



Rebooting the Audiovisual Industry

Ran Tellem (“Homeland”) & Nicola Serra (“Inspector Montalbano”) Keynote Speakers at Conecta FICTION Reboot.

Pamplona, August 24, 2020- Today’s press conference presented the second phase of Conecta FICTION Reboot, which will take place from 1 to 3 September at the Baluarte Conference Centre and Auditorium of Navarra in Pamplona (Navarre). The hybrid edition of the fiction series co-production event will be developed there but can also be followed in digital format until September 11th.

This meeting was also held in a hybrid format, with the virtual presence of its director, Géraldine Gonard, and the physical presence of Ignacio Apezteguia, Director General of Culture of the Government of Navarra, and Izaskun Goñi, Director General of Business Policy of the Government of Navarra. In addition, Javier Lacunza, Director of NICDO, conducted the event.

Géraldine Gonard, director of the event, thanked the Government of Navarra for the chance to create community around Conecta FICTION Reboot in June and September: *“The feeling of professional community that has developed is very strong, and so is the commitment of many industry executives to have an active presence in Conecta, either in person or virtually. We want to reciprocate: we promise that we will discover a lot of talent, that we will be inspired by Conecta’s Keynotes due to the great experience and background of its main speakers, and that we will tackle financing in detail. We will present interesting, new and exclusive data, from the hand of some of the most respected consultant firms in the television market. But, above all, we are going to do as much as we can to enable our participants to get back in touch and facilitate the decision-making and the production of new content”*.

Afterwards, the director of the event offered a general overview of the Conecta FICTION Reboot program, emphasizing the two ways of access and that the contents are specially developed to generate networking spaces, both physical and virtual. As an example, she mentioned the Cross-Talks with investors, the private online meetings called MEET-UP 1:1, and 1:5 speed datings sessions with up to 5 participants. She also mentioned that participants can directly manage their agenda through the web, watch the pre-recorded Keynotes and review the catalogue with all the projects of the pitching sessions. In addition, we will have the Conecta Live Panels and other activities that will take place in person and will be available to participants on the platform until 11 September.

She also stressed that there will be moments during the event in which the platform will be giving universal access without registration, which will allow people to watch the Awards Gala live from Baluarte on September 2.

The following highlights were included in the program overview

KEYNOTES of Conecta FICTION.- (online, SEPTEMBER 1-11). Inspiration and better understanding of the audiovisual business today by prominent figures in the industry. In addition to the list of names previously communicated: **Ran Tellem**, Head of International Content Development at Mediapro Group (Spain), who won an

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Emmy as Executive Producer of **"Homeland"** and **Nicola Serra**, CEO of Palomar, one of Italy's most vibrant production companies and known worldwide as the producer of **"Inspector Montalbano"** and **"The Name of the Rose"** which he co-produced with Tele München Group and RAI Fiction. Palomar has also adapted the Spanish hit **"Red band Society"** for Italy.

CROSS-TALK FINANCING. - (TUESDAY, SEPTEMBER 1) Experts and investment funds will explain the keys to achieving economic viability of audiovisual projects. There will be 3 meetings with different dimensions: national (Spain), European and America (focused on Latin America). With the participation of **Elipsis Capital**, **Arpa Abogados**, **Black Panther Film**, **ADM Audiovisual**, **Artur Andersen Group**, **BTF Media y Condeco**.

PITCHINGS SESSIONS. - (WEDNESDAY SEPTEMBER 2) Presented once again by Manuel Feijó, the sessions will be a combination of projects defended by their creators live on stage and others with online presentations. Before the start of the main pitching session, we will review the status of projects in development and production that originated in previous editions of Conecta FICTION. Between the pitching sessions, the SPEED DATING time will be open to give the opportunity to have exclusive meetings and small groups gatherings around the projects.

WORLD PREMIÈRE: "INÉS OF MY SOUL". - (WEDNESDAY SEPTEMBER 2) It will be presented for the first time in the Baluarte AUDITORIUM for those accredited for the face-to-face event and for the people in the city of Pamplona. Fernando López Puig, Director of Content, Channels and Programme Production of RTVE (Spain); Jorge Redondo, Executive Director of Fiction of Boomerang TV (Spain) and its main characters Elena Rivera and Eduardo Noriega will be present in Pamplona. Assisting through online connection from Chile, Consuelo Silva, executive producer of Chilevisión-Turner (Chile), and Nicolas Acuña, the director of the series.

THE AWARDS- CONECTA FICTION REBOOT (WEDNESDAY SEPTEMBER 2, 20h00 (CEST)) from the AUDITORIUM Room in Baluarte and with open access through the event's website. The winning finalist of the 2020 edition of Conecta FICTION are selected from all the projects, according to the subjective criteria of their sponsors. The prizes in this edition consist of one or more "project development contracts" offered by TVE and Playz for projects in the Pitch Copro Series and Pitch Fundación Sgae sessions. While one of the projects of the Short-Form Series session will receive the music from ACORDE, ARPA ABOGADOS will offer 10 hours of consulting and legal advice for a project that has been presented in any of the 4 sessions of Conecta FICTION 2020; Pitch Copro Series, Pitch Short-Form Series, Sgae Foundation and Pitch Digiseries.

REBOOTING THE AUDIENCE in 4 Panels of Conecta FICTION Reboot. - (THURSDAY SEPTEMBER 3) The last day of the face-to-face event is dedicated to new narrative angles and highly topical elements that, like the music and podcasts, provide a new starting point for rethinking the audience.

| STORY OR FACTS, WHY NOT BOTH? THE REALITY OF DRAMA DOCUS | THE WIN-WIN MUSIC AND FICTION. | DRAMA PODCAST KILLED THE RADIO STAR | HOW TO BRING TELEVISION CLOSER TO DIGITAL AUDIENCE |
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| <p>Moderated by Krishan Arora - International Content Consultant for SBS Australia & Founder of Mixing Media (UK)</p> <p>With the participation of: Christian Beetz - Documentary Producer of Gebrueder Beetz Filmproduktion (Germany) David André - Director & Showrunner (France) Jorge Ortiz - Head of Content of Movistar+ (Spain) Emma Frank - Writer & Director of Lambert Productions (UK)</p> | <p>Moderated by Marina Such - Journalist of Fuera de Series (Spain) & Arturo Olea - Business Development Director of Music Library & SFX (Spain)</p> <p>With the participation of: Juan Tomás Tello - Music Supervisor ("Money Heist", "Locked Up"...) (Spain) Julia Michels - Music Supervisor ("A Star is Born", "Trolls", "Pitch Perfect"...) (USA) Jen Malone - Music Supervisor ("Euphoria", "The Umbrella Academy"...) (USA)</p> | <p>Moderated by Roger Casas-Alatriste - CEO of El Cañonazo Transmedia</p> <p>With the participation of: Dany Saadia - Founder & CEO of DIXO (Mexico) Sergio Domínguez - Managing Director of Acast Mexico (Mexico) Javier Celaya - General Director of Podimo Spain & Latam (Spain) María Jesús Espinosa de los Monteros - Director of Podium Podcast. PRISA RADIO. (Spain)</p> | <p>Moderated by Géraldine Gonard - Director of Conecta FICTION (Spain)</p> <p>With the participation of: Arturo Yépez - CEO of Touché Films (Ecuador) Bastian Manintveld - CEO of 2BTube (España) Margie Moreno - International Creative Executive for Youtube (USA)</p> |

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CONECTA SPOTLIGHT.- (WEDNESDAY SEPTEMBER 2 & THURSDAY 3). The sponsored space for companies and institutions.

| ARPA | SERIES ON THE MOVE: Sponsored by Mallorca Film Commission | SERIES ON THE MOVE: Ana. Sponsored by ZDF ENTERPRISES |
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| <ul style="list-style-type: none"> - Jorge SANTOS – Partner and Director Tax Department ARPA ABOGADOS CONSULTORES. - David ASIN MARTINEZ, Tax Advisor ARPA ABOGADOS CONSULTORES - Gerardo HERRERO, Producer TORNASOL | Pedro Barbadillo, Director of Mallorca Film Commission | Moderated by: Susanne Frank – ZDF Enterprises <ul style="list-style-type: none"> - Mariela Besuievsky_ Tornasol(Producer) - Elena Bort Rambla_ DeAPlaneta (Producer) - Roberto Santiago – Author - Mar Díaz – Executive producer RTVE |

Over the next few days the team will announce the protagonists of the EXCLUSIVE INTERVIEWS of Conecta FICTION Reboot as well as previews in the program that will be offered exclusively online from September 4 to 11, 2020.

The registration period for Conecta FICTION Reboot, in either of the two event formats (virtual and/or in person) is open since May 15th. Registration can only be done through the Conecta FICTION website.

Conecta FICTION, the most important TV series co-production event between America and Europe, will take place in two spheres of interaction, one virtual and the other on-site. The program was inaugurated online the week of 15 June, month in which the fourth edition of the international event was originally scheduled to take place, while the face-to-face event will be rescheduled to September and will include the presentation of the selected projects to the various pitching sessions of Conecta FICTION 4. The fourth edition of Conecta FICTION will be held at the Baluarte Conference Centre in Pamplona (Navarra, Spain) on September 1-3, and online from September 1 to 11.

The fourth edition of Conecta FICTION is supported by the Government of Navarra through NICDO (Navarra's Cultural, Sports and Leisure Infrastructure) and SODENA (Navarra's Development Company) and the SGAE Foundation, and has the collaboration of CLAVNA (Navarra's Audiovisual Cluster) and NAPAR (Navarra's Association of Audiovisual Producers and Professionals). Inside Content is in charge of the design and production of the event.

Más información en: www.conectafiction.com

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