

# Iberseries & Platino Industria announces Conference and Keynotes Program

- Among the **professionals** who will participate as **panelists** are leading industry figures and personalities such as **Pablo Iacoviello** (PRIME VIDEO), **Leonardo Aranguibel** (THE WALT DISNEY COMPANY LATAM), **Darío Turovelzky** (PARAMOUNT GLOBAL), **Cristina Burzako** (MOVISTAR PLUS+), **Pierluigi Gazzolo** (VIX), **Jorge Balleste** (TELEVISAUNIVISION), **Sergio Nakasone** (WARNER BROS. DISCOVERY LATIN AMERICA & US HISPANIC), in addition to those announced previously with renowned figures as Mariano Cesar, Axel Kuschevatzky, Cristina Burzako, Ron Leshem, Lucía Puenzo, Ran Tellem ("Euphoria") o Erik Barmack
- **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 **Madrid City Council**, the **Community of Madrid**, **Madrid Film Office**, **Film Madrid**, **ICEX Spain Trade and Investment** and the special collaboration of the **Spain Film Commission**.

**Madrid, 19 september, 2023.** **Iberseries & Platino Industria** announces its program of **Conferences, Keynotes and Spotlights** that will make up its **third edition**, where the following topics will be discussed by renowned figures in the film and audiovisual sector: **Business Keys and Innovation, Creativity and Talent, Education and Audiovisual, Sport and Audiovisual, Financing and Business, Country Focus** (linked to the presence of exhibiting countries in the **MAI Ibero-American Audiovisual Market**), **Artificial Intelligence and Market Intelligence**.

***Keynotes with exclusive presentations by Axel Kuschevatzky, Pablo Iacoviello, Darío Turovelzky, Mariano Cesar, Cristina Burzako and Pierluigi Gazzolo***

Award-winning producer, writer and journalist **Axel Kuschevatzky**, CCO/Founder of **Infinity Hill** (USA), will discuss how to build a career in film and television, the wisdom and intuition required to work with local stories with worldwide appeal, and how to become a world-class producer. **Pablo Iacoviello**, Director of Local Originals Monetization at **Prime Video** (USA), will unveil the monetization roadmap for Amazon Studios' international original productions globally.

**Darío Turovelzky**, EVP Broadcast & Studios, Spanish and Portuguese Content at **Paramount Global** (Argentina), will explore in this exclusive session the winning strategies he has implemented at Paramount, the partners and content they are looking for, how to attract the best talent and his perspective on the transformations and opportunities the market offers. **Mariano Cesar**, General Entertainment Content Leader at **Warner Bros. Discovery** (Argentina) will guide us through the new trends that set the course of streaming platforms in this new stage of their evolution: the pillars of a global brand's entertainment proposal, an analysis of audience behavior and preferences, and their impact on brand strategy.

**Cristina Burzako**, CEO of **Movistar Plus+**, heads up one of the most prestigious audiovisual companies in Europe. In this interview, conducted by María Rúa (OMDIA), Burzako will share her strategic vision regarding the global context and the keys to the relaunch of Movistar Plus+. **Iberseries & Platino Industria** will also feature in the **Keynotes Program Pierluigi Gazzolo**, CEO of **VIX** (USA), one of the most renowned leaders in the content industry in Latin America today. He will share his views on the current situation of Spanish-language content and the keys to the future.

***Spotlights with The Mediapro Studio and Warner Bros. Discovery***

In the spotlight ***The Mediapro Studio: Creative Content Strategies for International Audiences***, **Ran Tellem**, Director of International Content Development at **The Mediapro Studio** (USA) and **Erik Barmack**, CEO of **Wild**

**Sheep Content** (USA), an associate company of **The Mediapro Studio**, will explore the opportunities that exist for content creation and what this means for the future of the audiovisual industry.

**Warner Bros. Discovery** "*The keys to successful Latin American stories*" will be the spotlight in which **Sergio Nakasone**, Head of Unscripted Development at **Warner Bros Discovery** (Chile) and **Mónica Albuquerque**, Head of Scripted Content Development at **Warner Bros** (Chile) **Discovery Latin America (United States)** will speak. The leaders of fiction and non-fiction content development at Warner Bros. Discovery will discuss the secrets behind the Latin American productions that have had the greatest connection with the HBO Max's audience and their influence on the creation of new content.

### **Conference Program**

**Atresmedia**, **Disney**, **Movistar Plus+** and **Sony Pictures Television** will discuss the Spanish-language content trends that will define 2024, what new challenges and opportunities lie ahead, addressing sustainability and inclusion, and how this is affecting their original production content strategies. This session will feature the participation of **Ana Bond**, Senior VP & General Manager of International Production at **Sony Pictures Television** (USA); **Susana Herreras**, Production Content Manager for Original Fiction Production at **Movistar Plus+** (Spain); **Diego del Pozo**, Fiction Manager at **Atresmedia TV** (Spain) and **Leonardo Aranguibel**, VP of Production, Head of Production Operations and Strategy at **The Walt Disney Company LatAm** (USA).

The **Contenidos para cambiar el mundo** [Content to Change the World] conference, where some of the directors and creators behind recent high-profile films and series will discuss how to make a difference and transform the world through content. **Estela Renner**, co-founder of **Maria Farinha Films** and creator of the series "Esperanza" (Brazil); **Miguel Valladares**, CEO of Tondero (Peru); **Maria Zamora**, Founder and Producer of **Elástica Films** (Spain); and **Paloma Mora**, CEO of **TV ON Producciones** (Spain), will participate in a session moderated by **Paz Lázaro**, Head of Content and Acquisitions at **Exile Content Studio** (Spain).

**Iberseries & Platino Industria** will also welcome the most influential writers, creators and showrunners of the moment in the session **The future of creativity: Inspiring showrunners**. They will talk about what stories they are developing, who they are producing with and the new sources that are inspiring them, with **Berta Prieto**, co-creator of the series "Autodefensa" (Filmin, Spain); **Leonardo Padrón**, creator of the series "Pálpito" (Netflix, USA); **Borja Soler**, co-creator of the series "La Ruta" (Atresmedia TV & Caballo Films, Spain) and **Lucía Puenzo**, creator of the series "Futuro desierto" (Gaumont, Argentina), in a session moderated by screenwriter and director **Borja Cobeaga**.

The session **Attention Economy: What about Generation Z?** will feature **Ron Leshem**, creator and producer of "Euphoria" (Anonymous Content, USA); **Carlos Montero**, showrunner of "Todas las veces que nos enamoramos" and "Élite" (Spain); **Vicky Cazalla**, Strategic Partner Manager TV & Film at YouTube/Google (Spain); and **Fernando González Molina**, creator of "Paraíso" (The Mediapro Studio, Spain). What does Generation Z consume and how? What is the impact on creation because of the way content is consumed? How can you create something engaging and authentic enough to merit their attention? These are just some of the questions that will be addressed in this panel led by **Roy Ashton**, partner at **The Gersh Agency** (USA).

**LaLiga Studios**. **A powerful match between sport and audiovisual**. Sports and athlete-inspired content continues to be a steadily growing sector of the entertainment industry. This panel will provide first-hand insight into LaLiga Studios' strategies for bringing these stories to life and how the emerging company will transform them into premium content to be broadcast around the world. With **Pilar Blasco**, CEO of **Banijay Iberia** (Spain); **Chalo Bonifacino Cooke**, General Manager & EP of **LaLiga Studios** (Spain); **Ángel Fernández**, Global Brand & Strategy Director of **LaLiga Group International** (Spain). Panel moderated by **Vanessa Velázquez**, Commercial Manager Latam **Spring Media AB** (Mexico).

**Creative Oasis for co-production prospectors** will approach the necessary role in the industry of audiovisual development residencies, ensuring the stability of projects. Within the Ibero-American context, one of the most important and long-standing residencies is the Ibero-American Audiovisual Project Development

Course (CDPAI). Participants will include **Mariana Barassi**, Deputy Director of CDPAI (Spain); **Mariela Besuievsky**, Producer of **Tornasol** (Spain) and **Martín Desalvo**, director and scriptwriter (Spain).

International buyers, commissioners and studio leaders will discuss global trends and share their editorial strategy in the *What buyers are looking for?* session. **Jaume Ripoll**, Co-Founder of **Filmin** (Spain); **Antonio Valente**, Content Strategy Manager at **Globo** (Brazil); **Gaelle Armentano**, Head of Acquisitions at **Rai Cinema** (Italy); and **Jorge Balleste**, VP of Content Partnerships and Acquisitions at **Televisa Univision** (USA) will discuss all of the above.

In *Financing: Navigating a changing world, maximizing opportunities*, senior executives from investment funds, financial companies and production companies with funds to co-produce will discuss the state of financing and the most effective models for financing projects. Participants will include **Georgina Borbolla**, CEO of **Bold Finance** (Mexico); **Andrés Sánchez Pajares**, expert in financial structuring and investment in the audiovisual sector and Managing Partner of **Stratfin & Triunion** (Spain); **Diego Rodríguez**, CEO of **La Charito Films** (Spain); **Jesús Prieto**, Director of **CREA SGR** (Spain); and **Paula Manzanedo**, Senior Vice President of **Film Finances, Inc.** (USA)

During the conference *Towards a definition of independent producer and national film (EPC- FIPCA)*, producers from Latin America and Europe will come together to reflect on the legal frameworks related to these concepts, the policies implemented in their countries and possible perspectives for improving film production conditions and their regulation. Speakers will include **Mariela Besuievsky** (Spain), member of **FIPCA**; **Álvaro Longoria** (Spain), Producer and Director of **Morena Films** and Vice-President of the **European Producers Club (EPC)**; **Mónica Lozano** (Mexico), Founder of **Alebrije Cine y Vídeo**; **Diego Ramírez** (Colombia), CEO of **64A Films**; and **Christian Michel Salazar** (Venezuela), Coordinator of the Legal and Projects Department, Executive Secretariat of **Ibero-American Cinematography**. Moderated by **Ignacio Rey** (Argentina), President of **FIPCA**.

Industry pioneers who are transforming traditional business models will share their thoughts on the future of entertainment and co-productions, as well as the partnerships that are key to creating global content and what's new in this ever-changing environment, in the session *Co-production and updating business models: The innovators*. The session will be led by **Fidela Navarro**, CEO of **Dopamine** (Mexico); **Laura Abril**, Executive Director of Fiction and Global Business Development of **Buendía Estudios** (Spain); **Sara Fernández-Velasco**, CEO of **Grupo iZen** (Spain); **José Manuel González Pacheco**, General Manager of **Secuoya Content Group** (Spain); and **Pilar Benito**, General Director of **Morena Films** (Spain). Moderated by **Karina Dolgiej**, VP of Content Sales at **BBC Studios** (USA).

**Emma Lustres**, Producer of **Vaca Films Studio** (Spain) and **María Luisa Gutiérrez**, Producer of **Bowfinger International Pictures** (Spain), among other producers, will address in *Viability of independent production in the current moment of the audiovisual industry in Spain*, the irruption of platforms, the participation of linear channels in film production, legislative changes, new operating models and the transformation of consumer habits, and how they affect Spanish independent production in different ways.

*Oscar®-winning Mexicans, a reflection of the quality and talent in the Mexican audiovisual industry*. Quality, talent and discipline are characteristics that differentiate **five Mexicans who have won** the most important audiovisual awards worldwide: **Angélica Lares**, Producer, Cultural Manager and Director of **El Taller del Chucho** (Mexico); **Eugenio Caballero**, Production and Art Designer, **Oscar®** in the category of **Art Design 2006**, for the film "**Pan's Labyrinth**" (Mexico), **Jaime Baksht**, Sound Engineer, **Oscar®** for **Best Sound 2021**, for "**Sound of Metal**" (Mexico); **Michelle Couttolenc**, Audio Engineer, **Oscar®** for **Best Sound 2021**, for "**Sound of Metal**" (Mexico); **Nicolás Celis**, Film producer and Founder of **Pimienta Films** and Producer of "**Roma**", **Oscar®** for **Best Foreign Language Film 2019** (Mexico), who will share their professional development, their creative, avant-garde exploration and commitment to offer high-level work that today defines them as pillars of the Mexican audiovisual industry at **Iberseries & Platino Industria**. The session will be hosted by **Jimena Argüelles**, Production Director of **Nonstop Studios** (Mexico).

Ecuador is also set to play a key role in the **MAI Ibero-American Audiovisual Market** through a conference with government representatives, producers and audiovisual content creators to promote the innovative tax incentives for filming and shooting in Ecuador. Panelists will include **Niels Olsen**, Minister of the **Ministry of Tourism of Ecuador**; **Arturo Yopez**, CEO of **2bLatam**; **Mariana Andrade**, President of the Corporation of Audiovisual Producers of Ecuador (**COPAE**); **Roberto Aguirre**, CEO of **Urbano Films**; and **Ana Cecilia Alvarado**, CEO of **Ecuavisa Estudios**. **Adriana Castillo**, general coordinator of **Platino Industria**, will moderate the session.

Likewise, there will be space to analyze **Artificial Intelligence** in the audiovisual industry at the conference *The AI revolution for the audiovisual sector: virtual sets, predictive analysis, advanced recommendation systems, improvements applied to talent and scripts*, with the participation of **Alexandra Falla**, Director of **Fundación Patrimonio Fílmico Colombiano** (Colombia); **Álvaro Manzano**, **Managing Director of Accenture** (Spain). **José Manuel Lorenzo**, CEO of **DLO** (Spain); **Mayte Hidalgo**, Head of Data and AI Center of **Mediapro** (Spain); **Santiago Yuste**, Chief Information Officer of **Secuoya Content Group** (Spain); moderated by **Francisco Asensi**, Senior Advisor of **Spain Audiovisual Hub** (Spain).

**GECA**, the leading Spanish-language audiovisual consultancy firm, will also present the results of its international survey on the state of the audiovisual sector, carried out as part of its 30th anniversary celebrations. With **Manuel Páez**, Director of Consulting for Latin America, **GECA** (Spain).

In addition to other sessions to be announced in the near future, the **Ibero-American Audiovisual Panorama 2023** report will be presented. This session will be attended by **Isabella Parra**, President of **EGEDA Ecuador**, who will be accompanied by **Christopher Meir** (Universidad Carlos III de Madrid); **Mauricio Durán**, Film Consultant & Contractor and representative of the film industry in Latin America; and **Vicente Rodríguez Ortega**, PhD in Cinema Studies (New York University and Universidad Carlos III de Madrid). **Óscar Berrendo**, Managing Director of **EGEDA** (Spain) will moderate.

