



INDUSTRY PROGRAMME – 25th to 31th OCTOBER

26 saturday

Avance
13.00h **Mágico S1 MEX/UY**
13.50h Auditorium. Palacio de Congresos

28 monday

A coffee with
9.15h **Forum of spanish-language series creators**
9.50h A collaboration of SOUTH International Series Festival and DAMA, Audiovisual Media Rights

Village. Palacio de congresos
Presentation by Virginia Yagüe. President of Dama

Guests
Curro Royo. Creator and Screenwriter
Introduction to creating series in co-production with Mexico

Alicia Luna. Screenwriter
How to create a series in a multinational team

Creative talks
10.00h **Adaptations and series. Creating successful productions based on previous IPs**
10.50h Hall 2. Palacio de congresos

Moderated by Víctor Lamadrid
Cantabria Film Commission

Guests
José Pastor. RTVE, Director of Cinema and Fiction
Julio Rojas. Scriptwriter, Director. Creator of the podcast "Caso 63"
José Mª García. Lantía Films, Executive Director
Silvia Cotino. Mediterráneo, Mediaset España Group, Sales and Business Development Deputy Director



Industry talks
11.00h **Successful series. Is there a magic formula that works?**
11.50h Hall 2. Palacio de congresos

Moderated by John Hopewell
Variety

Guests
Al de Azpiazu. Fremantle, SVP International Distribution
José Antonio Salso. Atresmedia, Head of Acquisitions & International Sales
Xavier Marchand. Moon River Content, CEO Producer
JJ Lousberg. The Magical Society, Producer & MD

Masterclass
12.00h **Alberto Caballero & Diego San José: The art of making people laugh**
12.50h Hall 2. Palacio de congresos



South Boost
13.00h **Pitch Andalucía South Boost Pitching session for Andalusian series projects in development**
Hall 2. Palacio de congresos

Guests
Xelo Montesinos. CEO Unicorn
Isabel Cabrera. CSRTV, Deputy Director
Manuela Ocón. Movistar+, Production Director
Sara Sevilla. Spain Film Commission

Avance
13.00h **Matar a Mario Conde ESP**
Auditorium. Palacio de Congresos

Creative talks
16.00h **Female Roles in the series we produce**
16.50h Hall 2. Palacio de congresos

Moderated by Mariola Cubells
Journalist

Guests
Estibaliz Burgaleta. Scriptwriter and Teacher at ECAM
Ingrid Rubio. Actress
Montse García. Atresmedia, Ficción Director
Juliana Barrera. Grupo Izen, International Fiction Development



Avance
16.30h **Ella maldita alma ESP**
Auditorium. Palacio de Congresos

Industry talks
17.00h **Selling Series to the Audience**
17.50h Hall 2. Palacio de congresos

Moderated by Carlos Chaguaceda
Museo de El Prado, Director of Communication

Guests
Irene Lara. Atresmedia, Deputy Director of Marketing
Esteban Calle. RTVE, Deputy Director of Marketing
Javier Tomás. Komodo

Afterwork conversations
18.00h **Beyond IMDB**
18.50h Village. Palacio de congresos

Moderated by Paula Cobo
Producer Spotlight

Guests
Chloé Wallace. Director and Screenwriter
Jordi Vallejo. Scriptwriter and Playwright
Hugo Stuvén. Director and Screenwriter

29 tuesday

A coffee with
9.15h **Forum of spanish-language series creators**
9.50h A collaboration of SOUTH International Series Festival and DAMA, Audiovisual Media Rights

The contents that appeal to the market, seen from Chile
Standards in the US industry and in the Spanish industry

Village. Palacio de congresos

Guests
Julio Rojas. Screenwriter
Néstor Hernández. We The Pixels

Conclusions
Joan Álvarez and **Virginia Yagüe**

Industry talks
10.00h **The Boundaries of True Crime**
10.50h Hall 2. Palacio de congresos

Moderated by Toni Garrido
Producer and Journalist

Guests
Iñigo Pérez Tabernero. Señor Mono, Producer
Nerea Sanjuan. Andersen Consulting, Director of Culture, Sport and Entertainment
Juan Moya. Director and Scriptwriter

Industry talks
11.00h **Artificial Intelligence as a tool of the creative process in the audiovisual industry**
11.50h Hall 2. Palacio de congresos

Moderated by Eduardo Fernández Palomares
Councillor for Culture. Permanent Representation of Spain to the EU

Guests
Clara Ruipérez de Azcárate, Director of Legal Strategy in Contents | Secretary of the Board of M+.
Iban García del Blanco. Lawyer. Expert in AI
Carmen Páez Soria. Undersecretary of Culture, Ministry of Culture of Spain
Beto Marini. Scriptwriter, Showrunner

Masterclass
12.00h **Crafting compelling stories: A Masterclass with David Shore**
12.50h

Hall 2. Palacio de congresos
Moderated by Alejandro Flórez
General Manager 100 balas



Avance
13.00h **FoQ. La nueva generación S1 ESP**
La agencia S1 ESP
Auditorium. Palacio de Congresos

Industry talks
13.00h **Orden in Chaos: how to transform our heritage into the set of a superproduction**
13.50h Hall 2. Palacio de congresos

Moderated by Alejandro Ávila.
Head of Sur & South Boost

Guests
Vanesa de la Haza. Art Director
Juan Antonio Clemente. Location Scout
Piluca Queral. Director Andalucía Film Commission

Industry talks
16.00h **Writers Unions. Global challenges for screenwriter's guilds in Europe and the USA. Common challenges, diverse solutions?**
16.50h Hall 2. Palacio de congresos

Moderated by Willard Tressel
Media Consultant

Guests
Travis Donnelly. WGA West
Carolin Otto. President, Federation of Screenwriters of Europe (FSE)
Carlos del Pando. Spanish Writers Union ALMA

Keynote
17.00h **The future of fiction in Europe**
17.50h Hall 2. Palacio de Congresos

Guests
Gloria Saló. GECA
Elena Neira. Dra. UOC

A coffee with
17.00h **South Women: What do we talk about when we talk about Andalusian series?**
17.50h Activity of AAMMA (Andalusian Association of Women in Audiovisual Media) in collaboration with the Andalusian Film Academy

Village. Palacio de congresos

Moderated by Cristina Consuegra
Journalist

Guests
Pilar Crespo. Operación Barrio Inglés. RTVE
Teresa Segura. En fin. Prime Video
Marta Velasco. Invisible. Disney+

Afterwork conversations
18.00h **The challenge of creating with music. The role of music and music professionals in the audiovisual industry**
18.50h Village. Palacio de congresos

Moderated by Lucía Sánchez / Iban Diez.
Partners of Menta Legal

Guests
Giuseppe di Bella. IP & Music Counsel Netflix
Isabel Royan. Composer
Juanto Tello. Supervisor Musical
Jacobo Álvarez. Music Supervisor



30 wednesday

Industry talks
10.00h **French Series and its international scope. Co-production and sales**
10.50h Hall 2. Palacio de congresos

Moderated by Beatriz Campos
Anonymous Content España

Guests
Nathalie Perus. Atlantique Productions
Bouchra Réjani. Founder & CEO LadyNooor Pictures

A coffee with
11.00h **Series LANDMEET with the Film Festivals of Malaga, Seville and Almería**
11.35h Village. Palacio de congresos

Moderated by Alejandro Ávila
Head of Sur & South Boost

Guests
Juan Antonio Vigar. Director at the Málaga Film Festival
Manuel Cristóbal. Director at the Seville European Film Festival
Enrique Izaola. Director at the Almería International Film Festival



Keynote
11.00h **CREATIVE EUROPE MEDIA. All you need to know**
11.50h Hall 2. Palacio de congresos

Guests
Victoria Fernández. Head of Media Office Andalucía

Avance
12.00h **Como hermanos ESP**
Cádiz 1812 ESP
Hall 3. Palacio de Congresos

Keynote
12.00h **How can AI improve the business model of TV series**
12.50h Hall 2. Palacio de congresos

Guest
Rémi Tereszkiwicz, Betaseries

Avance
13.00h **De Alba. La duquesa de todos ESP**
Crimen y ley ESP
Auditorium. Palacio de Congresos



Keynote
13.00h **Promoting European co-productions of series**
13.50h Hall 2. Palacio de congresos

Guests
Juan Manuel Guimeráns. Spain Film Commission, President
Camilo Vázquez. Subdirector Promotion & International Relations ICAA
Fabia Buenaventura. General Manager PATE

Avances
Presentation of series that are still in shooting or postproduction. We will have a sneak preview of some footage and a chat with their talent.