

Over 700 professionals from 30 countries have now confirmed their attendance at the third edition of Iberseries & Platino Industria

- The **biggest Latin audiovisual industry** event of the year is set to include a rich **program** of **conferences and keynotes** delivered by leading figures in the sector. These sessions will address the current state of the industry, and will focus on **business and innovation solutions, creativity and talent, sport and broadcasting, funding and business, artificial intelligence, market intelligence, and sustainability**.
- **Iberseries & Platino Industria** is once again set to offer a rich **program** of **conferences and keynotes** featuring major players from the **Latin film and audiovisual industry** to discuss the latest sector trends: Álvaro Manzano (**ACCENTURE**), ATRESMEDIA, Pilar Blasco (**BANIJAY IBERIA**), Laura Abril (**BUENDÍA ESTUDIOS**), Georgina Borbolla (**BOLD FINANCE, EXITUS CAPITAL**), Fidela Navarro (**DOPAMINE**), Jaume Ripoll (**FILMIN**), Ignacio Rey (**FIPCA**), Alexandra Falla (**PATRIMONIO FÍLMICO COLOMBIANO**), Axel Kuschevatzky (**Argentina, 1985**), Gloria Saló (**GECA**), Antonio Augusto Valente (**GLOBO**), Sara Fernández-Velasco (**GRUPO IZEN**), Diego Rodríguez (**LA CHARITO FILMS**), Álvaro Longoria (**MORENA FILMS**), **MOVISTAR PLUS+**, David Martínez (**SECUOYA STUDIOS**), Ana Bond (**SONY PICTURES TELEVISION**), Vanessa Velázquez (**SPRING MEDIA**), Ran Tellem (**THE MEDIAPRO STUDIO**), Miguel Valladares (**TONDERO**), Mariano Cesar and Sergio Nakasone (**WARNER BROS. DISCOVERY**) and Erik Barmack (**WILD SHEEP CONTENT LLC**).
- A number of **executives and companies** have also confirmed their attendance at the most important event in the **Latin audiovisual industry**: Alonso Aguilar (**AMAZON STUDIOS**), Laura Wills (**AMAZON/PRIME VIDEO**), Fernando De Fuentes (**ÁNIMA ESTUDIOS**), Karina Dolgiej (**BBC STUDIOS**), Camino De Valcárcel and María García Castrillón (**DOPAMINE**), Antonio Alonso (**ELEFANTEC GLOBAL**), Maximiliano Sanguine (**GATO GRANDE / MGM**), Santiago Marcos and María José Delgado (**GAUMONT TV**), José Velasco and Luis Arranz (**GRUPO IZEN**), Claudia Fernández (**HBOMax**), Cecilia Diez (**INCAA**), María Elena Wood (**MARÍA WOOD PRODUCCIONES**), Fernando Bovaira (**MOD PRODUCCIONES**), María Bonaria (**MONDO TV STUDIOS**), Juan Luis Bravo (**MR FACTORY**), Reyes Valenciano (**NBC UNIVERSAL TELEMUNDO**), María Eugenia Muci (**ONCELOOPS MEDIA**), Iván Stoessel (**PARAMOUNT**), Marcelo Tamburri, Raymundo Díaz-González (**SONY PICTURES INTERNATIONAL PRODUCTIONS**), Roy Ashton and Shan Ray (**THE GERSH AGENCY**), Leonardo Aranguibel (**THE WALT DISNEY COMPANY**) and Carolina Cordero (**WAWA**).

Madrid, June 22, 2023. **EGEDA and Fundación Secuoya**, in collaboration with **FIPCA** and with the support of the **Madrid City Council** and the **Community of Madrid**, are organizing for the third consecutive year, from **October 3 to 6 in Madrid**, this **unique meeting point** that seeks to **provide visibility** to feature films and series in Spanish and Portuguese, **promote the talent of creators, foster international co-production and the commercialization of content** as a key formula for strengthening projects and creating new synergies.

With just over three months to go before **the third edition** kicks off, **Iberseries & Platino Industria** has already attracted over **700 film and audiovisual industry professionals** from **30 countries**, including Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Finland, France, Germany, Guatemala, Italy, Mexico, Monaco, Panama, Paraguay, Peru, Portugal, Puerto Rico, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States, Uruguay, and Venezuela.

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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**.

CONFERENCE AND KEYNOTE PROGRAM PREVIEW

The **third edition** of the **biggest Latin audiovisual industry** event of the year is set to include a rich **program** of **conferences and keynotes** delivered by leading figures and major players in the sector. These sessions will address the current state and the latest trends of the industry, and will focus on **business and innovation solutions, creativity and talent, sport and broadcasting, funding and business, artificial intelligence, market intelligence, and sustainability**

Several **keynotes** on business and innovation will be given, with the participation of **Movistar Plus+** and **Axel Kuschevatzky**, film producer, screenwriter, and journalist (Argentina, 1985). The program also includes a **conference** on **future trends** led by **Ana Bond**, Senior VP & General Director of International Production, at **Sony Pictures Television (USA)** and **Atresmedia (Spain)**, and a **round table discussion** with **Erik Barmack**, CEO & Founder of **Wild Sheep Content LLC, (USA)** and **Ran Tellem**, Head of International Development of **The Mediapro Studio (Spain)** on creative strategies for the future.

A number of industry pioneers who are reshaping traditional business models will share their insights on the **future of entertainment** and **co-productions**, as well as outlining key partnerships for the creation of universal content and what to expect in this ever-changing business landscape. These include **Fidela Navarro**, CEO of **Dopamine (Mexico)**, **Laura Abril**, EVP of Scripted and Global Business Development at **Buendía Estudios (Spain)**, **Sara Fernández-Velasco**, CEO of **Grupo iZen (Spain)**, and **David Martínez**,

Director of **Fiction** at **Secuoya Studios**. Other executives and senior industry figures are expected to join the conference and keynotes program.

Creatives, filmmakers, screenwriters, authors, and leading directors such as **Berta Prieto**, co-creator of the series "Autodefensa", Filmin (Spain); **Carlos Montero**, showrunner for "Todas las veces que nos enamoramos" and "Élite" (Spain); **Leonardo Padrón**, creator of "Pálpito", Netflix (USA); **Estela Renner**, co-founder of **María Farinha Films** and creator of the series "Esperanza" (Brazil), and **Miguel Valladares**, CEO of **Tondero** (Peru), will also share their personal experiences. Each of the sessions will address the impact of new generations' consumer habits on the creative process, and how it's possible to bring about change through content, emphasizing the importance of inclusive storytelling, with more opportunities than ever before for films and series to inspire and raise social awareness.

International buyers, commissioners, and studio heads will discuss global trends and share their editorial strategies. **Jaume Ripoll**, co-founder of **Filmin** (Spain) and **Antonio Augusto Valente**, Content Strategy Manager of **Globo** (Brazil), will be joined by other leading experts to share the content they look for and where they invest, the co-production agreements they currently have, and the strategies they have adopted in order to ensure continued growth and audience retention.

The panel "**New agents: financial solutions in audiovisual production**" will address how and where major financial institutions invest capital in the audiovisual industry, what they look for, opportunities in the sector, and how producers, distributors, and creative professionals can access funding. This will be led by **Georgina Borbolla**, CEO of **Bold Finance**, **Exitus Capital** (Mexico) and **Diego Rodríguez**, CEO of **La Charito Films** (Spain), among others.

There will also be scope for analysis of the **artificial intelligence** revolution in the audiovisual industry, which is fast becoming an integral part of the content production process, opening the door to a wealth of possibilities. Industry professionals who use virtual production in both film and television will discover how it can be leveraged to dramatically increase production value, accelerate schedules, and reduce costs. This session will be presented by **Alexandra Falla**, Director of **Fundación Patrimonio Fílmico Colombiano** (Colombia) and **Álvaro Manzano**, Managing Director Media Industry of **Accenture** (Spain).

Other highlights will include the participation of **Gloria Saló**, Director of Production and Content Consulting at **GECA** (Spain) for the session "**Iberficción. Future trends presented by Teleformat (GECA)**", on the evolution of content, free-to-air broadcasts shared with platforms and social networks, fragmented audiences and niche channels. It will also shed light on what the Latin audiovisual market will look like over the coming months and what variables must be taken into account in order to predict, preempt, and innovate in an ever-changing audiovisual landscape.

PROFESSIONAL ACCREDITATIONS

The professional accreditation at **Iberseries & Platino Industria** will allow you to enjoy its **exclusive program** and access to all **calls for projects**. In their face-to-face or virtual option, will provide access to the **virtual private space**, an area that will allow access to the **professional directory** of participants to establish contact with accredited participants, arrange meetings on a voluntary basis and view the main conferences and content on demand, from 24 hours after the event until October 13.

The **accreditation** can be completed online and until October 6, 2023 via the following [link](#) which can be found on the official website of the event, where all the steps to follow are explained in detail.

More information: www.iberseriesplatinoindustria.com

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

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