

Iberseries & Platino Industria closes its sixth edition driving new alliances, business models and stories for an increasingly global audiovisual industry

- The sixth edition brings together nearly 3,300 professionals, more than 20% more than in 2025 and the highest figure reached to date, along with more than 1,700 participating companies, 14% more than in the previous edition.
- Professionals from 54 countries, the highest number recorded to date, take part in an edition with 47% international accredited professionals and a sustained presence of markets beyond the Ibero-American sphere.
- In this edition, **Mexico**, as **Country in Focus**, played an especially prominent role, highlighting the strength of its audiovisual industry, its talent and its capacity to generate content with international reach.

Madrid, October 7, 2026. **Iberseries & Platino Industria** has closed its sixth edition after four days in which international expansion, investment, co-production and the transformation of creation, production and consumption models have shaped the landscape of an increasingly connected audiovisual industry.

Platforms, production companies, studios, creators, investors, distributors and professionals from different markets gathered at Matadero Madrid to explore new avenues for growth, financing and the circulation of stories, at an event that continues to expand its international community.

Driven by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, Iberseries & Platino Industria is sponsored by **Madrid Film Office** and **Film Madrid Region**, with the support of Spain's Ministry of Culture, **Clúster Audiovisual de Madrid**, **Spain Film Commission** and **ICEX España Exportación e Inversiones**, among other entities.

The global outlook of this edition was reflected both in its content and in the origin of its participants. **Mexico, Country in Focus**, showcased the potential of its audiovisual ecosystem, its incentives, infrastructure, talent and co-production capacity, highlighting the opportunities the country offers for the production and development of international projects.

Iberseries & Platino Industria brought together leading voices and companies from the Ibero-American audiovisual industry and new international *players*

Iberseries & Platino Industria brought together in Madrid some of the leading international figures in the audiovisual industry, with a programme of conferences, keynotes and meetings focused on business transformation, the international expansion of content, new audiences, financing, global IP and new formats.

Among the most prominent speakers were Pedro Pina, Vice President of **YouTube EMEA**; Luis Fernández, Chairman of **NBCUniversal Telemundo Enterprises**; **Javiera Balmaceda** and **Nicole Morganti**, from **Amazon MGM Studios**; and Katina Medina Mora, director of *The Summer I Turned Pretty*, *Emily in Paris* and *XO Kitty*, who offered different perspectives on the evolution of the audiovisual industry, the development of global content and the transformation of audiences.

The programme also featured broad representation from major companies and international *players*, including **Mediawan**, **Banijay**, **Secuoya Studios** and **IMAGINA** (Grup Mediapro until December 31), as well as **Amazon MGM Studios**, **Disney+**, **Netflix**, **Telemundo Studios**, **Atresmedia**, **HBO Max**, **BBC Studios**, **AMC Global Media** and **YouTube**, among others.

The agenda was rounded out by meetings and conferences addressing some of the sector's main challenges and opportunities, from artificial intelligence and intellectual property to financing, co-production, data and new distribution strategies, with the participation of companies and experts such as JustWatch, Parrot Analytics, GECA, WEBTOON Productions and RCN Televisión, as well as Panorama Audiovisual Iberoamericano.

Investment and the consolidation of business structures capable of competing internationally also occupied a prominent place. Within this framework, Aurora Media Inversiones was presented, an initiative with investment capacity of up to €200 million and nearly 60 business opportunities under analysis. Backed by SETT, Secuoya Content Group and Société Générale, it is aimed at supporting audiovisual companies with growth potential, intellectual property generation and an international outlook through a public-private collaboration model.

The programme also paid special attention to the evolution of formats and new narratives, with sessions dedicated to *microdramas*, vertical content and fiction capable of generating conversation around social issues. Alongside this focus on innovation, the ability of local stories to reach global audiences was highlighted, a theme present both in the main sessions and in conversations between creators, which examined the potential of the *hyperlocal* to transcend borders.

Alongside this creative transformation, **Platino Empleo** and **Platino Educa** focused on the professional future of the sector: the emergence of new profiles linked to technological transformation, the impact of artificial intelligence, the need to adapt training to the industry's new demands and the outstanding challenges in terms of equality. In this latter area, a study was presented placing the presence of women in the Colombian audiovisual industry at 30.1%, compared with 38% in Spain and 39.5% in Mexico.

FIPCA, the **Ibero-American Federation of Film and Audiovisual Producers**, also celebrated 30 years of work promoting and defending the Ibero-American audiovisual industry.

Record participation with 3,300 professionals from 54 countries

Iberseries & Platino Industria reaffirms its commitment to connecting Ibero-American talent and content with an increasingly global industry. The growth in participation, the arrival of new markets and the drive for investment, co-production and innovation strengthen its capacity to generate new opportunities, alliances and projects.

This evolution of Iberseries & Platino Industria is also reflected in the figures from its sixth edition. The event reached around **3,300 accredited professionals, more than 20% above**

2025 and the highest figure recorded to date; brought together **more than 1,700 companies**, 14% more than in the previous edition; and featured representation from **54 countries**, also an **all-time high** and more than double the number in its first edition. 47% of accredited professionals came from outside Spain, consolidating international participation that increasingly extends beyond the Ibero-American sphere, with territories such as **Turkey, China, India** and **Korea** represented.

Korea once again had a prominent presence, with a look at the K-Drama phenomenon and the ability to tell stories deeply rooted in South Korean culture that connect with universal emotions and audiences. **Italy** and **Portugal** joined the list of countries participating in this global community, expanding connections between the Ibero-American sphere, Europe and other international markets.

The 25 **Iberscreenings** sessions once again turned the event into a showcase for some of the productions that will soon reach screens. These included **“El laberinto de las mariposas”**, the romantic thriller from **Secuoya Studios** starring Can Yaman; **“Véspera”**, **HBO Max**’s adaptation of the *bestseller* by Brazilian writer Carla Madeira; **“Matar a un oso”**, the new **Movistar Plus** original series created by Jorge and Alberto Sánchez-Cabezudo; **“Rojo sobre blanco”** and **“Rocío”**, **RTVE**’s next two major fiction stories, of which the broadcaster offered a preview and which will form part of its prime-time offering; **“Criminopatía”**, the adaptation of Clara Tiscar’s successful true-crime podcast, which will arrive on **Netflix** as a documentary series; and **“Somos así, la serie de Nadie dice nada”**, a **Disney+** and **Luzu TV** production.

The programme, structured around the sections **Capítulo UNO, Próximamente, Segunda Ventana, Showcase, Premier Cine** and **Función de Gala**, also included projects in development, first-look footage, premieres and titles such as **“Trazos ocultos”**, from **Atresmedia**, and **“Episodic: El Principio de Arquímedes”**, an initiative by **Serielizados**, Betevé and Barcelona City Council to support emerging talent.

With **more than 200 participating buyers**, including more than 50 *commissioners*, from **30 countries**, Iberscreenings strengthened its international dimension as a space connecting producers, distributors, platforms, broadcasters, sales agents and acquisition executives.

Companies represented included **Amazon Prime Video, Paramount, Canal+, Apple TV+, France Télévisions, RAI, BBC Studios, Caracol Televisión, SIC, WOWOW** and **Yle**, as well as other major international platforms and operators. **ARTE, Canal+, Apple TV+, Nova TV** and **SIC** took part for the first time, expanding the global presence of *buyers* at this edition.

New spaces and opportunities to connect the audiovisual industry

Over its four days, Iberseries & Platino Industria brought together 125 activities and 230 speakers, with a programme combining analysis, training, project development and professional meetings. Established spaces such as the **Co-Production and Financing Forum**, the Platforms and Production Companies Pitch and the **Showrunners Workshop** were joined by new proposals focused on business strategy, legal and corporate matters and artificial intelligence applied to audiovisual creation.

Plaza Matadero became one of the main meeting points of this edition, expanding the spaces dedicated to professional connections, project presentations and the generation of business opportunities. The new **Plaza Matadero** marquee hosted part of the programme and new professional meetings, while the space brought together 12

pavilions and 18 stands at the MAI (International Audiovisual Market), with more than 30 exhibitors representing over 100 companies.

Support for talent and the generation of new projects also played a prominent role, with initiatives such as the Euro Atlantic Series Co-Pro Pitch, the **Pitch for Literary Works for Audiovisual Adaptation**, the Professional Meeting with **Fundación SGAE** and the first RECREAS call, promoted by **DAMA**. Overall, the event's various calls received more than one thousand projects, 168 of which were selected to participate in its different professional initiatives.

Overall, **Iberseries & Platino Industria** has consolidated its position as one of the **leading meeting points for the Ibero-American audiovisual sector**, bringing together producers, platforms, major groups, investors and professionals to analyse the trends transforming the business and the opportunities for international growth of Spanish- and Portuguese-language content.

Closing of the sixth edition of Iberseries & Platino Industria

At the closing of this sixth edition, institutional representatives and Iberseries & Platino Industria executives reviewed the event and agreed in highlighting its growth, its increasing international dimension and its capacity to generate new connections and opportunities for the audiovisual sector.

Héctor Coronel, Director of **Tourism** at **Madrid City Council**, highlighted the city's role as a host for international professional events and stated:

"Madrid is consolidating its position as an international meeting point for the audiovisual and creative industries, and events such as Iberseries & Platino Industria help strengthen that position. For the city, it is an opportunity to showcase our talent, generate new connections and continue positioning Madrid as a leading destination for professionals and productions from around the world."

Raúl Torquemada, Director of **Madrid Film Office**, highlighted **Madrid City Council's** support for the event and the city's role in promoting and internationalising its audiovisual industry:

"Madrid City Council, through Madrid Film Office, has once again supported Iberseries & Platino Industria as a sponsor of an event that continues to consolidate its position as a benchmark for the audiovisual sector, with growth in the participation of professionals, buyers and countries."

Madrid Film Office's presence reflects the city's commitment to promoting and internationalising Madrid's audiovisual industry, fostering meetings between professionals and the generation of new opportunities for collaboration and co-production. Madrid City Council has also highlighted the potential of Madrid as a filming location, with its 21 districts, and the need for data that can demonstrate to public administrations, other industries and citizens the significant economic impact generated by the audiovisual sector."

Representing the organization were **Juan Alía**, Director of **Platino Industria**, and **Samuel Castro**, Director of **Iberseries**. Both projects, initially independent, joined forces several years ago to create this international event.

Samuel Castro, Co-Director of **Iberseries & Platino Industria**, highlighted the event's leap towards a greater international dimension and the value of the professional community that has consolidated around it:

"This sixth edition confirms that Iberseries & Platino Industria has definitively made the leap to a global scale. Ibero-America remains our identity and our reason for being, but we increasingly have a greater presence of professionals, production companies, platforms and players from European and Asian markets. We are no longer talking solely about an Ibero-American event, but about a global space from which our content and our talent engage on equal terms with the international industry."

But beyond that global dimension, there is something especially important to us: the sense of community that has grown around the event. During these days, relationships are strengthened, contacts and co-productions are born, and meetings take place that often arise spontaneously. I believe we have managed to maintain that freshness and closeness as we have grown, and that is one of the great strengths of Iberseries & Platino Industria. Our goal is to continue advancing in that international dimension, incorporating new markets, professionals and opportunities for collaboration. We want to continue being a benchmark platform from which Ibero-American talent and content can gain visibility and connect with new audiences."

Juan Alía, Co-Director of **Iberseries & Platino Industria**, gave an especially positive assessment of this sixth edition, focusing both on the growth in participation and on the results generated to date:

"The assessment of this sixth edition is excellent. We have grown by 20% in the number of accredited professionals compared with the previous year, and nearly half of the professionals come from outside Spain. But beyond the figures, what is truly relevant is the profile and diversity of the participants. We have brought together the leading players and professionals from the Ibero-American audiovisual industry, alongside prominent buyers, platforms, creators and other key players from the international industry."

It is also especially satisfying to see that projects selected and presented in the first editions of Iberseries & Platino Industria have returned as completed works and premiered within the event itself. That journey demonstrates that our tools generate tangible results. Our goal is to continue listening to the sector and to address decisive issues in 2027 such as financing, artificial intelligence and new production and business models, with a programme that delivers real value to the industry."

Adriana Castillo, General Coordinator of **Platino Industria**, also highlighted the growth of the international call and the importance of generating connections between markets, with particular attention to **Mexico as Country in Focus**:

"This edition has confirmed the growth and international convening power of Iberseries & Platino Industria, with unprecedented country representation and an increasing presence of professionals from different markets. That diversity is fundamental because it multiplies the possibilities for meetings, co-production, financing and the international circulation of Ibero-American content."

For us, it has been especially important to have Mexico as Country in Focus, with more than 150 accredited professionals and a cross-cutting presence throughout the event. We wanted to showcase a Mexico with enormous creative talent and a long-established industry, but also with infrastructure, services, studios, qualified professionals and new tools and incentives to compete internationally. The response confirms the country's

appeal as a co-production partner and a destination for international productions. The goal was to generate real connections and strengthen those bridges, opening up new opportunities for collaboration.”

More information on the activities and panels of the sixth edition:

<https://iberseriesplatinoindustria.com/actualidad/>

Access to view the main conferences held will remain available on the accredited participants’ platform until October 23

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