

Iberseries & Platino Industria 2026 opens its sixth edition with more than 2,800 professionals and representation from 54 countries

The leading international event for the Spanish- and Portuguese-language audiovisual industry grows by 20% in accredited professionals and reaches its highest international representation since its first edition

Madrid, September 29, 2026. **Iberseries & Platino Industria 2026** officially opened its sixth edition yesterday at **Teatros del Canal de Madrid**, marking the start of a new edition of the leading international meeting point for professionals in the Spanish- and Portuguese-language audiovisual industry. The event **will take place from today through October 2** at **Matadero Madrid**, promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, sponsored by **Madrid Film Office** and **Film Madrid Region**, and with the support of the **Ministry of Culture**, **Clúster Audiovisual de Madrid**, **Spain Film Commission** and **ICEX España Exportación e Inversiones**, among other entities.

The opening ceremony was attended by **Isabel Díaz Ayuso, President of the Community of Madrid**; **José Luis Martínez-Almeida, Mayor of Madrid**; **Enrique Cerezo, President of EGEDA, Premios Platino and Platino Industria**; **Raúl Berdonés, President of Fundación Secuoya**; **Carmen Páez, Undersecretary of the Ministry of Culture of the Government of Spain**; **Ignacio Rey, President of FIPCA**; **María Coronado, Audiovisual Director of the Spanish Society for Technological Transformation (SETT)**; and **Elisa Carbonell, CEO of ICEX**, at an event hosted by journalist **Yolanda Flores**.

Enrique Cerezo opened the institutional speeches by celebrating the fact that this sixth edition of Iberseries & Platino Industria is taking place in Madrid, a region and a city that is one of the major international hubs for audiovisual creation and production. *“Cinema has been one of the great instruments for building a human space,”* he said, highlighting that *“never before have so many contents been produced or so many screens existed; never has it been so easy to take a story from any city in Ibero-America to anywhere on the planet, and our challenge is to ensure that, in this enormous global market, our stories have the presence they deserve.”*

Next, the **Mayor of Madrid, José Luis Martínez-Almeida**, stressed that *“for the city of Madrid, cinema and the audiovisual industry in Ibero-America are strategic priorities that we want to support, to which we are committed, and we do this through various lines of action,”* while also emphasizing that Iberseries & Platino Industria is a success story *“and we believe, above all, that the cultural vocation that unites the entire Ibero-American community must be strengthened, that ties must be brought even closer, and there is no more direct way to do so than precisely through cinema and series.”*

Raúl Berdonés highlighted that one of the great strengths of Iberseries & Platino Industria *“is that we have been able to embrace all the needs of the industry, to work for everything and everyone, but from Madrid’s audiovisual ecosystem,”* attracting an ever-larger turnout, which is why it is so appealing to see the United States, Asia, Europe and Latin America represented at this event today, *“because co-productions know no boundaries and, above all, no languages or signs.”*

Undersecretary of Culture Carmen Páez highlighted that while it is true that culture knows no borders, it does need meeting spaces where it is possible to discuss the moment we are in and both the private initiatives and public policies that must be developed to continue strengthening our audiovisual ecosystem. *“This is a moment of profound change in the audiovisual industry. Over the last 20 years, new audiences, new windows, new technologies such as artificial intelligence and new publics have begun to emerge in our ecosystem, and it is essential to take into account the position of all the players in our value chain,”* she noted.

Before the institutional closing of the opening ceremony of the sixth edition of Iberseries & Platino Industria, **Ignacio Rey, María Coronado and Elisa Carbonell, CEO of ICEX**, took part in a conversation on strengthening the audiovisual industry, its internationalization and the main challenges facing the sector. **María Coronado** spoke of the *“consolidation of the good cruising speed the audiovisual industry is reaching”* and recalled that *“it is a puzzle made up of many pieces, many of them essential, which must come together in a perfect, ideal balance.”*

Elisa Carbonell stated that *“the future competitiveness of the audiovisual sector will depend on our ability to continue moving forward in that transition from the internationalization of our content to the internationalization of our companies, of our industry; a strong industry is not only one that knows how to export successes—which we are certainly doing very successfully—but also one that builds companies capable of truly competing and growing,”* she added.

Ignacio Rey noted that *“basically, in order to continue consolidating, we must continue training professionals and companies, building the capabilities of entrepreneurs, and trying to create content that crosses our borders,”* placing particular emphasis on *“the distribution and visibility of our works, since we are living through a spectacular moment in terms of production throughout Europe and the Americas, and our content is crossing shared borders, but this reality reaches only a portion of productions; this is the great challenge we face,”* he concluded.

Finally, **President of the Community of Madrid Isabel Díaz Ayuso** took the floor, stressing that during these days Madrid once again becomes the undisputed audiovisual capital of Europe and Ibero-America *“and we should celebrate it, because we are part of a great cultural and economic power made up of more than 800 million people who speak Spanish and Portuguese, with an ever-growing capacity for their stories to travel around the world; we share words, songs, literature, ways of celebrating and understanding life.”*

She added that *“this network of bonds makes us greater, more universal, including when we sit down to write a script or produce a film. In Madrid, what we want is for Ibero-American creators to find partners, work, audiences and everything they need, but, above all, most importantly, to feel at home.”*

Following the opening ceremony, Iberseries & Platino Industria is holding four days devoted to activity, professional exchange and the generation of business opportunities for the Ibero-American and international audiovisual sector.

A start that consolidates the event’s growth

The sixth edition begins with **more than 2,800 accredited professionals**, representing **20% more than at the start of the 2025 edition**. The event also brings together around **1,500 participating companies, 15% more than last year**, when growth of 30% compared with previous editions had already been recorded.

One of the main indicators of the evolution of Iberseries & Platino Industria is its growing international dimension. **This edition features representation from 54 countries, the highest figure reached across all its editions and more than double the number at its first edition.**

47% of accredited professionals come from outside Spain, compared with 53% domestic participation. The main countries of origin are, in this order, **Mexico, Argentina, the United States, Colombia, Chile, Peru, Portugal, France, Brazil, Italy, Uruguay, Belgium, Germany and the United Kingdom**, in addition to Spain.

Mexico will be the Country in Focus of this sixth edition, with a cross-cutting presence bringing together production, talent, incentives, technical services, infrastructure, post-production and new business opportunities. With **more than 150 accredited professionals, Mexico is the second country with the highest participation at the event**, behind only Spain.

This internationalization is also reflected in the growing presence of professionals from territories outside the Ibero-American sphere, with increased participation from European countries and markets such as **Turkey, China, India and Korea**, among others, progressively expanding the event's connection with new territories and audiences.

The evolution of professional participation also means that **the number of accredited professionals has more than doubled compared with the first edition**, consolidating the upward trajectory of Iberseries & Platino Industria and its ambition to become a platform connecting the Ibero-American audiovisual industry with the international market.

More than 120 activities and 230 speakers

Over the four days of activity, **more than 120 activities** will take place, including more than **50 panels**, high-level conferences and professional meetings addressing the main trends, opportunities and challenges in the audiovisual industry.

The program includes established spaces such as the **Co-Production and Financing Forum**, the **Platforms and Production Companies Pitch** sessions and the **Showrunners Workshop**, alongside new specialized training proposals such as **"Thinking Like a Producer: Creative Business Strategy," the Practical Legal & Business Affairs Workshop for Producers and Creators, and the Artificial Intelligence Workshop for Creators: Enhancing Audiovisual Storytelling.**

These initiatives are joined by new spaces designed to foster talent and project creation, such as the **Euro Atlantic Series Co-Pro Pitch**, the **Literary Works Pitch for Audiovisual Adaptation**, the **Professional Meeting with Fundación SGAE** and the first edition of the **RECREAS call**, promoted by **DAMA**, among other activities aimed at fostering the creation, development, financing and international circulation of content.

The program features **more than 230 speakers**, leading professionals and key figures in audiovisual production, creation, distribution, exhibition and financing, as well as representatives of platforms, broadcasters, studios, organizations and institutions.

There will be **24 Iberscreenings**, aimed at international buyers and focused on screenings, previews and exclusive premieres through the event's different formats: **Capítulo UNO, Próximamente, Showcase, Segunda Ventana, Premier Cine and Función de Gala.**

Iberseries & Platino Industria will welcome **200 international buyers** (including 50 commissioners) from **Europe, the Americas and Asia, 11% more than in 2025**, reinforcing its role as a space connecting the supply of Ibero-American content with international markets.

A space to drive new projects and business opportunities

Fostering the creation and development of new content will be another of the key focuses of this edition. The event's various calls have received **more than 1,000 projects**, of which **168 have been selected** to participate in the different professional initiatives.

The event will also bring together **30 exhibitors** representing more than **100 companies**, distributed across **18 stands**: *ProColombia, Argentina Audiovisual, Imagina, Air Media 360, India, Asociación de Productores de Cine y Televisión de Chile, EGEDA Perú, Asociación de las Industrias Iberoamérica-China (AIIC), Andersen, Crea SGR, ECAM, Almarae, SEGO Finance, Platino Empleo, Ibermedia, Associação de Produtores Independentes de Televisão (APIT), WAWA and Asociación de Productores de España (AECINE, AGAPI, ANCINE, AVANT, EPE IBAIA and PATE*, at the **International Audiovisual Market (MAI)** and **12 pavilions at Plaza Matadero**, the **highest number** to date: *EGEDA, Secuoya Studios, Movistar Plus, Atresmedia, Inter Medya, RTVE, Mexico, Italian Pavilion, Spain Film Commission & Iberofic, OM-MA, Clúster Audiovisual de Madrid and Madrid Film Office*.

They will be joined by **more than 180 accredited journalists**, who will cover the activity of an event that has become a showcase for Ibero-American audiovisual production and a forum for analyzing the sector's evolution.

A connection point between Ibero-America and the global market

Held annually in Madrid, Iberseries & Platino Industria was created with the aim of fostering connections between the main players in the Ibero-American audiovisual industry and the international market. Over its six editions, the event has progressively expanded both its professional dimension and its geographical reach.

The participation of professionals from new international markets adds to an increasingly broad and diverse Ibero-American community, reinforcing the event's role as a **meeting point for producers, creators, platforms, broadcasters, studios, distributors, buyers, investors and other players in the audiovisual industry**.

With this sixth edition, Iberseries & Platino Industria continues to promote a space designed to **build alliances, facilitate knowledge exchange, promote the international circulation of content and contribute to the development of new audiovisual projects**.

[Fotos del acto](#)Photos from the event

[Programa completo](#)Full Iberseries & Platino Industria Program

ORGANIZERS



SPONSORS



COUNTRY IN FOCUS



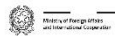
ACTIVITY SUBSIDIZED BY THE MINISTRY OF CULTURE



ACTIVITY FUNDED BY



GOLD SPONSORS



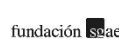
SILVER SPONSORS



BRONZE SPONSORS



PARTNERS



MEDIA SUPPORT

