

Iberseries & Platino Industria Goes Global with the Participation of 2,500 Professionals from 45 Countries

- The **third edition** of the **largest Ibero-American audiovisual event** took place from October 3 to 6 at **Matadero Madrid**. Its aim has been to raise the profile of feature films and series in Spanish and Portuguese, to enhance the talent of creators, and to promote international co-production and content commercialization in order to consolidate projects and foster new synergies.

- **Iberseries & Platino Industria** is once again **the international benchmark for productions in Spanish and Portuguese**. It serves as a meeting point for platforms, television networks, producers, distributors, buyers, and other industry players, as well as entities and organizations dedicated to tourism, education, and new technologies surrounding audiovisual content. This space has facilitated the link between business and creativity, as well as the exchange of ideas, projects, and opportunities for funding.

- **130 activities** took place. Over **200 world-renowned speakers** have participated in **60 high-profile panels**. **178 new projects** were presented. **25 screenings** were held for **160 buyers** from 20 countries. **180 international journalists** attended. In addition, over **50 entities** have taken part in the **Ibero-American Audiovisual Market (MAI)**.

Madrid, 11 October 2023. For four action-packed days, **Madrid** brought together a substantial cross-section of the Ibero-American film and audiovisual industry. This included authors, filmmakers, screenwriters, showrunners, producers, distributors, buyers, sales agents, platforms, television networks, executives from **660 companies**, financial institutions, investment funds, and organizations dedicated to tourism, education, and new technologies surrounding audiovisual content.

All of them have gathered at this special meeting point between business and creative talent, fostering the exchange of ideas, projects, the education of new professionals, the export of audiovisual products, and new financing and co-production opportunities. It is the result of the strategic union of cultures and business models from both sides of the Atlantic.

Iberseries & Platino Industria will be held from 3rd to 6th October at **Matadero Madrid**, hosted by **EGEDA** and **Fundación Secuoya**, alongside the collaboration of **FIPCA**, and the support of the **Community of Madrid, Madrid City Council, Madrid Film Office, Film Madrid, ICEX Spain Trade and Investment** and the special collaboration of the **Spain Film Commission**.

Iberseries & Platino Industria has brought together numerous professionals and experts in an unprecedented event that unites the experience and long history of well-known international companies from the Spanish- and Portuguese-speaking film and audiovisual sector.

This marks the end of four days of conferences and keynotes with industry leaders, as well as screenings, presentations, networking meetings, meetings in the co-production forum, pitching sessions with platforms and production companies, and training workshops, among other activities.

For another year, **Iberseries & Platino Industria** has proven to be the **international benchmark and primary meeting point for Spanish- and Portuguese-speaking productions**. Its aim is to raise the profile of feature films and series in Spanish and Portuguese, to enhance the talent of creators, and to promote international co-production and content commercialization in order to consolidate projects and foster new synergies.

In this edition, the **MAI** opened a section to host the figure of the **Country Corner**, so countries such as Mexico, Argentina, Ecuador, Colombia and Uruguay were given a space in the market to promote their regions for locations and tax incentives, to encourage co-productions, and to promote their talent. It served also as an opportunity to participate in the program's conferences and to be a meeting point with their nationals. The event also saw significant participation from professionals from the Dominican Republic, France, Portugal, Germany, Finland, and Japan.

The third edition of **Iberseries & Platino Industria** ended this Friday, bringing to a close over **130 activities**. Over **60 panels** were held, comprising conferences and keynotes, spotlights, presentations, roundtables, masterclasses, and talks. More than **200 speakers**, key figures and industry leaders from around the world participated, and around **180 international journalists** attended the event.

A total of **25 screenings** were held, including exclusive screenings of new premium series from production companies, channels and platforms, as well as premieres, new releases, and film previews, attended by **160 buyers and commissioners** from **20 countries**. Notably, the series *Allende, the Thousand Days*, featured in the Chapter ONE section, was honored by the attendance of the Ambassador of Chile to Spain, **Javier Velasco**.

178 projects participated in the Pitch sessions with Platforms and Production Companies, the Co-Production and Financing Forum and the Showrunners Workshop, selected from more than 1,000 entries received.

Once again, all these figures confirm the wide acclaim and reception that **Iberseries & Platino Industria** has received from the Ibero-American film and audiovisual industry, as a unique space that has become a must on the sector's international calendar, as affirmed by **Juan Alía** and **Samuel Castro**, co-directors of **Iberseries & Platino Industria**, and **Adriana Castillo**, general coordinator of **Platino Industria**.

Juan Alía stated that “we are very pleased with this third edition with over 2,500 registered attendees. The Iberseries & Platino Industria Association, created by EGEDA and Fundación Secuoya, is now firmly established. This event facilitates co-productions and synergies between all the agents of the film and series industry in Ibero-America. We would like to highlight the number of projects registered for the Pitches, which reached just short of 1,000 registrations, of which 150 were selected to be presented one-on-one to representatives of 10 platforms and distributors. I consider this to be a very fruitful meeting point for each of the sectors that make up our Ibero-American audiovisual industry”.

Adriana Castillo remarked that “at Iberseries & Platino Industria, we have worked to bring together many important representatives and players in the film and audiovisual industry, and they have come to do business, share their stories spoken in Spanish and Portuguese, encourage co-production, foster meetings between colleagues, and, above all, establish new professional contacts”.

Samuel Castro, in turn, added that “in just three years, Iberseries & Platino Industria has consolidated its position as an unmissable event for producers, creators, talent, and financiers of Spanish- and Portuguese-language content. It is an accessible meeting place for all of us who believe in the concept of ‘Global Spanish Content’. In addition, Iberseries & Platino Industria has entered the international spotlight for U.S. and European professionals, as evidenced by the appearance this year of professionals such as Ron Leshem, Erick Barmack, Ran Tellem, Paul Pressburger, Chris Albrecht, and Jorge Granier, to name a few. Finally, we would like to highlight our 2024 agreement with Berlinale as well as the support of Prisa Media as Media Partner”.

