

INDUSTRY PROGRAMME – 25th to 31th OCTOBER

26 saturday

Avance

10.00h **Mágico S1 MEX/UY**
Auditorium. Palacio de Congresos

28 monday

A coffee with

9.15h **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 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**
Hall 2. Palacio de congresos

Moderated by **Victor 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. Lantia 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?**
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**
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**
Hall 2. Palacio de congresos

Moderated by **Mariola Cubells**
Journalist

Guests **Estibaliz Burgeleta**. 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**
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**
Village. Palacio de congresos

Moderated by **Paula Cobo**
Producer Spotlight

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

29 tuesday

A coffee with

9.15h **Forum of spanish-language series creators**
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**
Hall 2. Palacio de congresos

Moderated by **Toni Garrido**
Producer and Journalist

Guests **Iñigo Pérez Tabarnero**. 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**
Hall 2. Palacio de congresos

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

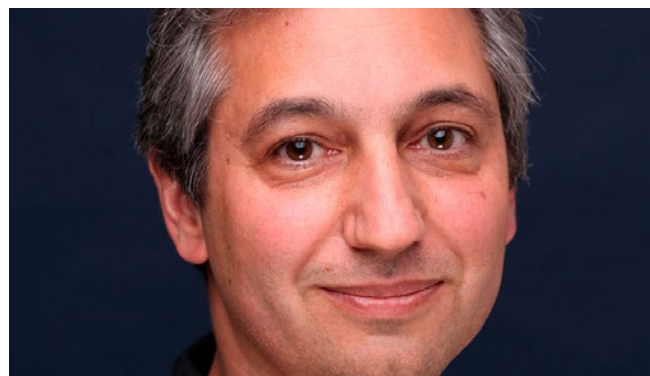
Guests **Clara Ruipérez de Azcárate**. Director of Legal Strategy in Contents | Secretary of the Board of M+.
Iban García del Blanco. Lawyer. Expert in AI
Carmen Páez Soria. Undersecretary of Culture, Ministry of Culture of Spain
Beto Marini. Scriptwriter, Showrunner

Masterclass

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

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**
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 Querol. 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?**
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**
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?**

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**
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

A coffee with

9.15h **Series LANDMEET with the Film Festivals of Malaga, Seville and Almería**
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 Iznatola. Director at the Almería International Film Festival

Industry talks

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

Moderated by **Beatriz Campos**
Anonymous Content España

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



Keynote

11.00h **CREATIVE EUROPE MEDIA. All you need to know**
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

Avance

12.00h **De Alba. 10 Años sin el mito ESP**
Crimen y ley ESP
Auditorium. Palacio de Congresos

Keynote

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

Guest **Rémi Tereszkiwicz**. Betaserries



Keynote

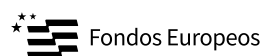
13.00h **Promoting European co-productions of series**
Hall 2. Palacio de congresos

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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