



## ITALY will be the European Focus Country at Conecta FICTION 3

### Eleonora Andreatta, director of RAI Fiction, and the Roma Lazio Film Commission will participate in Conecta FICTION

Madrid May 16.- The Focus Country program underscores two countries, one from Europe and one from America, to analyze their industry and to present the particularities of these two territories, their potential as co-producers of audiovisual contents, and the talent of their local creators. Following Chile already nominated as American Focus Country, Italy will be the European Focus Country at Conecta FICTION 3.

**Italy is the European Focus Country.** Conecta FICTION will offer an excellent opportunity to gather and learn more about the great period that the fiction content is experiencing in Italy that benefits from, among other factors, the positive effects of tax credit expansions to the production of television content.

According to the First Report about National Audiovisual Production made by the Audiovisual Producers Association (APA), presented last March in Rome, the media production in Italy is strongly growing, reaching in the last two years an approximate value of a billion euros. The 38% of this amount belongs to fiction content products - *films, series, mini-series, comedies, soap operas, TV series* - that have a production value between 360 and 380 million euros.

Nowadays, Italy is an expanding audiovisual setting and its industry relies on more than 7240 companies, from which half of them focus their activities on fiction content productions for television. The high quality of their productions, their essential cultural connection with America and their experience with European and international co-productions like "Medici", "The young Pope" and "My Brilliant Friend" prove that this European country is a relevant co-production partner to be taken into account.

The importance of international TV series co-production is a fact in the case of Italy. **Eleonora Andreatta** director of Rai Fiction, the Italian public broadcaster in charge of producing and co-producing TV drama said ***"International co-productions represent a strategic area for RAI's TV series, today more than ever. Thanks to the excellent work carried out in collaboration with major partners, (HBO, AMC and NETFLIX among others) and the success of ambitious titles that are a powerful assertion of identity such as 'My Brilliant Friend', 'The Name of the Rose' and the two seasons of 'Medici' - acclaimed series that were also events and sold all over the world - RAI's TV series have seen a great renaissance in recent years, consolidating the appeal of Italian writing, production and talents worldwide.***

***Through the Alliance, RAI has also forged strong links with France Télévision and ZDF to produce international projects with a strong European identity. This is an achievement of the utmost importance for RAI, but one which must be a starting point for broadening horizons still further and relaunching Italian excellence in serial narrative in the international mainstream".***

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In recent years, Italy has also developed its Films Commissions, which aim to promote audiovisual and co-productions, encourage local and foreign companies in the film and audiovisual sector to invest in the regional territories, and raise awareness about cultural heritage, environmental and tourism.

The **Roma Lazio Film Commission** will be present at the third edition of Conecta FICTION along with other Italian companies such as: **Banijay Studios Italy, Cattleya, Culture Synapses, De Agostini Editore, Endemolshine Italy, Fox Networks Italy, Mediaset, Palomar, Effetv festrinelli Group, Publispei, and Tim Vision.**

**Conecta FICTION** is the first international event exclusively dedicated to the co-production of TV fiction series between America and Europe. Pamplona-Iruña (Spain) will host the third edition from June 17-20. It has the support of the Navarra Government through SODENA (Navarra business development entity), the Navarra Film Commission, the SGAE Foundation, and the collaboration of the Baluarte and CLAVNA (Navarra Audiovisual Cluster). Both the design and production of this event are taken care of by [INSIDE CONTENT](#).

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Contacto Prensa y Comunicación:

[evezalve@yahoo.com](mailto:evezalve@yahoo.com) (Eva Zalve International and National press)

[pablosotesm@gmail.com](mailto:pablosotesm@gmail.com) (Pablo Sotés, Navarra press)

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