

***Asuntos Internos* and *Matices* star in the *Showcase Spanish Thrillers* at the Berlinale Series Market in partnership with Iberseries & Platino Industria and Audiovisual from Spain**

*The panel featured **Cristian Liarte**, Director of Global Business Development at **Mediacrest**; **José Pastor**, Director of Film and Fiction at **RTVE**; **María García-Castrillón**, Co-productions Director at **Secuoya Studios**; and **Sergio Cánovas**, showrunner, director and partner at **StellarMedia**, who highlighted the potential of Spanish thrillers internationally.*

Madrid, February 20, 2025. As part of the **European Film Market (EFM)** in Berlin, which took place this week, the **Showcase Spanish Thrillers** took place, organized by **Berlinale Series Market**, **Iberseries & Platino Industria**, and **ICEX Trade and Investment**, under the **Audiovisual from Spain** brand.

The EFM is one of the leading markets for the film, media, and entertainment industry today, held annually alongside the Berlin International Film Festival (Berlinale).

This event was part of an ongoing agreement between Iberseries & Platino Industria and Berlinale Series Market. The collaboration strengthens ties between the European Film Market and the largest event in the Ibero-American film and audiovisual industry, aiming to enhance the visibility and consolidation of Spanish-language content on a global scale.

Elisa Carbonell, CEO of **ICEX**, welcomed the session, highlighting Spain's active participation in this year's EFM as the *Country in Focus*, a recognition of the growing international significance of the country's audiovisual sector, as well as the importance of the partnership between Iberseries & Platino Industria and Berlinale Series Market, which has now been active for three years and enables events like this to showcase the latest developments and upcoming releases of Spanish-language series.

The *Spanish Thrillers* panel featured a discussion, moderated by **John Hopewell**, International Features Editor at **Variety**, the panel explored the rise of Spanish thrillers and their global appeal, featuring case studies of ***Asuntos Internos*** (Mediacrest Entertainment, RTVE) and ***Matices*** (Secuoya Studios, StellarMedia, SkyShowtime, Beta Film).

As noted at the beginning, according to Ampere Analysis, crime and suspense series account for 25% of script commissions, more than any other television genre. Moreover, Ampere's data indicate that commissions for original SVOD series in Spain increased from 43 in 2023 to 75 in 2024, demonstrating the growing presence of Spanish-language content across various distribution platforms.

In the genre featured at the showcase, the challenge lies in infusing a crime thriller with a sense of originality and a development that truly captures the attention of the audience. This was precisely the focus of the panel discussion, which explored what sets each project apart and makes it uniquely engaging for viewers.

Asuntos Internos

Cristian Liarte, Director of Global Business Development at **Mediacrest**, and **José Pastor**, Director of Film and Fiction director at **RTVE**, took part in the first segment of the panel to discuss the newly premiered TVE1 series **Asuntos Internos**. Set in a police station in a working-class Madrid neighborhood in the late 1970s, a pivotal period of transformation in Spanish society, the series interweaves intrigue, tension, action, courage, and drama.

The series was created by Pedro García Ríos and Rodrigo Martín Antoranz and directed by María Togores and Samantha López Speranza. It stars Laia Manzanares, Silvia Abascal, Nacho Fresneda, Luis Callejo, Carla Campra, Marta Poveda, Nico Romero, César Vicente, Javier Collado, Josema Pichardo, and Josean Bengoetxea, with special appearances by Manuela Vellés and Miki Esparbé.

Cristian Liarte described the series as a police thriller that delves deep into the lives of its characters, beyond the crimes they solve. *"It explores both their personal and social transformations. The series showcases investigations alongside the human struggles that shape the story. It blends a compelling detective narrative with profound emotional depth. While the gripping plot keeps audiences engaged, it's the personal stories and conflicts that truly leave a lasting impression."* he explained.

In *Asuntos Internos*, the protagonist offers a unique perspective as part of the first generation of female police officers in Spain. She steps into a male-dominated field where she is met with resistance. Clara is a pioneer who faces challenges both within the police force and in society. Though still learning, her determination helps her navigate this new environment, where she finds unexpected allies.

"This series goes beyond solving crimes; it explores survival, identity, and shifting power dynamics. It's a series made by women about women, which gives it a strong emotional impact. It tells the story of a rarely depicted historical moment, and, most importantly, from a female perspective," Liarte added.

Asuntos Internos is Mediacrest's first scripted production, making it essential for the company to create a high-quality series. In this regard, José Pastor emphasized, *"This is a highly ambitious production for the public broadcaster, aligning with RTVE's current strategy. It is a series of outstanding technical and artistic quality, with excellent scripts. It boasts a brilliant cast and doesn't just explore the internal affairs of the police force but also those of an era, and, most importantly, those of women."*

The panelists revealed that from the outset, the goal was to produce something impactful and cinematic. This meant filming in multiple locations to enhance realism, creating numerous scenes to establish a strong visual style and heighten tension, and hiring a large cast, including extras, to add depth and authenticity to the story. The artistic direction and props played a crucial role in achieving this vision.

"It is one of the most expensive series in RTVE's history. It stands out for its diverse locations and meticulous costume and set design. We wanted to create a thriller that captivates audiences and resonates internationally, but our goal was to craft an original police drama, whose uniqueness lies in its strong dramatic elements," concluded Pastor.

Matices

The second part of the session featured **María García-Castrillón**, Co-productions Director of **Secuoya Studios**, and **Sergio Cánovas**, showrunner, director and partner at **StellarMedia**, who discussed **Matices**, one of SkyShowtime's most anticipated upcoming releases. Set to premiere in the coming months, it is the platform's second original Spanish series.

Created by Sergio Cánovas, Alex Meriweather, and Javier Naya, and directed by Cánovas, **Matices** is a suspenseful story filled with unexpected twists. The series boasts an exceptional cast led by Maxi Iglesias, Miriam Giovanelli, Juana Acosta, Hovik Keuchkerian, Fariba Sheikhan, Eusebio Poncela, Enrique Arce, Raúl Prieto, and Elsa Pataky.

The stellar cast is further enriched by renowned actors such as Luis Tosar, Ruth Armas, Alfonso Bassave, Carlos Tovar, Luisa Mayol, Javier Naya, Zöe Millán, Isabella Savin, Biel Mula, Carlos Fuentes, Abril Zamora, Alex Meriweather and Ana Esther García.

"The series starts as a detective novel but evolves into an emotionally charged psychological thriller centered on its characters. A renowned psychiatrist gathers six patients at a remote yet picturesque vineyard to complete their treatment, and this is what gives Matices its uniqueness," explained Cánovas.

"The characters have two layers of secrets: their personal ones, tied to their traumas and emotional conflicts, and those related to the case they must solve. The intrigue isn't just about what happened, but rather how and why it happened—that's where the true appeal lies," he continued.

The speakers stressed the importance of carefully selecting talent and offering them projects that are both compelling and meaningful for their careers. *"Actors need challenges. It's crucial to recognize that many of them have already achieved significant milestones in their careers, so their priority now is to take on new and exciting roles. Our goal is to create intriguing and unique characters for them, presenting these roles in a compelling way that captivates them and fuels their enthusiasm for the project,"* they explained.

María García-Castrillón highlighted the strategic role of the cast in the series' promotion: *"Our actors are an essential part of the marketing, it is a very effective way to sell the series, attract broadcasters and conquer other territories. Matices has a great cast, concentrated in few locations and with a very solid script. Thanks to this, we were able to direct most of the budget to the cast".*

The showcase, held at CinemaxX, was attended by over 130 industry professionals, filling the venue to capacity. The event attracted representatives from institutions and organizations, executives, journalists, creatives, producers, acquisition managers, international buyers, and festival programmers from Europe, Latin America, the U.S., and Asia, all eager to explore the featured content, foster potential collaborations, and generate new business opportunities.

More information: www.iberseriesplatinoindustria.com