

## Conecta FICTION 4



### THE EUROPEAN CO-PRODUCTION FORMULA AND TIPS FROM TOP EXECUTIVE WOMEN IN THE AUDIOVISUAL INDUSTRY.

**Madrid 17 June, 2020.-** On today's panel of **CONECTA Spotlight**, moderated by **Pedro Barbadillo** Director of Mallorca Film Commission, Anikka Schmidt, HR International Fiction de ZDFneo, Germany, Ben Donald, Executive producer and founder of Cosmopolitan Pictures, UK, and Mike Day, CEO of Palma Pictures, talked about the co-production **THE MALLORCA FILES**, a crime series shot in the Spanish island of Mallorca, addresses the relationship between an ambitious British detective and her careless German partner.

In the panel, **Donald** declared that there are a lot of crime shows because it's a mechanism that works. He emphasises the position the series consciously takes in the well-served world of crime series; *"a position we'd identified as vacant amongst so many procedurals: one focused on the rapport of the characters and the island, rather than the crimes"*. **THE MALLORCA FILES** explore the relationship between England and Germany in a third country (Spain and Mallorca) symbolically "invaded" by both of them. As **Day** mentions, the locations play a big role; and in this TV series a lot of weight is given to display the between the island and to create an emotional bond with it too.

This is a clear example of success and viability of international co-productions. **Schmidt** mentioned that they have had plenty of good experiences with the British market, and that they are always searching for this type of program. The series is now in post-production of its second season and it has already been sold in 60 countries. Moreover, it has been broadcasted in the United Kingdom, through the BBC, as well as in Germany, through ZDF.

One of the leading panels of the online version of **Conecta FICTION Reboot** certainly was the live session **DIVERSITY: CONECTA WO(MEN) – TIPS FROM TOP EXECUTIVE WOMEN IN THE AUDIOVISUAL INDUSTRY**. Organized in collaboration with the Worldwide Audiovisual Women's Association **WAWA** under the brand of **Conecta WO(MEN)**. **Géraldine Gonard**, director on the event, introduced the panel and gave way to the moderators Roxana Rotundo, CEO VIP 2000 TV. and Vanessa Velázquez, VP New Business Springmedia, who combined questions of current affairs with questions of the role of women in some positions in the industry. Moreover, the guest executives were:

- **Pilar Blasco** – CEO EndemolShine Iberia (Spain) who commented on the complexity of the current financial models and how the producers have a long tradition of economizing as much as they can. As all the agents of content production are on the same ecosystem, in Spain (where a 40% drop in publicity is expected) it is going to affect everyone. Moreover, regarding the shift in the market models that we are currently living, she highlighted the importance of collaboration between all the partners. This situation has caused producers to become more aware of the chain of value each right has. We have to redefine the figure of the independent producer, who risks the most in the development of projects, and who invests on talent even with the corresponding risks.

Una iniciativa de

Apoyado por

Con la colaboración de

INSIDE  
CONTENT

Nafarroako  
Gobernua  
Gobierno  
de Navarra

nido  
NAVARRA DE INFRAESTRUCTURAS  
DE CULTURA, DEPORTE Y ODO

SODENA  
INVEST IN NAVARRA

fundación sgae

CLAVNA

NAPAR  
Asociación de Productores y Profesionales  
del Audiovisual en Navarra  
Nafarroako Gaurko Audiovisualaren  
Enbuzterekin elis profesionalak

She also emphasized the importance of easy access to credits and governmental aids to implement the tax breaks to help out producers.

- **Myriam Lopez-Otazu** - VP Content, Sourcing&Acquisitions EMEA, Discovery Communication (UK) said that there is a trend on lowering budgets, but we also need to consider that there will be a considerable need of aid for producers for them to cover the new expenses. She added that airing new content no longer has the same cost than before the health crisis. From now on, the good ideas are going to prevail and to look for new partners with brilliant ideas is the way to stay afloat.
- **Paola Suárez** – Partner and producer of Jaque Content (Argentina) talked about the role of the showrunners, and the characteristics and knowledge that people in that position must have. The executive highlighted experience and education as two key elements to take on this role, and she added that there are not too many women but also there are no obstacles for women to assume these positions. In this new normality, where we can reach new schemes of co-production, the role of the showrunners is vital to pick up on what different co-producers think and believe.
- Finally, **Patricia Arpea** – Head of business & Commercial Affairs de Publispei (Italy) described the panorama Italy is going through, and how the production schemes are changing to adapt rapidly and to resume productions in this current situation (where insurance companies are not covering producers due to the pandemic). This has led to changes in the script, which is not easy without aids. The executive commented that RAI is renegotiating budgets in the renovation of actors and anchors. The standstill everyone is living allowed us to reflect and find new ways of doing business, which potentially could be positive.

To conclude, each executive summarized the current situation with one word: **humility, resilience, opportunity, sorority** and **solidarity** were the five words used by the female leaders of the audiovisual industry.

All the panels of Conecta FICTION have continuity through the **CROSS-TALKS**, where the spectators can discuss and share topics related to the industry, the talent, the co-productions and also the role of women in the audiovisual industry. Today the following speakers were happy to share their experiences with the audience:

#### CROSS-TALKS DIVERSITY: CONECTA WO(MEN) – SESSION II

**Irene Jiménez** – Journalist in Audiovisual 451 (Spain), **Francisco Cordero** – Founder & CEO de BTF Media (Mexico), **Paola Suárez** – Partner-Producer of Jaque Content (Argentina), **Virginia Yagüe** – Writer for TV and Films, Vice-president of CIMA (Spain),

#### CROSS-TALK: REBOOTING THE CO-PRODUCTIONS

**Raffaella Bonivento** – Executive Producer and Consultant of Bonivento Consulting (Italy), **Marcelo Tamburri** – VP Scripted Content Development of Turner (Latam), **Sandra Ouais** – Manager Director y Productora de Elephant International (Francia).

Conecta FICTION, one of the most important co-production TV series event between America and Europe will be held in 2020 in two interaction levels, one online and another one on-site. The programme of activities will open in an online format **on the week of June 15**, the same month when the fourth edition of this international event was originally scheduled. Meanwhile, and due to exceptional circumstances, the on-site event moves to **September 2020** and will include the presentation of the projects selected for the different pitching sessions of Conecta FICTION 4. The fourth edition of **Conecta FICTION** will be held in the Baluarte, Congress Center and Auditorium of Navarra, in Pamplona-Iruña (Navarra, Spain), **on September 2 to 3, 2020**.

The fourth edition of **Conecta FICTION** has the support of the government of Navarra through NICDO (Navarre Infrastructure of Culture, Sport and Leisure) and SODENA (Society for the Development of Navarra) and the SGAE Foundation, and is receiving cooperation from CLAVNA (The Audiovisual Cluster of Navarra) and NAPAR (Navarre Association of Producers and Audiovisual Professionals). Inside Content is responsible for the design and production of the event.

More information in: [www.conectafiction.com](http://www.conectafiction.com)

Eva Zalve / [vezalve@yahoo.com](mailto:vezalve@yahoo.com) / [communication@conectafiction.com](mailto:communication@conectafiction.com)

Una iniciativa de

Apoyado por

Con la colaboración de



Una iniciativa de

Apoyado por

Con la colaboración de

