”***, a panel bringing together development and commissioning executives from major operators across the continent. **Elly Vervloet**, International Drama Expert at **VRT** (Belgium); **Michele Zatta**, Commissioning Editor in Charge of International Coproductions at **RAI** (Italy); **Morad Koufane**, Head of International Coproductions and Acquisitions at **France Télévisions**; **Juliane Choinière**, Head of Scripted Content at **Crave | Bell Média** (Canada); and **Alex Piel**, Deputy Head of Drama at **ARTE France**, will share their editorial strategies, the genres and formats they are seeking, their production priorities, and the financing and co-production formulas that can support the internationalisation of stories.

Talent and stories that cross borders, and new formats

The strategy for turning stories into major international intellectual properties will be at the heart of ***“Inside Banijay’s Fiction Strategy: The Engine Behind Global IPs”***. **Steve Matthews**, Head of Scripted at **Banijay Entertainment** (United Kingdom); **Carolina Bang**, CEO of **Pokeepsie Films** (Spain); **Simone Oliviera**, Development & New Business Director at **A Fábrica, Banijay Entertainment** (Brazil); and **Maria Grazia Vairo**, Director of Content at

Groenlandia Film (Italy), will analyse how creative risk, talent development, financing and international reach are combined to build a catalogue capable of travelling across markets and platforms.

The programme will also feature one of the creative voices that best represents the transition between independent cinema and international production. **Katina Medina Mora**, director and screenwriter (USA/Mexico), will deliver the keynote ***"Directing Without Borders: From Mexican Independent Cinema to Global Series"***. The director, who has worked on productions such as *The Summer I Turned Pretty*, *Emily in Paris*, *XO Kitty*, *Selena*, *Swagger* and *Off Campus*, in addition to directing the feature films *LuTo*, *Sabrás qué hacer conmigo* and *Latido*, will examine the process of adapting to different production models and platforms and how to preserve a distinctive creative vision within international teams. The conversation will be moderated by **Axel Kuschevatzky**, CEO of **Infinity Hill**, United States.

Microdrama, one of the formats creating new opportunities for IP development and engagement with digital audiences, will also expand its presence with ***"Microdramas: What the New Format Puts at Stake"***. **Clo Fernández**, Manager Future Development at **Telemundo Studios** (Mexico); **Lorena Quevedo**, founding partner and executive producer at **Twins Latin Films / Río Ancho Films** (Argentina); and **Javier Williams**, SVP Spanish Language Content at **3Pas Studios** and CEO of **Visceral** (USA/Mexico), will take part. The panel will analyse the format's impact on production models, the creation of new intellectual properties and the strategies of studios and production companies in response to increasingly fragmented audiences.

The Ibero-American audiovisual industry: Overview, FIPCA and new professions

The evolution of the Ibero-American audiovisual industry will also be addressed from the perspective of its new tools and consumption habits in ***"Ibero-American Audiovisual Overview. Changes in the Audiovisual Industry: AI, Vertical Format and True Crime"***. **Clo Fernández**, Manager Future Development at **Telemundo Studios**, and **Andrés Sáenz**, president of **Mántica Films** (Ecuador), will analyse the transformation driven by AI, the consolidation of the vertical format and the rise of *true crime*. The session will be moderated by **Óscar Berrendo**, Managing Director of **EGEDA** (Spain).

The programme will also include the celebration of the **30th anniversary of the Ibero-American Federation of Film and Audiovisual Producers (FIPCA)** through ***"FIPCA 30 Years: A Conversation on the Past, Present and Future"***. Participants will include **Gerardo Herrero** (1st Executive Secretary of **FIPCA**, Spain); **Mónica Lozano**, former Vice-President of **FIPCA** (Mexico); **Mela Márquez**, former Vice-President and current Treasurer of **FIPCA** (Bolivia);

Adrián Solar, former President of **FIPCA** (Chile); and **Ignacio Rey**, President of **FIPCA**, Argentina. The session will be moderated by **Antonio A. López**, Executive Secretary of **FIPCA** (Cuba). The discussion will provide an opportunity to review three decades of evolution in the Ibero-American audiovisual industry and consider the challenges the industry will need to address in the future.

Finally, the transformation of the audiovisual labour market will be reflected in ***"The New Audiovisual Professions of the 21st Century in the International Sphere"***. This panel, presented by **Platino Empleo**, will bring together different institutional and professional perspectives from the audiovisual, animation and video game sectors, with the participation of **Daysi Cruz**, president of **MIA (Women in the Animation Industry)** and Business Development and Production Director at **Morgana Studios** (Spain). The session will address the emergence of new professional profiles and opportunities linked to these industries and will be moderated by **Rafael Sánchez**, Director of Institutional Relations and Communications at **EGEDA** (Spain).

With this new slate of content, the **sixth edition of Iberseries & Platino Industria** reinforces its **international character** and its commitment to connecting the industry's different territories. **Europe** takes on a **particularly prominent role** as a space for co-production and the circulation of talent and content, in permanent dialogue with Ibero-America and other international markets.

Iberseries & Platino Industria continues to consolidate its position as a **meeting point** for creators, producers, platforms, broadcasters, institutions and companies across the audiovisual value chain, with a conference programme that places creativity, stories, innovation and new avenues for international collaboration at its core.

The sixth edition of **Iberseries & Platino Industria** will take place from **29 September to 2 October 2026** at **Matadero Madrid**, 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: <https://iberseriesplatinoindustria.com/conferencias/>