SOUTH INTERNATIONAL SERIES FESTIVAL

INDUSTRY PROGRAMME – 25th to 31th OCTOBER

<u>26</u>	saturday	13.00h
13.00h 13.50h	Avance Mágico S1 мех/иу Auditorium. Palacio de Congresos	16.00h 16.50h
28	monday	
	A coffee with	
9.15h 9.50h	Forum of spanish-language series creators A collaboration of SOUTH International Series Festival and DAMA, Audiovisual Media Rights	
	Village. Palacio de congresos	
	Presentation by Virginia Yagúe . President of Dama	
	Guests Curro Royo . Creator and Screenwriter Introdution to creating series in co-production with Mexico	
	Alicia Luna . Screenwriter How to create a series in a multinational team	
	Creative talks	16.30h
10.00h 10.50h	Adaptations and series. Creating successful productions based on previous IPs	
	Hall 2. Palacio de congresos	17.00h
	<i>Moderated by</i> Víctor Lamadrid Cantabria Film Commission	17.50h
	Guests José Pastor. RTVE, Director of Cinema and Fiction Julio Rojas. Scriptwriter, Director. Creator of the podcast "Caso 63" José M ^e García. Lantia Films, Executive Director Silvia Cotino. Mediterráneo, Mediaset España Group, Sales and Business Development Deputy Director	
		18.00h 18.50h

Avance

Matar a Mario Conde ESP Auditorium. Palacio de Congresos

Creative talks

Female Roles in the series we produce Hall 2. Palacio de congresos

Moderated by Mariola Cubells Journalist

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



Avance

Ella maldita alma ESP Auditorium. Palacio de Congresos

Industry talks

Selling Series to the Audience Hall 2. Palacio de congresos

Moderated by **Carlos Chaguaceda** Museo de El Prado, Director of Communication Guests Irene Lara. Atresmedia, Deputy Director of

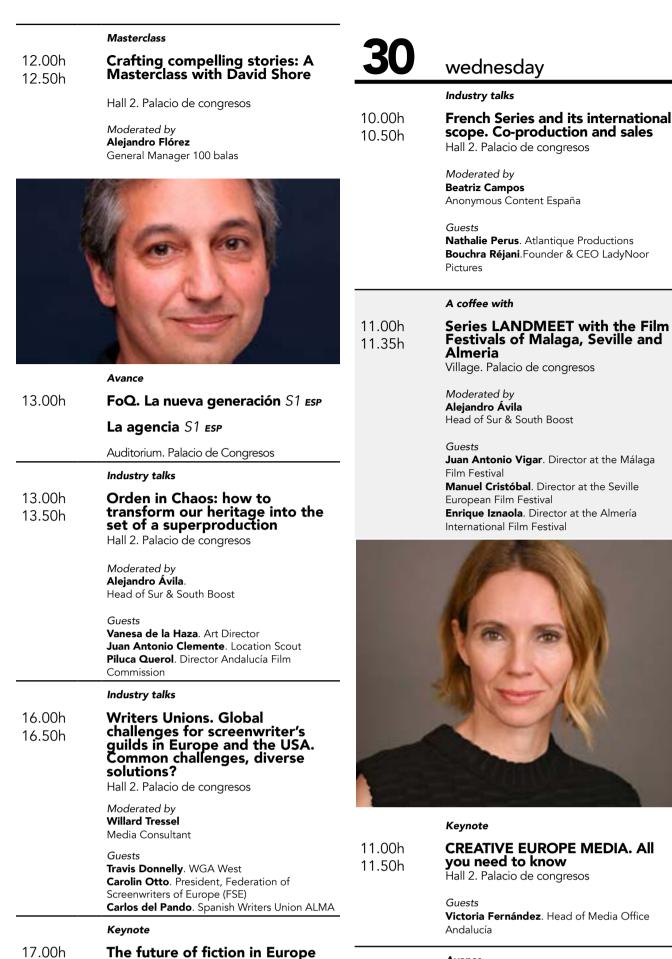
Marketing Esteban Calle. RTVE, Deputy Director of Marketing Javier Tomás. Komodo

Afterwork conversations

Beyond IMDB Village. Palacio de congresos

Moderated by Paula Cobo Producer Espotlight

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



Avance

12.00h

12.00h

12.50h

13.00h

Como hermanos ESP



		20
	Industry talks	∠ 7
11.00h 11.50h	Successful series. Is there a magic formula that works? Hall 2. Palacio de congresos Moderated by John Hopewell Variety	9.15h 9.50h
	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:	

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



South Boost

13.00h

MAIN SPONSOR

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 Comission

tuesday A coffee with

Forum of spanish-language series creators

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

The Boundaries of True Crime 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

Artificial Intelligence as a tool of the creative process in the audiovisual industry Hall 2. Palacio de congresos

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

Guests

COLEMAN HINETUND

CULTURA

INOUIETA

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

Fondos Europeos

Guests Gloria Saló. GECA Elena Neira. Dra. UOC

Hall 2. Palacio de Congresos

A coffee with

17.50h

South Women: What do we 17.00h talk about when we talk about 17.50h Andalusian series? 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 18.50h music professionals in the audiovisual industry 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



MEDIA SPONSOR

Cadiz 1812 ESP

Hall 3. Palacio de Congresos

Keynote

How can AI improve the business model of TV series

Hall 2. Palacio de congresos

Guest Rémi Tereszkiewicz, Betaseries

Avance

De Alba. La duquesa de todos ESP Crimen v lev ESP

Auditorium. Palacio de Congresos



Keynote

13.00h 13.50h

Promoting European co-productions of series Hall 2. Palacio de congresos

Guests

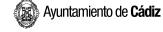
Juan Manuel Guimeráns. Spain Film Commission, President Camilo Vázquez. Subdirector Promotion & International Relations ICAA Fabia Buenaventura. General Manager PATE

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.

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