

International investment funds, the “US DAY” event and professionals such as Daniel Burman, Marta Ezpeleta, Alberto Carullo, Sofía Fábregas, and Ramón Campos are some of the new additions of Iberseries & Platino Industria

- The **main players** in the **film and audiovisual industry** who work **globally** on **Spanish and Portuguese content** will be part of the **Conferences and Keynotes** program as well as various activities during the event. **Spotlights** will be held **with The Mediapro Studio, Max, The Walt Disney Company España and Anonymous Content**. **RTVE, Atresmedia and Movistar Plus+** will also participate in the program by presenting a range of content. In addition, **Iberseries & Platino Industria** will dedicate one of the days to **US Hispanic professionals and content**.
- Also present will be **Leonardo Zimbrón (3Pas Studios)** **Alonso Aguilar (Amazon Studios)**, **Jacobo Aparicio (Anonymous Content)**, **Christian Gockel (Beta Film GmbH)**, **Fidela Navarro (Dopamine)**, **Manuel Martí (Fremantle)**, **Adrián Garelik (Flixxo)**, **María José Delgado, Santiago Marcos (Gaumont Television)**, **Macarena Cardona (Invercine)**, **Luis Balaguer (Latin World Entertainment)**, **Laura Carafoli (Max)**, **José Pastor (RTVE)**, **Raymundo Díaz-González (Sony Pictures International)**, **Carlos Quintanilla (Sony Pictures Television)**, **Vanina Spadoni (Telemundo Studios)**, **Catalina Porto, Juan Carlos Aparicio (The Mediapro Studio)**, **Paloma Mora (TV ON)**, **Sophie Neave (Twentyfour Seven Group)**, **Sergio Nakasone, Adriana Cechetti, Jorge Tijerina, Vanessa Miranda (Warner Bros. Discovery)**, **Jeniffer Castañeda (scripwriter, showrunner)** y **Diego San José (scripwriter)**, among many others.
- Major **international financial funds** for audiovisual content will play a leading role through **Georgina Borbolla (Bold Finance)** and **Tyler Gould (BondIt Media Capital)**, **Miguel Doria (Capital Finance)**, **Ilan Arboleda (Creative Chaos VMG)**, **Paula Manzanedo (Film Finances)**, **Andrés Sánchez Pajares (Filmika Audiovisual)**, **Diego Rodríguez (La Charito Films)**, **Joyce Zylberberg (Screen Capital)**, **Fernando de Miguel (Wandermoon Finance)**, who will be joined by new organizations in the near future.

Madrid, June 14, 2024. **Iberseries & Platino Industria** will showcase an exclusive program of **Conferences, Keynotes and Spotlights** with executives and industry figures in order to bring together the professionals who make up the Ibero-American film and audiovisual industry, to contribute to its promotion, and establish common links between the various parties involved.

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, hosted 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, among other entities.

The fourth edition of Iberseries & Platino Industria will take place from **October 1 to 4th at Matadero Madrid**. 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.

Preview of Conferences, Keynotes and Spotlights Schedule

The program of **Conferences**, **Keynotes** and **Spotlights** will address several areas to reflect on the current state and future of the Ibero-American film industry, including **Key Business Strategies and Innovation**, **Creativity and Talent**, **Education and Audiovisual**, **Financing and Business** and **Market Intelligence**.

Spotlights will be held with leading international companies such as **Anonymous Content**, with the participation, among other representatives, of **Jacobo Aparicio**, International Director of **Anonymous Content** (USA). **The Mediapro Studio** will also take part, with the participation of **Marta Ezpeleta**, Head of Distribution, Co-Production & International Offices (The Mediapro Studio, Spain), who will become the chief executive of The Mediapro Studio in 2025; **Daniel Burman**, Head of Content US (The Mediapro Studio, Argentina); **Juan Carlos Aparicio**, Jefe de Desarrollo (The Mediapro Studio, Colombia); **Catalina Porto**, Head of **The Mediapro Studio México & Colombia**; and **Diego Robino**, Fundador & Director de Negocios (Cimarrón, Uruguay).

Alberto Carullo, Max's VP MAX Local Original Production Iberia & Italy and **Laura Carafoli**, Max's SVP Content Networks & Streaming Local Productions Southern Europe, will also be part of the **Iberseries & Platino Industria Spotlights**.

The Walt Disney Company España will present another of the scheduled **Spotlights** content, which will be attended by **Sofía Fábregas**, VP Original Production **Disney+** (Spain).

RTVE, **Atresmedia** and **Movistar Plus+** will participate in the program of activities by presenting a variety of content, which will be announced soon.

The role of the **showrunner** will once again play a key role in the conferences with today's most influential creators, where they will reveal what they are working on, with whom they are producing, and what stories will soon be seen on screen. What are the sources of inspiration for IPs and what opportunities are they creating? Among others, we will hear from **Ramón Campos**, CEO of **Bambú Producciones** (Spain) and creator of the recent and successful series "El caso Asunta", as well as screenwriter **Diego San José**, creator of "Celeste" (Spain).

Significant participation of international financial funds

The major international financial funds for audiovisual content will be the focus of several conferences and other scheduled activities: **Georgina Borbolla** (**Bold Finance**, México), **Tyler Gould** (**BondIt Media Capital**, EUA), **Miguel Doria** (**Capital Finance**, España), **Ilan Arboleda** (**Creative Chaos VMG**, EUA), **Paula Manzanedo** (**Film Finances**, EUA), **Andrés Sánchez Pajares** (**Filmika Audiovisual**, España), **Diego Rodríguez** (**La Charito Films**, España), **Joyce Zylberberg** (**Screen Capital**, Chile), **Fernando de Miguel** (**Wandermoon Finance**, España),

In these sessions, the current state of the industry, the development of new business models, strategies, and partnerships will be discussed. In view of the financial uncertainty worldwide, the different financing models will be studied in depth to determine the appropriate approach according to requirements. Venture capital funds and private equity investors will discuss what they are looking for, what they are asking for in return, and the importance of risk mitigation.

Other issues to be explored will be how to finance and structure projects within a constantly changing market, making it easier to identify the financial resources associated with the creation and distribution of content, as well as the role of production companies and studios in obtaining financing for film and television projects.

US DAY event

Iberseries & Platino Industria 2024 will dedicate a **day-long event to US Hispanics content**, with the notable participation of international professionals who work on Spanish content in the US.

As a result, **US Hispanic stories** will be part of the conference program. Executives will reflect on how to approach the creation of films and series, the needs of commissioners, how they understand this audience and their language, and how the industry can improve to bring authentic projects to market that will appeal to the US Hispanic demographic and achieve commercial success. Under the guidance of hit makers, you will discover

how to produce this type of content. **Leonardo Zimbrón**, SVP International Coproduction & SP Features de **3Pas Studios** (EUA) y **Luis Balaguer**, CEO & Co-founder de **Latin World Entertainment** (EUA) will participate in this panel.

Furthermore, the attractiveness of the **Ibero-American market for the USA** will be examined as it is a growing market with the potential to reduce costs and work with local talent. Discussions will focus on opportunities and methods for coproduction between the USA and Ibero-American territories beyond services, the impact of different business models, and creativity, with the participation of **Jacobo Aparicio**, International Director of **Anonymous Content** (EUA).

Remakes beyond adaptations is another topic that will be covered. What are the reasons for adapting content, purchasing a successful format to minimize costs, avoid risks, and serve as an incentive to reach other audiences? Experts in adaptations will discuss whether success is easy to repeat, the countries in which to find IPs, how to create a franchise from scratch, and how to preserve the authenticity of the original concept.

More professionals confirmed for Iberseries & Platino Industria

The **Iberseries & Platino Industria** will also be attended by such renowned names as Alonso Aguilar (**Amazon Studios**), Fernando de Fuentes (**Ánima Estudios**), Jacobo Aparicio (**Anonymous Content**), Christian Gockel (**Beta Film GmbH**), Fidela Navarro (**Dopamine**), Manuel Martí (**Fremantle**), Adrián Garelik (**Flixxo**), María José Delgado y Santiago Marcos (**Gaumont Television**), Jeniffer Castañeda (guionista y showrunner), Macarena Cardona (**Invercine**), José Pastor (**RTVE**), Raymundo Díaz-González (**Sony Pictures International**), Carlos Quintanilla (**Sony Pictures Television**), Vanina Spadoni (**Telemundo Studios**), Paloma Mora (**TV ON**), Sophie Neave (**Twentyfour Seven Group**), Sergio Nakasone, Adriana Cechetti, Jorge Tijerina y Vanessa Miranda (**Warner Bros. Discovery**).

600 professionals from the film and audiovisual industry have already confirmed their attendance at the **largest international event of the Ibero-American film industry**, including numerous executives and companies from around thirty countries.

Professional Accreditations

Accreditation at **Iberseries & Platino Industria** will allow access to the programme of activities. In its online or on-site modality, it will give access to the virtual private space, which will allow access to the professional directory of participants to maintain contact with accredited participants and arrange meetings on a voluntary basis, as well as to view the main conferences and contents on demand.

More information: www.iberseriesplatinoindustria.com

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