

## Conecta FICTION 3



### CONECTA FICTION 3: WEDNESDAY, JUNE 19

#### An intense second day in this international meeting for 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 programme of the second and intense day of this international meeting:**

#### **Panel CHILE Overview, País Focus America Conecta FICTION 3**

The co-production line-up in Chile was born in 2011 and, as it becomes evident with "Ines of My Soul", a Spanish-Chilean co-production, and with "Héroes Invisibles", a Finnish-Chilean co-production, it has achieved great results. Ignacio Villabeitia from the National Television Council (CNTV) of Chile explains that there are not enough funds to produce all the projects and that the solution is to "open up and look for money abroad. We are trying to support the CNTV projects and find a co-production ". The panel's representatives invite international producers to collaborate with Chilean talent. Juan Vicente, Content and International Business Manager from Mega says: "We must join forces to make better products that are capable of breaking through new frontiers." Mega will co-produce with Turkey, Mexico and Colombia. For this reason, the production company Parox is also changing its business model and searching for alliances. This production company is currently developing five projects for different markets, from Brazil to China.

#### **Masterclass with Aurora Guerra, executive producer and scriptwriter from Alea Media,**

"Women are a bit tired of not being able to identify themselves with the role models portrayed on television," therefore, she has encouraged the audience to create roles where, in fiction content, women are as real as possible. She also affirms that she tries to give women protagonists and proactive characters' roles. On the other hand, she stressed how important it is that "each screenwriter can express themselves with creative freedom within a format". In her opinion, the writers of a series must be involved and listened to during the creation process.

In addition, she assured that there is a lot of creative talent in the production of a daily series. As a result, they can achieve a decent product with very little money thanks to people who work hard to have an acceptable quality, as is the case of her series "El Secreto de Puente Viejo". She also added that it would be logical to change the mentality and raise the budget for fiction on a daily series to reach more audiences and have better resources.

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## Children and youth fiction: Which are the challenges addressing the Generation T?

Presented by Joana Carrión from All the Kids Entertainment, Sebastian Vibes from Viacom, and Daniel Gutman from 360 Powwow, they summed up some of the challenges when creating content aimed at children and young people. Gutman pointed out that one of the obstacles is that "the T generation is one of the first generations that is ahead of the producers and creators". This young audience has grown up consuming digital content and is accustomed to immediacy.

Later on, two important points related to youth and children's series emerged: the value of education and transmedia content. Digitization gives access to more content for young people, and one of the concerns is the quality of the series that are currently broadcasted. Sebastian Vibes said that in Viacom there is always an expert in their team specialized in education and that the producers and distributors have a set of regulations to follow.

Vibes and Gutman agree that it is important to discover new talents and find different proposals for the public due to all the changes in the industry. According to the speakers, it is necessary to create more formats for the same story, Instagram photos, podcast, etc. Young people want to know what happens after the series ends and immerse themselves in the character's world. In addition, they need dynamic and interactive content because of their limited capacity of attention and great energy.

### TV series: from Cinderella to queen of the universe Keynote with José Miguel Contreras, presented by Gloria Saló

José Miguel Contreras, producer and partner of La Coproductora, has highlighted key factors of the current situation that the audiovisual market is experiencing both in Spain and globally. He also proposes a revision of the nowadays audiovisual model since it is necessary to have institutional or political support to preserve the rights of creators in the face of large distribution monopolies. Among other interesting topics he has highlighted the importance of Big Data in the industry. According to Contreras, the great value of Netflix is that it knows the tastes of its users; right now, its great power is not the money but the knowledge of its audience.

### Neuroscience as a measurement method for content efficiency. Sponsored by Mediterráneo, Mediaset España Group.

Mediaset España is innovating alongside Sociograph with the way in which they produce television series in Spain for several seasons. The technology developed and patented by the consultancy from Palencia, Sociograph, allows the measurement of the emotions of the spectator watching audiovisual content. The technology measures the reaction of the public, and each and every one of their responses is carefully analyzed taking into account different factors, characters, scenes, plots. Afterwards, these results help to form promotional strategies to highlight the most striking characters, direct the series to a target audience or reduce the duration of a chapter to have a higher rating.

### Case Study: "Inés of My Soul" The Hispanic-Chilean co-production that was also born in Conecta FICION RTVE, BTV and Chilevisión

The series of 8 one-hour episodes will be available on display at the end of 2020 and will begin its shooting in September this year, which will take place in Chile, Peru and Spain. Based on the novel by Isabel Allende, RTVE opts for investing on the series of historical characters. "We wanted to recreate a historical drama, and to count on Isabel Allende's novel was a very important point in favor, it was also very contemporary, with a

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female character as the main protagonist, a story of adventures and in the stage of the conquest of Chile, and all from a woman's perspective. A very interesting book that joined our idea of doing something of great international depth" has expressed Fernando López Puig, Content Director of TVE.

### **Panel HBO Latin America and HBO Spain**

Although HBO's strategy does not include entering the business of volume content, HBO Spain is producing five series simultaneously. According to Miguel Salvat from HBO Spain, these five projects represent five ways of narrating, recording and showing. The series are: "Patria" (an adaptation of the homonymous novel), the comedy "Por H o Por B", the horror series "30 Monedas", the Isabel Coixet series "Fully Love" and "El Pionero", a documentary on Jesús Gil.

The three elements of HBO's business model are a great diversity of titles, a variety of content and low subscription prices. Salvat said that the original production has two objectives. In the short term, it has a commercial objective, "this is a business and I have to get some clients and retain those customers". In the long term, the goal is to "add valuable attributes to the brand so that the perception of HBO at the local level rises".

### **Co-producing with Regional TVs: from local to global consumption.**

**With the participation of representatives of Televisió de Catalunya TV3, Euskal Telebista and Aragón TV.**

Oriol Sala-Patau from Televisió de Catalunya TV3 commented on how people can work from a regional channel in co-production. "We try to find these complicities in the most natural way possible". Televisió de Catalunya worked on "La Mujer del Siglo" in co-production with Televisión Española. The scenes were filmed in Spanish and Catalan so that no dubbing is needed and each production company has its own product. They hope to apply this filming formula in future co-productions.

Josu Bilbao from Euskal Telebista also intervened: "We will have to look for ways to invest on our projects, but leave the room for bigger projects". Eitb showed his co-production with Telemadrid "The victim number 8", which will be available soon on Netflix.

Accordingly, Jaime Fontán from Aragón TV confirmed that, in their channel, they are also open to expand their productions and collaborate with other regional channels. "We seek to do something local but at the same time collaborate with other channels such as Eitb or Televisió de Catalunya".

### **Panel Viacom International Studios: A culture of content.**

Viacom International Studios is a creation, production and content distribution company; however, it is defined, humbly, as a creator of stories. Viacom wants to establish alliances with any region to create content in any format or genre, and aimed for any platform. Darío Turovelzky from Viacom confirms that Europe is essential for Viacom, "to maximize our combined production power we have expanded our study to Europe creating Viz UK and Viz Madrid". Their goal with this step is "to create stories that cross borders". An example of this is "Atrapa a un ladrón", an adaptation of "To Catch a Thief" in a series format of 10 episodes, which took place between Barcelona and Buenos Aires. The executive said that its essence is the content and, therefore, part of its strategy is based on associating with companies that have different and varied proposals.

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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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