

**mipcom**<sup>®</sup>  
CANNES

**SPAIN**  
Country of Honour 2024

# WHAT DO SPANISH BUYERS WANT?

Built by  
**PX** In the business of  
building businesses



# WHAT DO SPANISH BUYERS WANT?



## ARITZ GALARZA GARAYO

SPAIN

### ACTIVITY

Aquisitions, TV Content Buyer, VOD Buyer

### TERRITORIES YOU WANT TO CO-PRODUCE FROM

ASIA, AFRICA, LATIN AMERICA, NORTH AMERICA, EUROPE, MIDDLE EAST, OCEANIA

### Drama/ Fiction/ Scripted Format:

Feature Film, Tv Movies, Miniseries, Series, Mobisode/  
Webisode, Drama

### Kids & Teens:

Animation, Live-Action, Docs for Kids

### Docs & Factual:

Social Responsibilities / Green, Art, Music &  
Culture, Current Affairs, Reality / Factual



**EITB MEDIA**

SPAIN

### WHAT IS YOUR EDITORIAL STRATEGY?

Entertainment and educational contents.

### WHAT TYPE OF PROJECTS/PROGRAMS ARE YOU LOOKING FOR?

Children: Popular brands and educational content. Youth: Live action series and factu-als. Adults: Procedurals, miniseries, tv movies, feature films and documentaries.

### WHO DO YOU BUY FROM/CO-PRODUCE WITH?

N/A

### WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

N/A

# WHAT DO SPANISH BUYERS WANT?



## JUAN RODRIGUEZ BADIA

SPAIN

### ACTIVITY

Aquisitions, TV Content Buyer, VOD Buyer

### TERRITORIES YOU WANT TO CO-PRODUCE FROM

NORTH AMERICA, EUROPE, MIDDLE EAST

**Drama/ Fiction/  
Scripted Format:**

Feature Film, Tv Movies, Drama

**Kids & Teens:**

Animation

**Docs & Factual:**

Archive, Science & Knowledge, Social  
Responsibilities / Green, History & Civilisation,  
Nature & Wildlife



TELEMADRID

SPAIN

### WHAT IS YOUR EDITORIAL STRATEGY?

As a public television the most important is to serve our audience. Information, proximity and entertainment are mandatory for us.

### WHAT TYPE OF PROJECTS/PROGRAMS ARE YOU LOOKING FOR?

We are looking for feature films and tv movies in all genres but focus on adult males. We are looking for documentaries on Science, History, Travel and Wildlife.

### WHO DO YOU BUY FROM/CO-PRODUCE WITH?

N/A

### WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

N/A

# WHAT DO SPANISH BUYERS WANT?



**YOLANDA GARCIA**

SPAIN

## ACTIVITY

Aquisitions

## TERRITORIES YOU WANT TO CO-PRODUCE FROM

EUROPE

## Docs & Factual:

Science & Knowledge, Social Responsibilities / Green, Art, Music & Culture, Current Affairs, Ethnology & Sociology, History & Civilisation, Lifestyle, Nature & Wildlife

rtve

RTVE

SPAIN

## WHAT IS YOUR EDITORIAL STRATEGY?

Our company, as main public broadcaster in Spain has the objective to bring the audience all kind of contents, from educational public service to commercial titles.

## WHAT TYPE OF PROJECTS/PROGRAMS ARE YOU LOOKING FOR?

Any kind of content.

## WHO DO YOU BUY FROM/CO-PRODUCE WITH?

N/A

## WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

N/A

# WHAT DO SPANISH BUYERS WANT?



**LAURA MONTERO**

SPAIN

## ACTIVITY

Aquisitions, TV Content Buyer, VOD Buyer

## TERRITORIES YOU WANT TO CO-PRODUCE FROM

NORTH AMERICA, EUROPE

## Drama/ Fiction/ Scripted Format:

Miniseries, Series, Telenovelas/Soap/Sitcom, Drama

## Kids & Teens:

Animation, Live-Action



**RTVE**  
SPAIN

## WHAT IS YOUR EDITORIAL STRATEGY?

Our company, as main public broadcaster in Spain has the objective to bring the audience all kind of contents, from educational public service to commercial titles.

## WHAT TYPE OF PROJECTS/PROGRAMS ARE YOU LOOKING FOR?

Any kind of content.

## WHO DO YOU BUY FROM/CO-PRODUCE WITH?

N/A

## WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

N/A

# WHAT DO SPANISH BUYERS WANT?



**MILA MAYI**

SPAIN

**ACTIVITY**

Aquisitions, TV Content Buyer, VOD Buyer

**TERRITORIES YOU WANT TO CO-PRODUCE FROM**

EUROPE

**Kids & Teens:**

Animation, Live-Action, Docs for Kids

**Docs & Factual:**

Science & Knowledge, History & Civilisation,  
Lifestyle, Nature & Wildlife



**CORPORACION RTVE**

SPAIN

**WHAT IS YOUR EDITORIAL STRATEGY?**

Our company, as main public broadcaster in Spain has the objective to bring the audience all kind of contents, from educational public service to commercial titles.

**WHAT TYPE OF PROJECTS/PROGRAMS ARE YOU LOOKING FOR?**

Any kind of content.

**WHO DO YOU BUY FROM/CO-PRODUCE WITH?**

N/A

**WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?**

N/A



# WHAT DO SPANISH BUYERS WANT?



## MONICA ENTIO

SPAIN

### ACTIVITY

Aquisitions, TV Content Buyer, VOD Buyer

### TERRITORIES YOU WANT TO CO-PRODUCE FROM

LATIN AMERICA, NORTH AMERICA, EUROPE

Drama/ Fiction/  
Scripted Format:

Feature Film, Miniseries, Series, Telenovelas/Soap/  
Sitcom

Docs & Factual:

Lifestyle



**MEDIASET SPAIN**

SPAIN

### WHAT IS YOUR EDITORIAL STRATEGY?

FREE TV NETWORK, ENTERTAINMENT

### WHAT TYPE OF PROJECTS/PROGRAMS ARE YOU LOOKING FOR?

FEATURE FILMS, «DIRECT TO VIDEO» MOVIES, SERIES, TELENOVELAS

### WHO DO YOU BUY FROM/CO-PRODUCE WITH?

N/A

### WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

N/A

# WHAT DO SPANISH BUYERS WANT?



## CRISTINA BERTRAN

SPAIN

### ACTIVITY

Aquisitions, Co-production, TV Content Buyer, VOD Buyer

### TERRITORIES YOU WANT TO CO-PRODUCE FROM

ASIA, AFRICA, LATIN AMERICA, NORTH AMERICA, EUROPE, MIDDLE EAST, OCEANIA

### Drama/ Fiction/ Scripted Format:

Feature Film, Tv Movies, Miniseries, Series,  
Telenovelas/Soap/Sitcom, Drama

### Kids & Teens:

Animation, Live-Action

### Docs & Factual:

Science & Knowledge, Social Responsibilities  
/ Green, Art, Music & Culture, Current Affairs,  
Educational, youth oriented, Ethnology & Sociology,  
History & Civilisation, Lifestyle, Nature & Wildlife,  
Reality / Factual



3CAT

SPAIN

### WHAT IS YOUR EDITORIAL STRATEGY?

As a public broadcaster who also owns a public OTT, we look for premium and quality content that might appeal to the diverse target audiences that we reach in our market. We want to inform, entertain, educate and offer a solid content offer in Catalan language.

### WHAT TYPE OF PROJECTS/PROGRAMS ARE YOU LOOKING FOR?

We are looking for mainstream productions that fit into our consolidated slots on our linear TV channels: cinema, series, TV movies, documentaries and kids content but also, we are looking for factual, docuseries, docurealities and other suitable productions more OTT- oriented: for younger and more niche audiences.

### WHO DO YOU BUY FROM/CO-PRODUCE WITH?

N/A

### WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

N/A



# WHAT DO SPANISH BUYERS WANT?



## JOSE ANTONIO SALSO BARATAS

SPAIN

### ACTIVITY

Aquisitions, TV Content Buyer, VOD Buyer

### TERRITORIES YOU WANT TO CO-PRODUCE FROM

EUROPE

**Drama/ Fiction/  
Scripted Format:**

Feature Film, Tv Movies, Miniseries, Series,  
Telenovelas/Soap/Sitcom, Drama

**Docs & Factual:**

Current Affairs, Reality / Factual



**ATRESMEDIA TELEVISION**

SPAIN

### WHAT IS YOUR EDITORIAL STRATEGY?

Atresmedia is the leader Communication group in Spain, the only audiovisual company with a key position in every sector in which it operates – television, radio, digital and multimedia development, cinema and even events organisation- through its flagship brands, Antena 3, La Sexta, Onda Cero, Europa FM, etc. In this way, Atresmedia has developed its strategy in different divisions as Atresmedia Televisión (Antena 3, La Sexta, Neox, Nova, Mega and Atreseries)

### WHAT TYPE OF PROJECTS/PROGRAMS ARE YOU LOOKING FOR?

Finished versions. No projects

### WHO DO YOU BUY FROM/CO-PRODUCE WITH?

N/A

### WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

N/A