

Iberseries and Platino Industria present their fourth edition at Marché du Film

EGEDA and **Fundación Secuoya**, in collaboration with **FIPCA**, are organizing the largest international event of the Ibero-American audiovisual industry from **October 1 to 4 in Madrid**. This unique meeting point will bring together platforms, television networks, creatives, producers, financiers, distributors, and buyers, who will convene around four programming areas: **Conferences and Keynotes, Iberscreenings, Ibero-American Audiovisual Market (MAI), and PRO Activities**.

The project registration period is extended for the different Pitch calls for **Platforms and Production Companies**, and the period for **professional accreditations** with **early bird rates**.

Iberseries & Platino Industria are increasing their training initiatives with the **Showrunners Workshop**, the **Artificial Intelligence Workshop in Film and Series Postproduction**, the **Financial Tools Workshop**, and the **Content Strategy Workshop: From Development to Sale**, these calls will open on the 22nd of May.

Cannes, May 18, 2024. This Friday, **Marché du Film** hosted the official presentation of the fourth edition of **Iberseries & Platino Industria**. It was held on the Terrace of the MIF Fantastic Pavilion in Cannes.

Samuel Castro, co-director of **Iberseries & Platino Industria**, and **Adriana Castillo**, general coordinator of **Platino Industria**, participated. They thanked the authorities and organizations present for their support and collaboration, as well as the assistance of professionals from the sector who supported the event. They then went on to announce a preview of the content and activities of **Iberseries & Platino Industria 2024**, which will take place from **October 1 to 4 at Matadero Madrid**.

Promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, with the support of **Comunidad de Madrid**, **Ayuntamiento de Madrid**, **ICEX Spain Trade and Investment** and the sponsorship of **Madrid Film Office** and **Film Madrid**, **Iberseries & Platino Industria** is the main meeting point for platforms, television networks, creatives, producers, distributors, buyers, financiers and other agents of the film and audiovisual sector working worldwide for content in Spanish and Portuguese.

Its purpose is to provide visibility to Ibero-American feature films and series, to promote the connection of business and talent, the promotion of international co-production and the commercialisation of content in order to consolidate projects and new financing opportunities.

Xiomara García, general coordinator of **Film Madrid**, accompanied by **Nacho Carballo**, advisor of Audiovisual Industries of the **Comunidad de Madrid**, said during the presentation that “we have been backing this initiative from the start here in the Region of Madrid. We firmly believe that Madrid is a bridge between Latin America and Europe, through Spain, especially within the audiovisual realm. With 600 million Spanish speakers, a shared cultural perspective, and universally relatable stories, our connection spans across the Atlantic. **Iberseries & Platino Industria** has solidified its place as a must-attend event in our region for international audiovisual creators and professionals. Continuing to offer our support is simply a no-brainer. This event is another example of the vibrant Creative Entertainment Hub that we are building together in the Region of Madrid”.

Victor Aertsen, Communication of **Madrid Film Office**, has pointed out that *“Madrid is the ideal bridge between the Ibero-American and European audiovisual industries, and Iberseries & Platino Industria is a key event to foster relationships between professionals and companies in these territories. This is the fourth year that we support the market, which has demonstrated an annual growth and has established itself as an unmissable event for Ibero-American audiovisuals.”*

Iberseries & Platino Industria 2024 Programming Areas:

The **Conference and Keynote** program will once again address the most current topics on financing, production, distribution, and consumption habits, as well as future trends, in a constantly changing sector. It will feature the participation of leading figures, executives, and experts from Ibero-American cinematography and audiovisuals, who combine the experience and long trajectory of leading companies in the industry.

The **Iberscreenings** section will once again include viewings and premieres of Ibero-American series and feature films, in which Spanish and Latin American platforms and production companies will participate. This is aimed at international buyers interested in productions in both Spanish and Portuguese.

The **Ibero-American Audiovisual Market (MAI)** is the convergence and networking point for institutions, companies and professionals in the sector, linked to the Iberscreenings section to promote the purchase and sale of completed productions, the presentation of new content, and the premiere of audiovisual works made and distributed in Spanish and Portuguese for global audiences.

The **MAI** is expanding this year and will have a new location. There will be a notable participation from **Brazil, Argentina, and Colombia**, among other countries and delegations that will be confirmed soon, with an expansion of exclusive areas to connect and boost businesses efficiently in the promotion of company brands through different spaces appropriate to the needs and objectives of each company: Industry Stand, Premium Stand, Double Premium Stand, Country Corner, and Executive Table.

PRO Activities: Open calls and upcoming selection processes

The Professional Activities that **Iberseries & Platino Industria 2024** will carry out include the third edition of the **Co-production and Financing Forum**, the Pitch sessions of **Platforms and Production Companies** and the **Training Workshops**, in addition to other meetings associated with film and education, new technologies and sustainability. Likewise, Networking Sessions will be organized for the internationalization and strengthening of synergies and contact networks.

Co-Production and Financing Forum

The call for participation in the **Co-production and Financing Forum** is currently open until **May 23**. This is aimed at filmmakers, directors, producers and film directors from Ibero-America with feature films and fiction, docuseries and animation series in the advanced development phase.

Platform and Production Pitch: Deadline extension for project registration

The **Platform and Production Pitch** sessions aim to bring audiovisual projects that are in the **development, production, work in progress, financing gap or packaging** stages closer to invited companies, potential producers, buyers, investors, and industry managers, in order to gain support, financing, collaboration or sales.

The **Platforms and Production Companies Pitch** call has been extended until **May 21**. Fiction and animation feature film projects, series, superseries, miniseries, and animated series can all register, according to the criteria established in each call.

The **companies**, and some of the confirmed **executives** that will participate in the Pitch sessions, are **3Pas Studios** (Leonardo Zimbrón, Javier Williams), **Amazon Studios México** (Alonso Aguilar,

Ana Bracho), **Prime Video & Amazon Studios** (Mario Almeida, David Blankleider), **Ánima** (Fernando de Fuentes, Alicia Núñez), **BBC Studios** (Karina Perednik), **Dopamine** (Fidela Navarro), **Gaumont** (Santiago Marcos, María José Delgado), **Gato Grande. An MGM Company** (Maximiliano Sanguine, Megan Espinoza), **Paramount** (Iván Stoessel), **Secuoya Studios Stories** (Eduardo Galdo, María Elena Portas), **Sony Pictures International Productions** (Raymundo Díaz-González), **Sony Pictures Television** (Carlos Quintanilla), **Telemundo Studios** (Vanina Spadoni, Iralyn Valera) y **Warner Bros. Discovery** (Sergio Nakasone, Cecilia Abraham, Adriana Cechetti, Jorge Tijerina, Vanessa Miranda).

New Training Workshops:

Iberseries & Platino Industria expands its training initiatives with the **Showrunners Workshop**, the **Artificial Intelligence Workshop in Film and Series Postproduction**, the **Financial Tools Workshop**, in collaboration with **BOLD Finance**, and the **Content Strategy Workshop: From Development to Sales**. The calls for application will open on **May 22**, providing detailed information on how to apply.

Partnering in the organization of the **Training Workshops** is **The Core Entertainment Science School**, Europe's first Entertainment Science school.

Professional Accreditations: Early Bird rates extended until June 13

Accreditation at **Iberseries & Platino Industria** will allow access to the programme of professional activities, as well as to registration for the different calls of the event.

This **professional accreditation**, in its face-to-face or virtual modality, with **early bird rates extended until 13 June**, will also give access to the virtual private space, which will allow access to the professional directory of participants to establish contact with accredited participants and arrange meetings on a voluntary basis, and also to view the main conferences and contents on demand, from 24 hours after the event is held until 25 October.

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