

Iberseries & Platino Industria presents its fifth edition at Marché du Film

Calls for participation in the Co-Production and Financing Forum and the Showrunner Training Workshop open today

- The leading hub for professionals in the Ibero-American audiovisual industry will focus its 2025 edition on **expanding its programming to include Europe** and boosting **the global distribution of Spanish-language content**.
- **Investment funds** such as Arcano Partners, Balance Media, Elipsis Capital, Filmika Audiovisual, Holahoop Film, IPR.VC, Kenta Asset & Capital Finance, La Charito Films, Moby Dick Film Capital, Mogambo, Wandermoon Finance, and Yunit, alongside **leading executives** from major companies, studios, and platforms including Bambú Producciones, *RCN International*, *RTP*, RTVE, Secuoya Studios, The Walt Disney Company, TVI, Vuelta Group, and YouTube, as well as prominent creatives and showrunners, have already confirmed their participation this year.

Cannes, 16 May 2025. Once again, **Marché du Film** served as the stage for the official presentation of **Iberseries & Platino Industria**, held at the **Fantastic Pavilion** space at MIF in **Cannes**. **Samuel Castro**, Co-Director of Iberseries & Platino Industria, and **Jesús Prieto**, CFO, took part in the event, expressing their gratitude for the continued support of attending authorities and institutions, as well as the presence of numerous industry professionals who came out to support the event. They were joined by **Noemi Cuetos**, Head of the Film Sector at ICEX; **Víctor Aertsen**, Head of Communications at Madrid Film Office; and **Cristina Íñigo**, Executive Director of Iberseries & Platino Industria.

A preview of the content and activities planned for the **fifth edition** of **Iberseries & Platino Industria** was then presented. The event will take place from **September 30 to October 3** at **Matadero Madrid**, promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, and supported by the **Community of Madrid** and the **Madrid City Council**. It is sponsored by **Madrid Film Office**, **Film Madrid**, and **ICEX Spain Trade and Investment**, among other partner organizations.

A milestone for the Ibero-American audiovisual industry.

Iberseries & Platino Industria has established itself as the most important international event in the Ibero-American audiovisual sector, bringing together over 2,500 professionals from 45 countries in recent years. Across its four editions, it has fostered co-production agreements between countries, content sales, and project development, positioning Madrid as the strategic hub of the Ibero-American audiovisual industry, as emphasized by organizers and sponsors:

"We remain firmly committed to strengthening cultural identity, boosting commercial exchange, and showcasing Ibero-American talent to the world. The positioning of Iberseries & Platino Industria as a bridge between Latin America and the United States, with a special focus on the Hispanic market, and now with a clear outlook toward Europe, marks a pivotal moment to expand our reach by strengthening the international sale of Spanish-language content," they stated.

Samuel Castro and **Jesús Castro** noted that, *"although the current landscape is favorable for project financing, we're fully aware that the real challenge lies in global distribution. That's why, in this edition, we're reinforcing our collaboration with international sales agents, as well as with networks and commissioners committed to acquiring and investing in Spanish-language content."*

"We want to build Ibero-American connections with Europe because we firmly believe they can enrich our productions and open new distribution channels through co-production or sales agreements. Europe and international distribution are, without a doubt, the two main pillars guiding our strategy this year," they concluded.

On behalf of **Raúl Torquemada**, Director of the Madrid Film Office, **Víctor Aertsen** stated: *"Our support for Iberseries & Platino Industria is part of the Madrid City Council's commitment to the audiovisual industry as a driving force for the city's economic, cultural, and creative development. This strategic approach aims to foster connections and synergies among Ibero-American industries and to position Madrid as a bridge between the Spanish audiovisual sector and other countries that produce content in Spanish and Portuguese."*

Program highlights of Iberseries & Platino Industria 2025

The goal of Iberseries & Platino Industria is to strengthen the Ibero-American audiovisual ecosystem, connect its professionals with global players, and promote co-production, training, innovation, and commercial exchange.

To that end, the fifth edition will feature the following key programming areas: **Conferences and Keynotes**, **Iberscreenings**, the **International Audiovisual Market (MAI)**, and **PRO Activities**, including the **Co-Production and Financing Forum**, **Platforms and Producers Pitch Sessions**, **Training Workshops**, and networking events related to film, tourism, and education, as well as new technologies and sustainability

Networking sessions will also be held to promote internationalization, strengthen synergies, and expand professional networks.

This year, the **Conferences, Keynotes, and Spotlights** sessions will once again explore the most relevant topics of the moment, including financing models, production and distribution strategies, shifts in consumer behavior, and emerging trends in an ever-evolving industry. These panels will feature prominent figures, executives, and experts from the Ibero-American and European film and audiovisual sectors, whose careers are closely tied to some of the most influential companies in the industry.

The **Iberscreenings** section will once again feature screenings and premieres of premium series and Ibero-American feature films, with the participation of platforms and production companies from Spain and Latin America. These presentations are specifically aimed at international buyers interested in Spanish- and Portuguese-language content.

Investment funds such as **Arcano Partners**, **Balance Media**, **Elipsis Capital**, **Filmika Audiovisual**, **Holahoop Film**, **IPR.VC**, **Kenta Asset & Capital Finance**, **La Charito Films**, **Moby Dick Film Capital**, **Mogambo**, **Wandermoon Finance**, and **Yunit** have already confirmed their participation in the fifth edition of Iberseries & Platino Industria.

Key industry figures are also confirmed to attend, including **Pilar Blasco**, CEO of Banijay Iberia; **Ramón Campos**, CEO of Bambú Producciones; **Alexander Marín**, VP of Distribution at RCN International; **Alexander Marín**, VP Distribución at RCN International; **José Fragoso**, Programming Director at RTP; **José Pastor**, Director of Film and Fiction at RTVE; **Raúl Berdonés**, Executive Chairman of Secuoya Content Group; **Brendan Fitzgerald**, CEO of Secuoya Studios; **Agustina Dompe**, Senior Manager of Content Acquisition at The Walt Disney Company; **Margarida Pereira**, Director of Acquisitions at TVI; **David Atlan-Jackson**, Chief Content Officer at Vuelta Group; **Pilar Sánchez Macías**, Head of YouTube MCNs and Family Partners for Spain & Portugal; and **Francisca Alegría** and **Fernanda Urrejola**, showrunners of *La Casa de los Espíritus*, among others.

The **MAI** market area, which previously focused on the Ibero-American region, is evolving into the **International Audiovisual Market** (*Mercado Audiovisual Internacional*), expanding its reach to include European and other global markets. It aims to serve as a key convergence point for meetings and deal-making in a dynamic space designed to foster strategic partnerships that transcend borders.

Co-Production and Financing Forum

Today, **May 19**, **registration** opens for a new edition of the **Iberseries & Platino Industria Co-Production and Financing Forum**. The call is aimed at filmmakers, directors, and producers from Ibero-America and Europe with fiction feature films, docuseries, or animation projects in an advanced stage of development.

Its aim is to facilitate connections with potential partners for co-production, co-financing, distribution, and broadcasting, with a strong emphasis on fostering alliances between Europe and Latin America. A total of ten feature film projects and ten series projects will be selected, evaluated by a panel of international experts. The selected project leaders will take part in one-on-one meetings with potential strategic partners, organized based on shared collaboration interests.

The Forum not only supports the **development of projects with high production standards** but also serves as a barometer for trends in the Ibero-American audiovisual sector, identifying new narratives and emerging business models.

Numerous projects that secured partners or opened negotiation channels through their participation in the Forum have since been produced and/or released, becoming **success stories**. These include the series **Frágiles** (StoryLab, Argentina), which premiered in 2023

on the Flow platform; ***Es Amor?*** (Coral Cine, Uruguay), launched in 2024 on TV Ciudad, with a second season already in pre-production; and ***Isla Oculta*** (Río Estudios, Chile), soon to be broadcast on Chilevisión. Also noteworthy are the feature films ***El Aspirante*** (Smiz and Píxel, Spain), which was released in theaters in 2024, and the Argentine film ***Neisis***, directed by Lucía Puenzo, which has just begun filming.

In addition, **Iberseries & Platino Industria** is signing **bilateral cooperation agreements** with leading festivals and markets, formalizing partnerships with Ventana Sur, FICCI, Rio2C, BIF Market, and SerienCamp. These alliances will allow selected projects to participate in the Forum, creating new opportunities for co-production and international distribution.

Those interested in participating in the **Co-Production and Financing Forum** may submit their application **by June 4**, via the dedicated web link available in the professional private area, which will be accessible once the **accreditation** process has been completed.

Showrunner Workshop

Iberseries & Platino Industria is also launching the fourth edition of its **Showrunner Training Workshop**, aimed at individuals with appropriate training and/or experience in audiovisual creation, writing, directing, or producing, who have a specific series project they wish to develop in the workshop. Eligible projects must be in either Spanish or English.

The goal of the workshop is to provide participants with specialized training in the role of the showrunner, helping them to build the necessary skills for the creation, writing, production, and management of audiovisual projects, ultimately preparing them to successfully oversee a series production. A maximum of 12 finalist projects will be selected to participate in the workshop.

The tutors will be **Jorge Redondo**, executive producer and showrunner; **Tatiana Rodríguez**, screenwriter and creator of fiction series and feature films; **Miquel Peidro**, head writer, creator, playwright, and novelist; and Mariano Baselga, screenwriter, executive producer, and showrunner.

The workshop will be coordinated by **Enrique Darriba**, executive producer with extensive experience in the creation, development, and production of audiovisual content for television and streaming platforms. He is currently the Director of the Master's Program in Executive Production of Audiovisual Content with **Secuoya Studios at The Core Entertainment Science School**.

During the **Showrunner Workshop**, two lectures will be held, delivered by highly respected professionals from the audiovisual industry. Participants will also have the opportunity to present their project in one-on-one meetings with executives from production companies, studios, or platforms.

Professionals interested in participating in this call may register until **June 5**, as long as they have completed their accreditation for Iberseries & Platino Industria.

Pitch sessions of Platforms and Production Companies

Until 4 June, projects can be submitted to participate in the **Pitch sessions of Platforms and Production Companies**, through ten calls for proposals. A number of world-leading companies will be attending. Companies such as **3Pas Studios, Amazon MGM Studios, Ánima, BH5 Studios, Dopamine, Gaumont and Warner Bros.** Discovery will listen to the selected projects.

The **Platforms and Producers Pitch sessions** aim to bring audiovisual projects at various stages, from storylines to projects in development, pre-production, production, work in progress, financing gap and packaging, to invited companies, potential producers, buyers, investors and industry executives, in order to obtain support, financing, collaboration or sales.

This activity is intended for creators, directors, filmmakers, producers, and showrunners connected to Ibero-America, who may present feature film projects (fiction, animation, and documentary), as well as series, superseries, miniseries, and TV series in fiction, animation, documentary, and non-fiction formats (docuseries, docu-realities, and reality shows), as applicable.

Professional Accreditations: Early Bird rates available until June 6

Accreditation for **Iberseries & Platino Industria** grants access to the **full program** of professional activities and **eligibility to apply** for the event's various **calls for participation**.

This **professional accreditation**, available both in-person and virtual formats, with **early bird rates** available until **June 6**, grants access to the private virtual space. This area includes the professional participant directory and offers on-demand viewing of key conferences and content, available from 24 hours after each session until October 24.

Accreditation may be requested until October 3, 2025, via the dedicated link on the official event website, where all necessary steps are detailed.

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