

## Iberseries & Platino Industria will celebrate its fifth edition from 30 September to 3 October 2025

- **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, will organise for the fifth consecutive year, at **Matadero Madrid**, the leading international event for professionals linked to the audiovisual industry in Spanish and Portuguese.
- **Iberseries & Platino Industria** has reaffirmed itself as the biggest Ibero-American audiovisual event. In its last edition, it brought together **2,600 professionals** from **50 countries**, with a programme of **120 activities**, **56 panels**, **220 prestigious speakers**, **189 projects** presented, **22 screenings**, **180 buyers**, **40 exhibiting companies** in the **MAI** market area and more than **200 accredited journalists**.

Madrid, 30 October 2024. **Iberseries & Platino Industria** has announced the dates of its **fifth edition**, which will take place from **30 September** to **3 October 2025**, once again at the **Matadero Madrid** cultural centre.

The great international event for professionals linked to the Ibero-American audiovisual industry is promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, the support of the **Madrid City Council** and the **Community of Madrid** and **ICEX España Exportación e Inversiones**, with the sponsorship of **Madrid Film Office** and **Film Madrid**.

**Iberseries & Platino Industria** will return as the **main meeting point** for producers, distributors, buyers, sales agents, authors, creators, filmmakers, scriptwriters, showrunners, platforms, television networks, studios, talents, directors and *decision makers*. It will also be attended by financial institutions, investment funds and organisations dedicated to tourism, education and technologies with an impact on the audiovisual sector.

This new edition will continue with the aim of providing a space to address the most current trends, give visibility to feature films and series in Spanish and Portuguese, promote business lines, encourage co-productions and the commercialisation of content to strengthen projects and generate new alliances and synergies.

With only four editions, **Iberseries & Platino Industria** is a **global benchmark for Ibero-American production**, bringing together more than **2,600 professionals** from **50 countries**, with **1,000 companies** present during the event and more than **120 activities** held in its entirety.

30 SEP. – 03 OCT.  
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**56 panels** were held, including conferences, keynotes, spotlights, round tables, master classes and talks. More than **220 speakers**, leading executives and influential figures from the sector participated in an edition that was covered by more than **200 journalists**.

The **MAI** (Mercado Audiovisual Iberoamericano) featured **40 exhibitors' stands** and executive tables. **189 new projects** were presented and **22 screenings** were held, both exclusive and open to the public, as well as premieres, premieres and previews of serialised and cinematographic content with production companies, studios, channels, platforms and sales agents, in front of more than **180 buyers** and *commissioners* from 30 different countries.

The **fifth edition** will host many new features in an extensive programme of activities that will once again include **Conferences, Keynotes** and **Spotlights, Iberscreenings, MAI market area, Co-Production and Financing Forum, Pitching sessions for Platforms and Production Companies, Training Workshops**, actions related to film as an educational tool for teaching and **audiovisual literacy** and various *networking* sessions.

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

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