

# Iberseries & Platino Industria presents its third edition at the Marché du Film – Cannes Film Festival

- EGEDA and Fundación Secuoya, in collaboration with FIPCA, are organizing the **largest international event for professionals linked to the audiovisual industry in Spanish and Portuguese for the third consecutive year, from October 3 to 6 in Madrid.** A unique meeting point for platforms, television networks, producers, distributors and buyers, as well as entities and agencies dedicated to tourism, education and new technologies.
- Iberseries & Platino Industria will be based around four program axes: Conferences and Keynotes; Screenings; Ibero-American Audiovisual Market (MAI); and PRO Activities, which will host the Co-Production and Financing Forum, Pitch Sessions for Platforms and Production Companies, and Training Workshops.
- New calls will be opened soon to participate in the **Showrunners Workshop**, the **Virtual Production Workshop** and the **Legal Training Seminar**, as well as the **Pitch of Platforms and Production Companies**, which have successfully closed their first launch with **more than 900 project registrations for the 12 calls offered.**

Cannes, May 24, 2022. **Iberseries & Platino Industria**, the main international event for professionals linked to the Ibero-American audiovisual industry, has presented its **next edition** within the framework of the **Marché du Film-Cannes Film Festival**, in an act held at the **ICEX Spain Export and Investment stand of the Spanish Pavilion.**

Participants included **Samuel Castro**, co-director of **Iberseries & Platino Industria**, together with **Pablo Conde**, director of Fashion, Habitat and Cultural Industries of **ICEX Spain Export and Investment**; **Raúl Torquemada**, director of **Madrid Film Office**; **Rafael Cabrera**, general coordinator of **Film Madrid**; **Gabriela Sandoval**, member of the Board of Directors of **FIPCA**; **Carlos Rosado**, president of **Spain Film Commission**; and **Beatriz Navas**, general director of the **ICAA**.

Samuel Castro thanked the present authorities and organizations for their support and collaboration, as well as the attending industry professionals for their presence in the event. He then provided a preview of **Iberseries & Platino Industria 2023** content, which will focus on

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four areas: Conferences and Keynotes; Screenings; Ibero-American Audiovisual Market (MAI, in Spanish); and PRO Activities, which will host the Co-Production and Financing Forum, Pitch Sessions for Platforms and Production Companies, and Training Workshops.

EGEDA and Fundación Secuoya, in collaboration with FIPCA and with the support of the Madrid City Council, the Madrid Region, ICEX Spain Export and Investment, the Spain Film Commission and the Spanish Ministry of Culture and Sports, are organizing for the third consecutive year, from October 3 to 6 in Madrid, this unique meeting point that seeks to provide visibility for films and TV shows in Spanish and Portuguese, promote the talent of creators, and stimulate international co-production and content marketing as a key formula to consolidate projects and new synergies.

Once again, Iberseries & Platino Industria will offer a large panel schedule with the main executives of the Ibero-American film and audiovisual industry to promote the coming together of creators, platforms, television networks and production companies, among other agents of the industry, so that their audiovisual content connects with audiences.

The Screenings section will host once again screenings of serial content with Iberscreenings: Chapter ONE (exclusive premiere of first episodes), Coming up (screening of initial images and unpublished material from TV shows) and Second Window (screening of released content looking for new international marketing opportunities). There will also be screenings of film content with Platino Cinema, where Spanish and Latin American platforms and producers will participate, targeting buyers who show an interest in productions in Spanish and Portuguese.

## Ibero-American Audiovisual Market MAI

The market area has been revamped for this edition, under the name of Ibero-American Audiovisual Market (MAI), as point of convergence and networking for companies, professionals and institutions. This space is linked to the Screenings section to promote the purchase and sale of productions that have been completed, the presentation of new content and the premiere of audiovisual works made and distributed in Spanish and Portuguese for international audiences.

For this reason, it is possible to purchase an Industry Stand or Premium Industry Stand, which includes two screenings (cinema or TV show). It is also possible to purchase new spaces in the exclusive Central de Diseño area, suitable for the needs of professionals and small companies.

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Moreover, different exhibitors will be able to access the **Country Corner**, which will bring together in the same space institutions, associations, film commissions or production companies from the same country or region. Different stands can be combined, something that will allow the sharing of resources and will enhance the presence of each member.

### More than 900 projects registered in the Pitch Calls for Platforms and Production Companies

Within the **PRO Activities**, the **Co-Production and Financing Forum** for projects in advanced development will take place, as well as **Pitch Sessions for Platforms and Production Companies**, **Training Workshops**, meetings related to the role of cinema as an educational tool for teaching and audiovisual literacy, new technologies and sustainability.

The **Pitch sessions for Platforms and Production Companies** regarding projects in the development, production or work-in-progress phase have generated great interest, since more than **900 projects** have been registered. Projects from **25 countries** have been registered as producers or co-producers in the 12 calls launched. Among the countries that have sent the most projects are **Spain, Mexico, Argentina, Colombia and Chile**.

There were also projects received from Peru, Venezuela, the United States, Ecuador, Panama, Portugal, Uruguay, the Dominican Republic, Italy, Bolivia, France, El Salvador, Brazil, Puerto Rico, Germany, Guatemala, Honduras, Paraguay, Switzerland, and Norway.

Those in charge of the selected projects will have the opportunity to present a face-to-face pitch of ten minutes each before representatives of the participating companies, institutions and/or production companies. Nine international leading companies will hear the projects: **Amazon Studios / Prime Video, Ánima, Dopamine, Gato Grande. An MGM Company, Gaumont Television, Paramount, Sony Pictures International Productions, TELEMUNDO STREAMING STUDIOS, a Division of NBCUniversal and Warner Bros. Discovery**. A new **Pitch call with Secuoya Studios** will also be added soon.

### New Training Workshops

**Iberseries & Platino Industria** has committed once again to the education of professionals of the future with the third edition of the **Showrunners Workshop**, as well as the **Virtual Production Workshop** and the **Seminar: Legal tools to produce professionally**, whose calls will be opened in the upcoming days.

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## Professional Credentials: Early Bird Fees until June 1

Professional credentials will allow you to enjoy Iberseries & Platino Industria exclusive program and it will also give you access to all the **project calls**.

These **credentials**, both in its face-to-face and virtual modality (**early bird fee available until June 1**), will include entry to the **virtual private space**, an area that will provide access to the professional directory of participants in order to contact with accredited professionals and voluntarily arrange meetings, as well as watching the main conferences and content on demand, from 24 hours after its celebration until October 13th.

Credentials can be obtained online until October 6 via the following [link](#) of the official website of the event, where the next steps are explained.

More information: [www.iberseriesplatinoindustria.com](http://www.iberseriesplatinoindustria.com)

[Video](#) of the presentation of Iberseries & Platino Industria 2023

[Access](#) to the images of the presentation in Cannes

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