

Iberseries & Platino Industria unveils event branding and program updates for its fourth edition at MAFIZ Málaga

- **Iberseries & Platino Industria** returns with four program areas: **Conferences and Keynotes**, **Iberscreenings**, **Ibero-American Audiovisual Market** and **PRO Activities**, which will include the **Coproduction and Financing Forum**, **Pitch Sessions for Platforms and Production Companies** and **Training Workshops**.
- It has doubled down on its commitment to **training activities** with the return of the **Showrunners Workshop**, in addition to a **Postproduction and Artificial Intelligence Workshop** and **Financial Tools Workshop**. **Networking Sessions** will also be held to foster collaboration and business opportunities on a global level.
- **Professional accreditations** and **calls for pitch projects** will open on April 10 for participation in **Iberseries & Platino Industria 2024**.

Málaga, March 7, 2024. **Iberseries & Platino Industria** has unveiled the initial details of its upcoming fourth edition at **MAFIZ**, the **Málaga Festival Industry Zone**. The event will be held from **October 1 to 4** in **Matadero Madrid**, with the support of **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**. It will also have the backing of the **Community of Madrid**, **Madrid City Hall**, **ICEX Spain Export and Investments**, and the sponsorship of **Madrid FilmOffice** and **Film Madrid**, among other collaborating entities.

The presentation in Málaga was led by **Samuel Castro**, co-director of **Iberseries & Platino Industria**, and **Jesús Prieto**, CFO, with **Xiomara García**, coordinator of **Film Madrid**, and **Raúl Torquemada**, director of **Madrid Film Office**. It was attended by numerous institutional representatives and professionals from the film and audiovisual industry.

Iberseries & Platino Industria unveiled its **2024 branding** through a poster showcasing a minimalist and visually striking aesthetic. The photographic and abstract elements aim to represent the diverse themes and the interplay between **film and series content**, reflecting the emblematic spirit of the new era.

Program areas and 2024 sneak preview

- **Iberseries & Platino Industria** will host a wide range of activities across **four program areas**: **Conferences and Keynotes**, **Iberscreenings**, **Ibero-American Audiovisual Market** and **PRO Activities**, which will include the **Coproduction and Financing Forum**, **Pitch Sessions for Platforms and Production Companies** and **Training Workshops**.

The upcoming edition of the **largest international event** on the **Ibero-American audiovisual industry** calendar has also doubled down on its commitment to training activities with the return of the **Showrunners Workshop**, and the debut of the **Post-Production & AI Workshop**, geared towards integrating AI into post-production tools and processes.

Similarly, the **Financial Tools Workshop**, aimed at creatives and content producers, will feature the participation of financial entities and investment funds. Participants will gain insights into funding opportunities and grants available for projects across different stages, from initial development to final production, be it in Spain or any other Ibero-American country.

The event will also feature curated **Networking Sessions**, allowing directors, screenwriters, creators, and showrunners to connect with production companies. The goal of these facilitated interactions is to create a dynamic space for collaboration and idea exchange. This, in turn, has the potential to unlock new audience segments and fuel global business growth.

Opening of accreditations and calls for pitch projects

The **application period for accreditation and calls for pitch projects** for the fourth edition of **Iberseries & Platino Industria** opens on **Wednesday, April 10**.

Professional accreditation grants full entry to the event's program, including all **scheduled activities** and **calls for submissions**. Registration will be available online via the link on the **website** www.iberseriesplatinoindustria.com, where you will find details of the steps to follow.

Poster for **Iberseries & Platino Industria 2024** and images from the **presentation** at **MAFIZ Málaga** are attached.

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