

Iberseries & Platino Industria to Host its Fourth Edition from 1 to 4 October 2024

- For the fourth consecutive year, **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, is to organize the **largest Ibero-American audiovisual event** in **Madrid**, with the support of the **Madrid City Council**, the **Community of Madrid**, **ICEX España Exportación e Inversiones**, the sponsorship of the **Madrid Film Office** and **Film Madrid** and the collaboration of **Spain Film Commission**.
- In just three editions, **Iberseries & Platino Industria** has established itself as the main **international event for Spanish- and Portuguese-language audiovisual industry professionals**. Last year's edition drew in 2,500 professionals from 45 countries, featuring more than 60 panels attended by 180 accredited journalists. The event saw the presentation of 178 new projects, 25 screenings, and the attendance of 160 buyers and 50 exhibiting companies in the MAI (Ibero-American Audiovisual Market) area.
- **The Iberseries & Platino Industria 2024** dates were announced in a ceremony at **Ventana Sur** attended by **Samuel Castro**, co-director of **Iberseries & Platino Industria**; **Adriana Castillo**, general coordinator of **Platino Industria**; **Gonzalo Cabrera**, general director for Cultural Promotion of the Community of Madrid; **Raúl Torquemada**, director of the **Madrid Film Office**; and **Ignacio Rey**, president of **FIPCA**. One of the new additions to the **fourth edition** is an **audiovisual financing workshop** where financial institutions and investment funds will participate.

Madrid, November 30, 2023. **Ventana Sur** has again been the stage chosen this Wednesday for the announcement of the dates for the **fourth edition** of **Iberseries & Platino Industria**, which will be held from **October 1 to 4, 2024**, at the center for contemporary creation which is **Matadero Madrid**.

EGEDA and **Fundación Secuoya**, in collaboration with **FIPCA**, will once again be organizing the **biggest Ibero-American audiovisual event**, with the support of the **Madrid City Council**, the **Community of Madrid**, **ICEX España Exportación e Inversiones**, the sponsorship of the **Madrid Film Office** and **Film Madrid** and the collaboration of **Spain Film Commission**, as well as other companies.

Iberseries & Platino Industria is to return as the **main meeting point for platforms, television networks, creative professionals, producers, distributors, buyers, financiers, and other industry players**, as well as entities and organizations from the **tourism** and **education** sectors and those involved in **new technologies** related to the audiovisual industry. This space aims to promote the **visibility of feature films and series in Spanish and Portuguese**, to foster the connection of **business and talent**, and to **promote international co-production and the commercialization of content** in order to consolidate **projects and bring about new financing opportunities**.



With only three editions under its belt, **Iberseries & Platino Industria** has firmly established itself as the **main international event** for **Spanish- and Portuguese-language audiovisual industry professionals**. The **last edition** saw the attendance of more **than 2,500 professionals** from **45 countries**. A total of **660 companies** were present, more than **60 panels** were held, including conferences and keynotes, spotlights, round-tables discussions, master classes and lectures - with the participation of over **200 speakers**, key figures, and internationally renowned executives, as well as the attendance of around **180 journalists**.

Some **25 screenings** were held, featuring exclusive previews of new premium series from production companies, channels, and platforms, as well as premieres, new releases, and film previews, in the presence of **160 buyers** and **commissioners from 20 countries**. In total, **178 projects**, which were selected from the over 1,000 proposals received, participated in the Pitch Calls for Platforms and Production Companies, the Co-Production and Financing Forum, and the Showrunners Workshop.

There were 50 exhibiting companies (organizations, associations, film commissions, production companies, distributors, production service companies, and government and academic institutions) taking part in the **MAI** (Ibero-American Audiovisual Market) area, with a daily turnout of approximately **800 professionals**, including the Country Corner space, where different companies from the same region joined forces to advertise and promote their industry. The **Plaza Matadero** networking and presentation area hosted more than **500 people** per day on average.

Over the past three years, **Iberseries & Platino Industria** has managed to unite numerous **professionals and experts** to deliver an unprecedented event that combines the experience and long track record of renowned companies in the film and audiovisual industry that work globally for **Spanish- and Portuguese-language content**.

In 2024, **Iberseries & Platino Industria** is to host an extensive program of activities including **conferences and keynotes** with industry leaders to discuss the latest topics and trends, **Iberscreenings**, the **MAI** (Ibero-American Audiovisual Market), the **Co-Production and Financing Forum**, **Pitch Calls for Platforms and Production Companies**, and various **training activities**, such as the **Showrunners Workshop**.

One of the new additions to the **fourth edition** is an **audiovisual financing workshop** where financial institutions and investment funds will participate.

Samuel Castro, co-director of **Iberseries & Platino Industria**, told **Ventana Sur** that *"in 2024 we'll continue to focus on training activities, and we take on the challenge of bringing LATAM content even closer to Europe, without losing sight of U.S. players, who are determined to invest in the Spanish and Portuguese-speaking content industry"*.

From Madrid, **Juan Alía**, co-director of **Iberseries & Platino Industria**, said that *"since the announcement of the date of the fourth edition of Iberseries & Platino Industria, we've already started work on the preparations for next year's activities, with the goal and challenge of offering an interesting, useful and attractive event for all professionals in the film and series industry in Ibero-America"*.

Adriana Castillo, general coordinator of **Platino Industria**, said: *"Iberseries & Platino Industria continues to work in collaboration with different associations and industry leaders to create and build a space in which co-production between countries and continents is strengthened. The key is to bring decision-makers, creators and producers together in one place, to generate solid business models and to create content that appeals to all types of audiences."*

Gonzalo Cabrera, general director for Cultural Promotion of the Community of Madrid has assured that *"Iberseries & Platino Industria is an essential event and meeting point for the Ibero-American film and audiovisual industry to contribute to its promotion in Europe"*.

For **Ignacio Rey**, producer and president of **FIPCA**, *"Iberseries & Platino Industria has become a key event for Ibero-American production since its launch three years ago, with the participation of major studios, streaming platforms, major production companies in the region and renowned industry professionals. We see it as an exclusive, benchmark event that offers opportunities for strategic connections, new collaborations and access to the latest trends in Ibero-American film and audiovisual."*

Raúl Torquemada, director of **Madrid Film Office**, pointed out that *"Madrid has established itself as one of Europe's main audiovisual hubs and an indisputable bridge to the Latin American audiovisual sector. Over 680 million people speak Spanish or Portuguese, and they are all consumers of audiovisual content. Iberseries & Platino Industria is a fantastic opportunity to bring together the audiovisual industries working in these languages each year and to foster synergies and alliances in the audiovisual production sector."*

More information: www.iberseriesplatinoindustria.com

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