

## Conecta FICTION 3



### CONECTA FICTION 3: TUESDAY, JUNE 18

#### This was the first day of the international meeting of Networking and Co-Production

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**Conecta FICTION 3 is being held in Pamplona-Iruña, and until Thursday, June 20 will bring together the television fiction industry with the aim of promoting co-production between America and Europe. Below are some of the contents offered in the program of this first day after the inauguration held on Monday, June 17:**

#### **Conecta FICTION Conclusions of the Think Tank: the future of fiction content production for television and Panorama of the co-production of TV series in Europe and Latin America**

More than 50 professionals from the audiovisual world gathered yesterday to discuss the future of productions and television. Concepción Cascajosa, Director of the Master in Film and TV Script UC3M at the Carlos III University, and Sophie Valais, legal analyst at the European Audiovisual Observatory, presented the conclusions of the Think Tank today. One of the most debated topics was co-productions. Valois highlighted that these collaborations work because they are born organically and start from the creative process. On the other hand, Cascajosa emphasized that the new generations consume different types of contents in a different way to those that were established and that fiction can not fight against this trend but adapt to it. Thus, the media will have to interact with viewers more, incorporate social media and evaluate new marketing models.

#### **Fiction series: the tsunami that does not stop Luis de Zubiaurre Wagner, General Deputy Director, GECA Spain**

Luis de Zubiaurre Wagner, General Deputy Director of GEACA in Spain, has started his presentation 'Fiction series: the tsunami that does not stop' from a positive point of view: "Fiction is at an incredible time in terms of levels of production volume and of quality". Although the digital platforms have changed the panorama, Wagner emphasises that they have given the possibility to the audience to discover other contents, "all these platforms are giving us possibilities of seeing series of countries that we could not even imagine and that is enriching a lot the relationship and production capabilities as we are seeing here in Conecta".

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## **The challenge of selling and convincing when presenting an audiovisual project** **Laura Cantizano, Executive Coach, Spain**

Laura Cantizano started her panel ensuring that “a first ‘no’ is usual when a project is being presented for the first time.” Then she gave some keys to transform that ‘no’ into a ‘yes’. “It is fundamental to read a lot and be up to date with everything that happens to be able to take advantage of it in our presentation. It is also very important to be concise, impact with 2 or 3 concepts that can be remembered. You have to talk less and impress more.” The international coach has also been the coach of the participants in CONecta FICTION pitching sessions acting as Pitch Doctor.

## **Navarra, incentives for audiovisual products** **ARPA ABOGADOS CONSULTORES**

Jorge Santos, Partner of the Tax Department of Arpa Abogados COnsultores has highlights how “the new formulas offered in Navarra are awakening a great interest on the part of the sector, which is also perceiving the formal simplification achieved in our community so that the financial mechanisms become agile and effective.”

## **Production and financing of projects from Navarra** **ELIPSIS CAPITAL Y ELIPSIS ENTERTAINMENT.**

Juan Antonio García Peredo, Partner of ELIPSIS CAPITAL: “We focus on independent production, since our activity makes sense where it needs funding. We have finished around 20 projects and right now we have 11 more active in countries around the world that are made from Navarra. We have also activated Dinogames, a transversal animation project that includes a feature film, a series, virtual reality experiences and a video game, co-produced by Spain, Belgium and France and with a budget of over 15 million euros”.

In addition, there was a presentation from the industry of Navarra where Manu Ayerdi, Vice President of Economic Development highlighted the importance of supporting this emerging sector and at the same time strategic now and in the future. Pablo Iraburu, President of Clavna, encouraged all the participants of the international encounter to work in Navarra and to collaborate with professionals and companies of the region.

## **The mobile: a new (re)evolution of audiovisual consumption** **Fernando García Calvo, Video Director for Huawei Europe.**

According to Fernando García Calvo from Huawei, users consume more and more content on their mobile phones, opening an infinite number of possibilities. Therefore, Huawei’s ambition is to become a worldwide distributor of content through its digital platform Huawei Video. One of the purposes of this initiative is to provide opportunities for producers and creators and also for the distribution of content and reach “countries that weren't possible”, with the advantage of not requiring any exclusivity and that the Huawei platform provides consumption data on the contents. He ensures that Huawei looks for creative ways to find collaborations. He also talks about how with the 5G the speed of the devices will be 10 times higher. Huawei users can access this new technology, “we can update devices up to 2 years old so that they can be a potential audience for this video service whose pilot

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experience in Europe is being developed in Spain and Italy.” He clarifies that there are no risks in this technology, “it may be new for us but the engineers have been developing it for 10 years”.

**Invisible Heroes the co-produced series between Finland and Chile that was born in Conecta FICTION and returns to be presented for the first time in Spain to the audience of Pamplona.**

Invisible Heroes is a six episode series co-produced between Finland and Chile, had a presentation panel with the producers of both countries. During the panel they commented how they began to work on the project in common and how the series premiered in April in Finland. Today Invisible Heroes will have its premiere in Spain, at an event open to the public at the Baluarte of Pamplona. Some of the obstacles faced by the production team were programming problems and language barrier, however, this did not prevent them from finishing the series. Liisa Pnttila Asikainen from Kaiho Republic says that “we all had a common goal and they gave their 110% professional effort to achieve this.”

**Conecta FICTION 3 Pitching Sessions**

Throughout the day there have been several pitching sessions in which the selected producers with projects have been able to defend their projects in front of an audience composed by producers, finders, distributors and television channels from Europe and America. Tomorrow Wednesday night the gala and award ceremony will take place. The project or projects that the TVE (Televisión Española) selects for development will be given an award.

Conecta FICTION is the first international event that focuses exclusively on the co-production of fiction series for television between American and Europe. The third edition is being held in Pamplona-Iruña, Navarra (Spain) between June 17 and 20, it is supported by the Navarra Government through SODENA, Society of Development of Navarra, the Navarra Film Commission, the SGAE Foundation and with the collaboration of Baluarte, y Clavna, Audiovisual Cluster of Navarra. The event was designed and produced by Inside Content.

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