

# The evolution of business models in global content creation, the future of television fiction, and the role of strategic alliances in the Iberseries & Platino Industria program

- **Keynotes** on creativity and/or business will be held with **TelevisaUnivision, Bambú Producciones, and The Good Mood. Fremantle** joins the **spotlight sessions** program.
- Creative opportunities in **Brazil**, fiction within the **LALIGA** universe and its IP, the role of women in the audiovisual industry through the **Nebrija - EGEDA - Platino Educa Chair on Cinema, Women, and Education** (CIMUED), the promotion of private investment in the audiovisual sector via the **SEGO Creative** platform, and the presentation of tax incentives and cash rebates in Ibero-America by **FIPCA** are among the new sessions featured in the **conference** agenda.
- Key industry leaders, financial experts, and analysts continue to confirm their participation as panelists, including **Ignacio Meyer** (Univision Networks Group), **Mauro García** (BRAVI), **Leonardo Aranguibel** (The Walt Disney Company), **Christian Gabela** (Gaumont), **Ramón Campos** (Bambú Producciones), **Daniel Écija** (The Good Mood), **Manuel Martí, Olivia Sleiter, José Skaf** (Fremantle), **Barbara Teixeira, Beatriz Campos** (Anonymous Content), **Jesús Prieto** (EGEDA), **Javier Villaseca** (SEGO FINANCE), **Virginia Hinze** (ASOPROD, U Films), **Leonardo Edde** (FIPCA, Urca Filmes), **Hans García** (FIPCA, Perseo Films), **Mariana Andrade** (FIPCA, COPAE), **Diego Ramírez** (FIPCA, 64A Films), **Gustavo Mello** (Boutique Filmes), **João Roni** (Ocean Film), **Laura Mae Harding** (ZDF), **Anastasia Llorens** (LALIGA), **Chalo Bonifacino** (LALIGA Studios), **Cristina Trenas, Santos Bacana** (Little Spain), **Mercedes Herrero** (Nebrija University), **Sabrina Farji** (OIA Observatory), **Marta Saavedra, Rocío Gago, Cristina Ángeles** (CIMUED Chair).

Madrid, September 10, 2024. **Iberseries & Platino Industria** continues to reveal details of its **fourth edition**, which will take place from **October 1 to 4** at **Matadero Madrid**. Organized by **EGEDA** and **Fundación Secuoya** in collaboration with **FIPCA**, the event is supported by the **Community of Madrid**, the **Madrid City Council**, and **ICEX Spain Export and Investment**, with sponsorship from **Madrid Film Office** and **Film Madrid**, among other partner organizations.

New panels and professionals have joined the lineup of **conferences, keynotes, and spotlight sessions** at this leading **international event in the Ibero-American audiovisual industry**. Renowned executives and prominent figures from both sides of the Atlantic are set to participate, making it a key meeting point for platforms, television networks, creatives, producers, distributors, buyers, financiers, and other stakeholders working in Spanish- and Portuguese-language film and audiovisual content.

## Keynotes from TelevisaUnivision, Bambú Producciones, and The Good Mood

**TelevisaUnivision**, the giant of Hispanic television, will lead a business keynote. The market is currently undergoing a transformation in three key areas: audience consumption measurement, segmented advertising that does not reflect overall consumption, and the evolution of consumption across various platforms. In this context, there is an opportunity to create live content experiences that not only reflect popular culture but also become an integral part of today's conversations, seamlessly spanning multiple platforms. **Ignacio "Nacho" Meyer**, President of **Univision Networks Group** (USA), will delve into these topics.

**Ramón Campos**, CEO of **Bambú Producciones**, and **Daniel Écija**, creator, showrunner, and producer at **The Good Mood**—two of the most influential figures in the Spanish television landscape and the minds behind some of the most celebrated and acclaimed series both nationally and internationally—will explore the present and future of television fiction in another keynote. They will take a deep dive into their professional journeys, the role of showrunner, and its impact on content production.

## Fremantle joins the Spotlight program

In addition to the previously announced **Spotlight** sessions with **Anonymous Content**, **Caracol TV**, **RTVE**, **The Mediapro Studio**, **Max**, **The Walt Disney Company Spain**, and **Secuoya Studios**, **Fremantle** will also present its own **Spotlight: Creativity, Technology, and the Evolution of Business Models in Global Content Creation**. This session will feature **Manuel Martí**, Head of Scripted Development at **Fremantle** (Mexico); **Olivia Sleiter**, Head of Production at **Fremantle Italy**; and **José Skaf**, Head of Drama at **Fremantle Spain**, who will delve into the innovation in dramatic series and film across Europe and Latin America. The discussion will explore how creative freedom, technological advancements, and current media consumption trends are shaping the future of the industry, through the lens of one of the world's largest entertainment and fiction production and distribution companies.

*"Iberseries & Platino Industria represents innovation in Ibero-American content, and it is a privilege to be able to contribute to this conversation. At Fremantle Latin America, we believe in the power of storytelling to unite cultures, and that is precisely what this event celebrates,"* commented **Manuel Martí** in reference to his participation.

The **Anonymous Content** panel will feature **Jacobo Aparicio**, Director of International at **Anonymous Content**, along with **Barbara Teixeira**, CEO and Executive Producer at **Anonymous Content Brazil**, and **Beatriz Campos**, Managing Director at **Anonymous Content Spain**. Together, they will explore the connection between Spain and Latin America in content production.

**Barbara Teixeira** stated, *"Being part of the Iberseries & Platino Industria program, representing Anonymous Content Brazil, and bringing the Latin American perspective to the international network of producers and creators is very exciting. It is a truly honor to come together with colleagues from around the world, sharing our passion, knowledge, and unique cultural vision with one another"*.

For her part, **Beatriz Campos** remarked, *"It is a fantastic opportunity to connect with professionals and discover synergies within this rich universe through the Spanish and Portuguese-speaking industries. I am thrilled to share this experience with my colleagues from Anonymous Content and Anonymous Content Brazil."*

**Jacobo Aparicio** also commented, *“It is exciting to be part of Iberseries & Platino Industria this year, connecting with creatives, partners, and buyers, with the aim of accelerating opportunities in Europe and the Americas, and making the most of such a unique connection for these key regions.”*

## **Iberseries & Platino Industria 2024 Conference News**

At the conference ***Brazil, Land of Creative Opportunities in Audiovisual***, Brazilian producers will analyze the viability of international collaborations and discuss their transition from cinema to television, the stories they want to tell, how they are discovering new creative talent, and their secret to connecting audiences. The panel will feature **Mauro García**, President of **BRAVI**; **Leonardo Edde**, Producer at **Urca Filmes**; **Gustavo Mello**, Producer at **Boutique Filmes**; and **João Roni**, Producer/ Partner and Head of Content at **Ocean Film**.

Content consumption has changed across all levels, and football is no exception. New audiences have developed habits that can determine the success or failure of content with just a simple scroll. **LALIGA, LALIGA Studios** (the production company created in partnership with Banijay), and **Little Spain** have embarked on the journey of creating a new narrative for football, aiming to engage fans, haters, and skeptics alike. This is a type of fiction set within the universe of **LALIGA** and its IP, where the line between reality and fiction blurs, addressing current topics with a fresh and bold approach.

The speakers at the conference ***Changing the Stories of Football – Building a Fiction with LALIGA, LALIGA Studios, and Little Spain*** will share the objectives, strategy, and reasoning behind this story. The panel will feature **Anastasia Llorens**, Head of Advertising, Branded Content & Media at **LALIGA** (Spain); **Chalo Bonifacino Cooke**, CEO of **LALIGA Studios** (Spain); **Cristina Trenas**, Co-Founder and Executive Producer at **Little Spain** (Spain); and **Santos Bacana**, Co-Founder and Creative Director at **Little Spain** (Spain).

At the roundtable ***Women in the Audiovisual Industry: A Moment of Opportunity. Overview of Spain, Mexico, and Argentina***, studies on female participation in the audiovisual sector in Spain, Mexico, and Argentina will be presented, advocating for greater representation of women professionals and highlighting the positive impact on the industry by bringing fresh narratives and approaches. The event is part of the **Nebrija - EGEDA - Platino Educa Chair on Cinema, Women, and Education (CIMUED)**. Participants will include **Mercedes Herrero**, Researcher at **Nebrija University** (Spain); **Cristina Ángeles**, Researcher at the **CIMUED Chair** (Mexico); **Sabrina Farji**, Director of the **OIA Observatory** (Argentina) and **Rocío Gago**, Researcher at the **CIMUED Chair**. The session will be moderated by Marta Saavedra, Director of the **CIMUED Chair**.

The session ***SEGO Creative: An Opportunity to Boost Private Investment in the Audiovisual Sector***, will clarify what investors are looking for, what they offer, and how to present projects to the **SEGO Creative** platform. This platform was established through an agreement between **EGEDA** and the financial group **SEGO FINANCE**, connecting the cultural and creative industries with a community of over 40,000 investors, facilitating access to private financing for numerous audiovisual projects. **Jesús Prieto**, Head of Regulatory Compliance at **EGEDA** and **Javier Villaseca**, CEO of **SEGO FINANCE** will be among the panelists.

The panel **FIPCA Presents: Tax Incentives and Cash Rebates in Ibero-America** will focus on financing the audiovisual sector in the Ibero-American region. FIPCA producers will present case studies on cash rebates in Latin America, while **ICEX- Invest in Spain** will provide details on tax incentives in Spain and co-production support. The specialists will discuss the opportunities and challenges these mechanisms offer to audiovisual producers, emphasizing how they can benefit and strengthen the film industry in Ibero-America. The panel will feature a representative from **ICEX – Invest in Spain**; **Hans García**, FIPCA Board Member (Dominican Republic) and Producer at **Perseo Films**; **Mariana Andrade**, FIPCA Board Member (Ecuador) and President of **COPAE**; **Leonardo Edde**, FIPCA Board Member (Brazil); and **Virginia Hinze**, President of **ASOPROD** and Producer at **U Films** (Uruguay). The session will be moderated by **Diego Ramírez**, First Vice President of **FIPCA** and Producer at **64A Films** (Colombia).

More professionals who have confirmed their participation in other announced panels and/or in the activities of US Day include **Christian Gabela**, SVP Head of SPLATAM and US Hispanic, **Gaumont** (USA), who will join the conference **Stories for the US Hispanic Market**; **Leonardo Aranguibel**, Vice President, Head of Production Operations & Strategy, **The Walt Disney Company** (USA), in **The State of Fiction: Trends for a Global Market**; and **Laura Mae Harding**, Commissioning Editor for International Co-productions, **ZDF** (Germany), who will participate in the session **What Are European Buyers and Commissioners Looking For?**

On the topic of **US Day**, which **Iberseries & Platino Industria 2024** will dedicate to US Hispanic content, with strong participation from international professionals working on Spanish-language content in the USA, **Georgina González**, VP, Global Scripted Series at **NBC Universal** (Universal International Studios) said: *“Being part of US Day truly give us the opportunity to explore innovative solutions together. I can’t wait to connect with the remarkable talent within the Ibero-American creative community”*.

To date, more than **1,000 professionals** from **45 countries** have already registered. The largest number of participants are from **Spain, Mexico, Argentina, Colombia, the United States** and **Chile**, followed by Peru, Portugal, Brazil, Uruguay, Ecuador, the Dominican Republic, Italy, the United Kingdom, and France.

More information: [www.iberseriesplatinoindustria.com](http://www.iberseriesplatinoindustria.com)

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