

# Spanish Government Pledges to Continue Audiovisual Hub Through Spain Crece Fund

ANNA MARIE DE LA FUENTE

Spain plans to press on with its commitment to the country's audiovisual industry, said Óscar López, Minister for Digital Transformation and Public Administration. Speaking at the conference entitled The New Script of the Audiovisual Industry at the San Sebastian Festival, López said his Ministry would continue supporting its audiovisual industry through the Spain Crece [Growth] Fund.

"When a public policy works, it should be maintained without a deadline. It is the golden age for our audiovisual sector," he said, pointing to a series of record-breaking figures.

"We had the talent, the ideas and the locations. What was missing was the political will and a significant injection of capital," López continued. He pointed to the Spain Audiovisual Hub Plan as a key driver of the sector's development, describing it as "an unprecedented institutional commitment commensurate with the scale of the challenge" that made it possible "to design an economic transformation on an unprecedented scale."

"And here we are, €1.6 billion [\$1.9 billion] later, reaping the benefits and expanding our horizons," he said.

**Statistics Reveal Spain's Dramatic Growth**

Spain is now the European Union's largest film production market in vo-

lume, while audiovisual production in the country grew by 31% in 2025. Spanish productions also account for nine of the 11 most-watched series in Europe, according to figures cited by the minister.

Employment in the sector has doubled since 2020, rising from 30,900 workers to more than 64,000 in 2025.

López noted that "the industry will soon benefit from the €450 million [\$521 million] in investments mobilized by SETT (Spanish Society for Technological Transformation), in companies such as Lazona, Good Films and Aurora Media."

**High Praise for SETT, the Venture Capital Fund of Spain's Ministry for Digital Transformation**

Speaking at the first of three panels, Good Film Studios founder Miriam Segal praised Spain's studios, talent and international potential. Having worked across the U.S., UK and Europe, she said she "didn't know about this incredible" industry infrastructure or the government's "extraordinary passion and commitment" to the sector. For the first time as an independent producer, this support has enabled her to offer pay-or-play deals to actors. Anima Kitchen's José Carlos García thanked SETT for supporting the company's vision, enabling growth, talent recruitment and plans for three high-end animated films in five



Óscar López, Minister for Digital Transformation and Public Administration.

years, adding that SETT would help expand Anima's animation leadership.

**Europe Panel: A Roadmap to the Future**

The panel brought together perspectives from Spain, Greece and Denmark on how Europe can remain culturally diverse while competing globally. Panelists agreed there is no single European audiovisual model, with Carla Redondo of Spain's Ministry of Digital Transformation describing this diversity as "one of the true strengths" of Europe. Spain highlighted incentives, investment, talent and infrastructure, while

Greece stressed using international productions to build local capacity and training. Esben Snoer Iversen Denmark's Culture Ministry emphasized regional cooperation and flexible funding as the media landscape evolves. Speakers also called for greater administrative harmonization and support for emerging creative industries. As Leonidas Christopoulos of Ekkomed put it, "it's all about the stories": strong content ultimately drives international competitiveness.

**Linear Television is Not Dead**

The third panel explored how broadcasters and platforms are adapting to

a rapidly changing audiovisual landscape. Said Mediaset's Fernando Hernaiz "Television is not dead" but has evolved into a broader "ecosystem" spanning linear channels, streaming, production and distribution. "We have a capacity to adapt," he said, noting that television is now "technology, creation, scripts and business." Audience fragmentation and measurement remain major challenges, while the panelists, including RTVE's Alfonso Morales, Atresmedia's Miguel Langle and Movistar Plus' Clara Ruipérez called for regulation that keeps pace with platforms and social media.

**Sneak Peek at the Olsberg-SP Data**

Spain Film Commission's Juan Manuel Guimerans and Leon Forde of Olsberg SPI gave a sneak peek of the Olsberg study of the country's audiovisual sector based on official data, which estimates €20 billion in direct production expenditure between 2020 and 2025, generating nearly €18 billion in gross value added and supporting around 64,000 jobs. Direct investment grew 45%, while gross value added rose 38%. More than half of employment generated by the sector comes through related industries and supply chains, including construction, hospitality and transport. Forde stressed that data is essential for effective policymaking but remains fragmented across the complex industry. They described audiovisual as an "ecosystem" where "all [species] are indispensable," requiring continued investment and balance. A more detailed report will be presented on Sept. 22.

## AGENDA

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| <b>INDUSTRIA</b>                                                                                                                                                                                | <b>Mesa redonda EGEDA. Atraer a la audiencia: las claves del marketing audiovisual desde Hollywood</b><br>MUSEO SAN TELMO, SALÓN DE ACTOS<br><b>10:30-11:30</b><br>Organizado por EGEDA.<br><b>Modera:</b> Carlos Antón (Director de Desarrollo de Negocio, EGEDA)<br><b>Participa:</b> Alejandra Múgica (Consultora de Marketing y Comunicación Audiovisual, ex VP Global Marketing Strategy, Lionsgate) | <b>Mesa Redonda Google y Kinótico. IA: Fomentar la eficiencia y proteger la creatividad</b><br>HOTEL MARÍA CRISTINA<br><b>11:00-12:15</b><br><b>Modera:</b> David Matos (Kinótico)<br><b>Participan:</b> Álvaro Longoria (productor, director de cine, cofundador de Morena Films), Marcos Pérez-Ogilvie (Strategic Content Partnerships, Principal Lead, 100 ZEROS   Google), Jorge Galindo (director, ESADE EcPol), y María Luisa Gutiérrez (CEO de Bowfinger International Pictures) | <b>Algo se cuece en Madrid 2026</b><br>RESTAURANTE MUKA<br><b>12:00-13:00 (Con invitación)</b><br>Organizado por la Comunidad de Madrid y el Ayuntamiento de Madrid en colaboración con el Clúster Audiovisual de Madrid.                                                                                                               | <b>Mesa Redonda Google y Kinótico. IA: soluciones concretas que ya están contribuyendo a mejorar la industria audiovisual.</b><br>HOTEL MARÍA CRISTINA<br><b>12:30-13:15</b><br><b>Modera:</b> David Matos (Kinótico) <b>Participan:</b> Johann Chorón (Director de Alianzas e Inteligencia Artificial Generativa para Cine y Televisión, Google), Lucas Ortiz Estefanell (Director, La Fenêtre), Laura Pedro Albiol (Supervisora de VFX y CEO de Orlando Films S.L.) y Carmen Páez Soria (Subsecretaria del Ministerio de Cultura de España) | <b>WIP Europa. Me Fjalë Tjera / In a Manner of Speaking</b><br>PRÍNCIPE, 2<br><b>15:30-17:07 + 18:00-19:50</b><br><b>Dirección:</b> Val Jashari<br><b>Producción:</b> WAVEMAKER FILMS LLC, LIVE PRODUCTIONS (Kosovo - Montenegro). |
| <b>WIP Latam. Todos los lugares a donde ir / Everywhere Left to Go</b><br>PRÍNCIPE, 7<br><b>09:30-11:08</b><br><b>Director:</b> Ana Tiagx Vélez<br><b>Production:</b> CRISÁLIDA CINE (Colombia) |                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Acuerdo coproducción España-Filipinas</b><br>KURSAAL, SALA 9<br><b>11:00-13:00</b><br>Firma del acuerdo bilateral entre España y Filipinas para la coproducción cinematográfica y audiovisual. Mesa redonda del ICAA y el FDCP para el fomento de las coproducciones entre España y Filipinas.                                                                                                                                                                                       | <b>WIP Latam</b><br>PRÍNCIPE, 2<br><b>12:00-13:43</b><br>O último canto dos pássaros / The Last Song of The Birds.<br><b>Dirección:</b> Beatriz Seigner.                                                                                                                                                                                | <b>Aperitivo Focus on Turquía</b><br>MUSEO SAN TELMO – CLAUSTRO<br><b>13:30-15:00</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Andalucía, destino de cine. Cóctel.</b><br>RESTAURANTE MUKA<br><b>18:00-19:30</b><br>Cóctel profesional organizado por Andalucía Film Commission.                                                                               |
| <b>Desayuno EITB</b><br>HOTEL LONDRES<br><b>09:30-12:30 (Con invitación)</b><br>Organizado por EITB en colaboración con la Academia de las Artes y las Ciencias Cinematográficas de España.     | <b>Aragón 2026: un nuevo escenario que te llevará más lejos</b><br>GASTRONOMY OPEN ECOSYSTEM<br><b>11:00 (Con invitación)</b><br>Organizado por el Clúster Audiovisual de Aragón. Con la intervención de la Excm. Sra. María del Mar Vaquero (Vicepresidenta segunda y consejera de Presidencia, Justicia y Cultura del Gobierno de Aragón) y Excm. Sra. Natalia Chueca (Alcaldesa de Zaragoza).          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Mesa redonda. Foro de Coproducción: 15 años impulsando historias</b><br>MUSEO SAN TELMO, SALÓN DE ACTOS<br><b>12:00-13:00</b><br><b>Modera:</b> Esperanza Luffiego (Festival de Cine de San Sebastián)<br><b>Participan:</b> Bruna Haddad (Ojo de Vaca), Mariana Rondón (Sudaca Films) y Mirlanda Torres (Dynamo Producciones, S.A.) | <b>Cóctel. YouTube y la Nueva Era de la Producción Audiovisual</b><br>HOTEL MARÍA CRISTINA<br><b>13:30-15:00</b><br><b>Modera:</b> Vicky Cazalla (YouTube) <b>Participan:</b> Alec Hernández (Director y Creador - ADHOKERS) y Enrique Alex (Creador y director)                                                                                                                                                                                                                                                                              | <b>Happy Hour Cinemachile</b><br>MUSEO SAN TELMO, CLAUSTRO<br><b>19:00-20:30</b>                                                                                                                                                   |
| <b>15 Foro de Coproducción Europa-América Latina</b><br>MUSEO SAN TELMO<br><b>10:00-20:00</b><br>Citas one-to-one con los proyectos seleccionados.                                              |                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Federación Pantalla celebra a los Festivales de Cine de España</b><br>BALUARTE<br><b>20:30-21:30 (Con invitación)</b><br>Un encuentro informal de networking para celebrar y visibilizar los festivales de cine de España.      |
| <b>XII. Ikusmira Berriak</b><br>MUSEO SAN TELMO<br><b>10:00-14:00</b><br>Citas one-to-one con los proyectos seleccionados                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                    |