

Prime Video, Atresmedia, RTVE and The Mediapro Studio to present their upcoming releases at Iberseries & Platino Industria

The Iberscreenings section of the largest international event for Ibero-American audiovisual productions will bring exclusive previews of series set to define the season, such as “Cometierra”, “Las hijas de la criada”, “La Frontera”, “Sin Gluten”, “Raza Brava”, “Corazón Americano”, “Tremembé”, “Isla oculta” and “Es amor?”.

Press accreditations for the fifth edition of Iberseries & Platino Industria are now open for application

Madrid, September 5, 2025. **Iberseries & Platino Industria 2025** announces a preview of content to be presented in the Screenings section, a privileged space for the global promotion of Spanish and Portuguese-language productions from production companies, distributors, broadcasters, platforms, and other key industry figures, with the aim of fostering new opportunities and opening further markets for productions from the region.

Iberscreenings: a strategic showcase

With sections such as **Próximamente**, **Capítulo UNO** and **Segunda Ventana**, this segment promotes the international circulation of Ibero-American productions, facilitating access to new commercial windows.

In this edition, **Iberscreenings** will feature major industry players such as **Prime Video**, **Atresmedia**, **RTVE**, **The Mediapro Studio**, **CNTV** and **Wild Sheep Content**, along with other notable production companies from the region, who will be exclusively premiering some of their most highly anticipated projects.

Iberseries & Platino Industria thus strengthens its position as the main meeting point for the Spanish and Portuguese-language audiovisual industry, where creativity, talent, and global business opportunities come together.

Coming Soon

Between magic and protest: the novel “Cometierra” makes the leap to the Prime Video screen

Inspired by the acclaimed novel by Argentine author **Dolores Reyes**, “**Cometierra**” comes to the screen, produced by **Amazon Studios** and **Oficina Burman (The Mediapro Studio)**. The series transports the literary universe of magical realism and social critique to a Mexican context, maintaining the narrative strength that highlights gender-based violence and gives voice to marginalized stories.

Industry professionals accredited at Iberseries & Platino Industria will have exclusive access to the official trailer, accompanied by a panel with the creative team. In attendance will be **Alonso Aguilar**, Head of Local Originals Mexico at **Amazon Studios**; **Daniel Burman**, showrunner and CEO of **Oficina Burman** (Argentina); **Dolores Reyes** (author, Argentina); **Mónica Herrera**, Head writer and co-EP of “Cometierra” (Mexico). The session will be moderated by **Adriana Castillo**, general coordinator of **Platino Industria**.

Burman stated about his participation in the screenings: “*This year I return as a creator to present “Cometierra”, an original Prime Video series produced by The Mediapro Studio, based*

on the ambitious novel by Dolores Reyes. It is a story that deeply moved me from the first reading, and we hope it will impact viewers around the world with the same force.”

“Las hijas de la criada”

The Spanish company **Atresmedia** will present its new production “**Las hijas de la criada**”, a project with great international projection that adds to its established strategy of premium Spanish-language content. The drama, an adaptation of the 2023 Planeta Prize-winning novel by Sonsoles Ónega, is produced by **Buendía Estudios Canarias** with the participation of **Atresmedia** and will premiere in prime time on Antena 3.

Set in the early 20th century, the plot unfolds between a Galician manor and post-colonial Cuba, offering a period portrait through the family saga of the Valdés. The story deals with forbidden loves, class struggle, secrets, betrayals, and passions that will shape the fate of its protagonists.

The official poster features Verónica Sánchez, Carlota Baró, Judith Fernández and Martina Cariddi. Alongside them, an ensemble cast including Alain Hernández, Álex Villazán, Tomy Aguilera, Álex Gadea, Xael Fernández, among other distinguished actors. The series, directed by Menna Fité and Alejo Flah, with Sonia Martínez as executive producer, is set to be one of the season's major TV productions.

“La Frontera” and “Sin Gluten”

Radio Televisión Española will showcase the trailer for “**La Frontera**”, a series with a strong social impact, and the first images of “**Sin Gluten**”, a groundbreaking drama that uses humor to explore the challenges of contemporary life.

Javier Rey and Itsasso Arana star in “**La Frontera**”, a police thriller set in the 1980s on the border between the Basque Country and France, at a key moment for Spain and France in their fight against the terrorist group ETA. A story of passion, of boundaries between characters, and decisions that will mark a turning point.

Pepe Lorente, Enrique Guaza, Rebeca Matellán, Asier Hernández, Amaia Aberasturi, Fred Tatien, and Víctor Clavijo are other cast members of the series, directed by María Pulido and Yolanda Centeno and co-produced by Par Producciones, a company specializing in documentaries, making its first venture into fiction production.

“**Sin Gluten**”, a series set in a cooking school, stars Diego Martín, Adam Jezierski, Alicia Rubio, Iñaki Ardanaz, Teresa Cuesta, and Antonio Resines, with special appearances by Marta Fernández Muro and Fernando Tejero. Produced by **Onza** in association with **RTVE** and **Prime Video**, it was created by Araceli Álvarez de Sotomayor, Javier Aguayo and Germán Aparicio.

The production reveals itself as an intergenerational comedy that, starting from the gastronomic world, not only examines deep themes like redemption or social inclusion, but also paints a human portrait about teamwork, personal ambition, love, and friendship.

“Raza Brava”: Football as a trench of resistance

International Emmy Award winner **Hernán Caffiero** leads this ambitious project exploring how popular football in South America transcends sports to become a space for resistance, identity, and social transformation.

Produced by **DeCulto**, co-produced by **Atómica**, **Wild Sheep Content** and **The Mediapro Studio**, and presented by **CNTV**, the drama series features Karla Melo, Gabriel Muñoz and David Gaete in its cast.

The panelists for this session, which will feature a preview of the drama, are **Erik Barmack**, Founder & CEO of **Wild Sheep Content** (USA); **Hernán Caffiero**, showrunner and general

director of **DeCulto** (Chile); **Javier Esteban**, International Director of **The Mediapro Studio** (Global); and **Magdalena Tocornal**, Director of Development at **CNTV** (Chile). Moderated by **Gabriela Sandoval**, co-director of **CinemaChile**.

Panel participants commented on “Raza Brava”:

“It is more than just a series about football: it is a portrait of identity and grassroots resistance that reflects the cultural strength of millions of people in Latin America and around the world,” **Hernán Caffiero**.

“It’s about life, friendship, struggle and resistance, where football serves as a backdrop for a deeply human story, masterfully told by Hernán Caffiero”, **Javier Esteban**.

“It shows how passion for football transcends the game, and with Hernán Caffiero’s vision, we are proud to bring that story to audiences around the world,” **Erik Barmack**.

“It transcends the borders and idiosyncrasies of South America to become universal and archetypal, connecting with a wide audience through particular stories, whose dramatic drive lies in the strength and passion for football and its sense of belonging,” **Magdalena Tocornal**.

“Corazón Americano”: Latin America, its natural wealth and its people

“Corazón Americano” will be presented as an industry exclusive by the **Norma and Leo Werthein Foundation**. This documentary series visits seven Latin American landscapes declared World Heritage Sites, through the eyes of local boys and girls who live and learn in these environments. In attendance will be **Álvaro Rufiner**, director of the Foundation (Argentina), and **Cielo Salviolo**, director of Escuela Plus (Argentina).

Chapter ONE

“Tremembé”

Prime Video Brazil will premiere the first episode of **“Tremembé”**, a series produced by **Paranoid** for **Amazon MGM Studios** and available from October 31, 2025 for Amazon Prime members in Brazil.

The drama recreates life in the penitentiary known as the “prison of the famous”, where Suzane von Richthofen, the Cravinhos brothers, Anna Jatobá, Alexandre Nardoni, and Elize Matsunaga, among others, were incarcerated. Inspired by the true crime books by Ulisses Campbell, it is directed by Vera Egito and stars Marina Ruy Barbosa, Bianca Comparato, Felipe Simas and an outstanding cast. The presentation will be given by **Julia Priolli**, Head of Scripted at **Amazon MGM Studios** (Brazil), and director **Vera Egito** (Brazil).

“Iberseries & Platino is a valuable opportunity for Brazilians to present our content to the world. This is our third year participating in the screenings and we have always received a very warm welcome. Moreover, this event is especially important for Amazon MGM Studios, as it allows us to strengthen connections and expand the reach of our stories in the international market,” said **Priolli**.

“Isla Oculta”

The Chilean production company **Río Estudios** will premiere the first two episodes of **“Isla Oculta”**, a science fiction project born from the 2024 Co-Production and Financing Forum that combines mystery, adventure, and a strong authorial stamp.

The series, co-produced by **Filmo Estudios** and **MGE**, stars Daniela Ramírez and Néstor Cantillana with Chilean screenwriter Julio Rojas as script consultant. Inspired by the real-life myth of extraterrestrial sightings on Friendship Island, it follows the investigation into the disappearance of a Mexican archaeology student, led by a detective returning to her homeland in the enigmatic Chiloe archipelago.

The screening will be presented by **Pablo Díaz del Río**, producer of the series, who will share the challenges and lessons learned from the process of international development and production.

“Es amor?”

You will have exclusive access to the first episode of the second season of **“Es amor?”**, *dramedy* created by **Marisa Quiroga** (Argentina) and **Sebastián Bednarik** (Uruguay), with the latter also directing the production. Both will present this series, which already took part in Iberseries & Platino Industria last year to screen the pilot episode of its first season, also originating from the Co-Production and Financing Forum.

After its successful premiere in Uruguay in 2024 and its upcoming release on TVE in Brazil, an adaptation is being prepared in Mexico with Injaus. The second season of **“Es amor?”**, produced by **Sebastián Bednarik** in co-production with **A Gente Filmes**, explores new genres like fantastic horror and science fiction, while the third, in pre-production and scheduled to shoot in April 2026, will feature filmmaker Israel Adrián Caetano joining the writing team.

In the coming days, the complete schedule for **Iberscreenings** will be released, including the titles that will be part of the **Segunda Ventana section**, a screening program with a selection of recently released Spanish-language series, feature films, and documentaries, aimed at opening new lines of distribution and exhibition.

International buyers in attendance

More than **130 buyers and commissioners** from **28 countries** have confirmed their participation in the event, with representation from countries such as Germany, Argentina, Belgium, Brazil, Chile, China, Colombia, South Korea, Croatia, Ecuador, Spain, USA, Finland, France, Hungary, Italy, Japan, Latvia, Mexico, Panama, Netherlands, Poland, Portugal, United Kingdom, Czech Republic, Sweden, Switzerland, and Turkey.

The **fifth edition of Iberseries & Platino Industria** 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.

Press Accreditations

Accredited **media** will have a **press room** at the venue and can request interviews with participants of their interest. Journalists can complete the form available on our website, in the section [Accreditations](#) and/or [Press](#), which links to the platform [Eventival](#), where all the steps to follow are detailed.

Journalists who were accredited last year can access their [user profile](#) with the same credentials and update their press accreditation.

You can stay informed through our website, via [press releases](#) or through our social networks.

More information: www.iberseriesplatinoindustria.com

Access [Poster and Logo 2025](#)

Download [Graphic Materials](#)

ORGANIZERS



SPONSORS



SILVER PARTNER

