

Conecta FICTION 4



THESE ARE THE PROJECTS AWARDED IN THE FOURTH EDITION OF CONECTA FICTION

Presentation of the series 'Ana Tremen', an international co-production between RTVE (Spain), ZDF (Germany), Tornasol Films and DeAPlaneta.

Pamplona, September 2, 2020.- The second day of Conecta FICTION took place in the Baluarte, Pamplona (Navarre, Spain). During the morning, two panels were offered and the presentations of the 28 projects that were competing for the prizes of the fourth edition of Conecta FICTION began. The projects were divided into sections: PITCH COPRO, for international projects in search of co-producers, PITCH SGAE Foundation, in which projects from the laboratory of fiction series of this entity have been presented, and the PITCH SHORT FORM, dedicated to projects of series under 30 minutes of duration, as well as the PITCH CLIPS, call of the Spanish scriptwriters' union ALMA, whose format of presentation of the selected projects is a video presentation by the author of the project that was screened throughout the day.

PANELS OF THE DAY

NIELSEN KEYNOTE: THEUS SPANISH-SPEAKING MARKET.- live through an online connection from the United States and moderated by Geraldine Gonard, **Harry Brisson** (Vice President of Strategy and Innovation at Nielsen and Director of Nielsen Media Lab, United States) and **Stacie M. de Armas** (Senior VP of Diverse Consumer Ideas and Initiatives, Diversity, Equality and Inclusion Practices at Nielsen, United States) presented the most important data from the study on this market. Among others, they mentioned the growing importance of Spanish-language media in the United States or the presence of Spanish speakers on all platforms in this market. This panel can be seen online at the Conecta fiction website until September 11th.

PANEL SERIES ON THE MOVE: “ANA: ALL IN”

The series portrays the world of games and gambling, characteristics of a social reality that immediately captured the attention of RTVE and ZFD. Both channels did not hesitate to participate in this co-production presented by Tornasol Media, and in which DeAPlaneta also participates.

After showing exclusive footage of the series, which establishes Maribel Verdú's return to television, the participants in the co-production shared information about it, such as the choice of Pamplona as the city where a part of the story takes place. This decision was not accidental. In addition to the tax incentives, they opted for this place because of the previous experience of shootings that the production company Tornasol had in Navarre. They described this decision as “very easy”, since the technical and human teams complement each other and things work

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efficiently. The moderator was Susanne Frank, Director, ZDFE. Drama (Germany). The panel counted with the participation of Mariela Besuievsky, Founder producer of Tornasol Media (Spain); Mar Díaz, Executive Producer, RTVE (Spain); Elena Bort, Director of Fiction Contents and Distribution, DeAPlaneta (Spain); and Roberto Santiago, Author, creator of the series and co-writer (Spain).

Conecta FICTION Reboot Awards Gala

The awarded projects of the 2020 edition of Conecta FICTION were announced live from the Baluarte AUDITORIUM, with open access via the event website. The prizes for 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. Moreover, one of the projects of the Short-Form Series session will receive the music from ACORDE, and ARPA ABOGADOS will provide 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. The winners of the fourth edition of Conecta FICTION are:

<p>ACORDE Award: 'In the mood' by Efrén Tarifa and Álvaro Valmorisco</p> <p>Presented in: PITCH SHORT FORM SERIES</p>	<p>ALMA Award: 'Madrid Apollo' by Fran Ventura</p> <p>Presented in: PITCH CLIPS</p>	<p>ARPA Award: 'Lisbon Noir' by Artur Ribeiro</p> <p>Presented in: PITCH COPRO SERIES</p>
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<p>PLAYZ Award: 'Unreal' by Paula Sánchez y Alberto Utrera</p> <p>Presented in: PITCH SHORT-FORM SERIES</p>	<p>TVE Award: 'DEMOKRACY' by Pedro García Ríos y Rodrigo Martín Antoranz</p> <p>Presented in: PITCH FUNDACIÓN SGAE</p>
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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 (Navarre, Spain) on September 1-3, and online from September 1-11. 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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