

Successful participation and great reception of the Iberseries & Platino Industria activities programmed at Berlinale Series Market

- Spanish-language fiction content took centre stage at the European Film Market thanks to the agreement with **Berlinale Series Market** and the **Next from Spain** sessions (**First Look + Q&A**) organised by **Iberseries & Platino Industria** and **Audiovisual From Spain**.
- The **Showcase: "Secuoya Studios: Bridge between Latin America and Europe"** and the exclusive screenings of the first images of the series **"Marbella"** and **"Red Flags"**, and the promo-reel of **"La Ley del Mar"** were held to **full capacity**, followed by meetings with the participation of the **creative talents** and **executives** of the productions for their international promotion.

Madrid, February 22, 2023. For the second consecutive year, **Iberseries & Platino Industria** has taken to the **European Film Market** a **programme of activities** with an outstanding participation of **Spanish-language serialised content** for international promotion, which has been very well received by the **global audiovisual industry professionals** present in Berlin, filling the halls of all the sessions held.

The agreement between **Iberseries & Platino Industria** and **Berlinale Series Market** for the development of joint networking actions in its clear objective to position and consolidate Spanish-language content beyond the Ibero-American sphere, represents the **first strategic alliance** between the **European Film Market** and an **international meeting** for professionals linked to the **audiovisual industry in Spanish and Portuguese** of this relevance.

Thanks to the collaboration with the **Berlinale Series Market**, the **Showcase: "Secuoya Studios: Bridge between Latin America and Europe"** took place on Monday 19th, with the participation of **Sergio Pizzolante**, President of Commercial & International Distribution of Secuoya Studios; **Ángela Agudo**, Executive Producer of **Secuoya Studios**; and **Eduardo Galdo**, Executive Producer of **Secuoya Studios Stories**.

Secuoya Studios values its role in the audiovisual industry as a bridge between Latin America and Europe, with a distribution model based on licenses and territories, committed to international collaboration and strategic alliances.

Also on Tuesday 20th were the **Next from Spain (First Look + Q&A)** sessions, organised by **Iberseries & Platino Industria** and **Audiovisual From Spain**, the sector brand of **ICEX Spain Export and Investment**, with the premiere presentation at the **Berlinale Series Market** of the **first images** of **"Marbella"** (Movistar Plus+, Buendía Estudios Canarias), **"Red Flags"** (Atresmedia TV, Zeta Studios) and the *promo-reel* of **"La Ley del Mar"** (RTVE, Studio 60), as a representative sample of the most significant recent and upcoming **premieres** of **original Spanish-language fiction**.

After each viewing, meetings were held with the **creative** and **executive talents** of the productions, with the participation of **Hugo Silva** (actor), **Dani de la Torre** (director and screenwriter), **Nando López** (novelist, creator), **José Pastor** (director of Film and Fiction at RTVE), **Diego del Pozo** (manager of Fiction at Atresmedia TV), **Miguel García** (International Sales Director of Atresmedia

TV), **Fran Araújo** (executive producer of Movistar Plus+) and **Enrique Domingo Pérez "Flipy"** (CEO of Studio 60), to talk about their experience in the creation and development process when tackling these projects, as well as the priorities and challenges faced by the new challenges in content production.

In total, more than **300 industry professionals** attended the different activities of **Iberseries & Platino Industria** at **Berlinale Series Market**, with a **full capacity** and the presence of institutions and organisations, executives, producers, acquisition managers, international buyers and festival programmers, among others, from **20 countries** around the world, including **Europe, Latin America, USA** and **Asia**, interested in the programmed content in order to establish possible synergies and generate business opportunities.

The fourth edition of **Iberseries & Platino Industria** 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.

More information: www.iberseriesplatinoindustria.com