

Conecta FICTION 4



Conecta FICTION sheds light on the situation of the audiovisual industry as it closes its face-to-face event

The event continues online presenting new content until September 11

Pamplona, September 3, 2020.- The last day of the on-site version of **Conecta FICTION Reboot** took place in Baluarte (Pamplona, Spain). The event started with the screening of the finalist projects of the Pitch Clips Category, which includes “Madrid Apollo” –a project awarded with the ALMA AWARD yesterday during the **Conecta FICTION Reboot Awards Gala**. Throughout the third day: five panels, the SPOTLIGHT PANEL: MALLORCA FILM COMMISSION, the screening of the making-of of the original Youtube series “MORTAL GLITCH” and the closing event of the on-site event took place.

TODAY'S PANELS

GECA: NEW AUDIOVISUAL NARRATIVES

This panel included the online participation of **Kike Lozano**, General Director of GECA (Spain), and the physical participation of **Ruth Calvo**, Director of International Development of GECA (Spain). For thirty minutes, the two representatives of the specialized consultancy firm devoted themselves to explain step by step the data and trends of fiction consumption nowadays. Even if, in the words of Kike Lozano, "the home king is still the TV", they also discussed second screens, digital content and the innovation to find new narrative strategies that fully exploit the potential of this era of fiction.

REBOOTING AUDIENCES: STORY OR FACTS, WHY NOT BOTH? THE REALITY OF DRAMA DOCUS

This hybrid panel was moderated by **Krishan Arora**, International Content Consultant for SBS Australia and founder of Mixing Media (UK). **Christian Beetz** (Independent Documentary Producer at Gebrueder Beetz Filmproduktion, Germany), **David André** (Filmmaker and Showrunner, France), **Jorge Ortiz** (Head of Content at Movistar+, Spain), and **Emma Frank** (Screenwriter and Director at Lambent Productions, UK) were also there online. This genre was described as a process that has evolved and has a solid base in the voices of the protagonists. That is why it has consolidated among new audiences as one of their preferred ways of representing reality. Footage from the panelists' most recent productions was also screened. And the first images of **Rohwedder** (**Christian Beetz's** new production that will premiere on **Netflix** on September 25th) were released in this edition of **Conecta Fiction Reboot**.

REBOOTING AUDIENCES: THE WIN WIN MUSIC AND FICTION

Marina Such (Journalist at Fuera de Series, Spain) and **Arturo Olea** (Business Development Director at Acorde Music Library & SFX, Spain) moderated the panel dedicated to music supervision. **Julia Michels** (Music Supervisor of "A Star is Born" and "Pitch Perfect", USA) and **Jen Malone** (Music Supervisor of "Euphoria" and "The Umbrella Academy", USA) participated digitally, while **Juan Tomás Tello** (Music Supervisor of "La Casa de Papel" and "Vis a Vis", Spain) and **Omar Tenani** (Music Supervisor and Founder of Yembe! Agency, Spain) attended the panel in person. The four panelists

emphasized the value of music for the narrative of any story and the need to take it into consideration when making budgets. They also spoke about the benefits for the music industry, since audiovisual productions have the power to "give a second life and a new end" to music that had already been forgotten.

NAVARRA, INCENTIVES FOR AUDIOVISUAL CONTENT

Javier López Blanco (Producer of Tornasol Media, Spain), **Jorge Santos** (Managing Partner of the Tax Department of ARPA Lawyers Consultants, Spain) and **David Asín Martínez** (Associate and lawyer of the Tax Department of ARPA Lawyers Consultants, Spain) participated in this panel focused in the advantages of producing in Navarra. Among other things, they praised the attitude and willingness of the Government of Navarra, the "easier and faster" loan system, and the "culture" of Navarra's investors who have a positive and secure perception about financing audiovisual projects.

REBOOTING AUDIENCES: DRAMA PODCAST KILLED THE RADIO STAR

Moderated by **Roger Casas-Alatraste** (CEO of El Cañonazo Transmedia, Spain), this panel included the virtual participation of **Dany Saadia** (Founder and CEO of DIXO, Spain), **Sergio Domínguez** (Managing Director of Acast, Mexico), **Javier Celaya** (Managing Director of Podimo Spain & Latam, Spain) and **María Jesús Espinosa** (Director of Podium Podcast - Prisa Radio, Spain). In this panel they discussed entertainment podcast production, and the difference between the markets and audiences in the United States, LATAM and Spain.

REBOOTING AUDIENCES: HOW TO BRING TELEVISION CLOSER TO DIGITAL AUDIENCES

The last panel of the day was moderated by the director of the event **Géraldine Gonard** and included the participation of **Arturo Yépez** (CEO of Touché Films, Ecuador), **Bastian Manintveld** (CEO of 2bTube, Spain) and **Margie Moreno** (International Creative Executive for Youtube, United States). Throughout this hour, strategies to attract new audiences were discussed. They also talked about influencers and their ability to create proximity with the younger generations.

Short-Form Series Emmy® Awards Semifinal

Inside Content, together with the International Academy of Television Arts & Sciences, organized the **Short-Form Series Emmy® Awards Semifinal**. The jury was formed by 12 professionals: **Charline DE LEPINE** (MACONDO), **Steven BAWOL** (HELION SPS), **Ignacio R. DE MEDINA** (BLACK PANTHER GROUP), **Estibaliz BURGALETA** (scriptwriter), **Natxo LOPEZ** (scriptwriter), **Pilar DE LAS CASAS** (AMC NETWORKS), **Jaime FONTÁN** (TV ARAGON), **Laura MIÑARRO** (ATRESMEDIA TELEVISIÓN), **Agustín Alonso GUTIERREZ** (RADIO TELEVISIÓN ESPAÑOLA RTVE), **Jorge REDONDO** (BOOMERANG), **Fernando LOPEZ PUIG** (RTVE) and **Beatriz ACINAS** (AD HOCKERS). The semi-final process is coordinated worldwide by the Academy directly. The names of the finalists in each category of the **Emmy® Awards** will be known in early fall, and the winners will be announced in the 48th edition of the most prestigious international television awards in the world. **The Emmy® Awards Gala** will be held in November 2020 in New York.

During the closing ceremony, **Géraldine Gonard** revealed the official numbers of the event: 473 accredited professionals, 258 of which opted for the hybrid package so they could attend in person if possible. And, to complement the networking atmosphere created in Baluarte, she also briefed the content that will be available through the online platform next week.

Some examples are: **Connecting with...** **Felix Viscarret** (director of the series PATRIA) and **Sara Gi-raudeau** (French actress); **CROSS TALKS FINANCING** with **Gustavo Fuentes** (General Director, ADM

AUDIOVISUAL, Spain), **Patricia MOTILLA** (Partner ARTUR ANDERSEN GROUP, Spain), **Angel Zambrano** (Content Producer, CONDECO, Argentina), **Edgar G. Spielmann** (Managing Partner, SCREEN CAPITAL S.A., Chile) and **Francisco Cordero** (Founder & CEO, BTF MEDIA, Mexico); **Conecta TALKS Live: "TIPS FROM FEMALE LEADERS IN THE AUDIOVISUAL INDUSTRY"**, in collaboration with WAWA, with **Cristina Alcelay** (South Hub Content Development Sr. Director VIACOMCBS at ViacomCBS Networks International) and **Joanna Lombardi Pollarolo** (Head Of Fiction Latinoamerica Movistar - Showrunner, Producer, Director, Screenwriter and Consultant); and the webinar on **"The return of events and markets: Digital, face-to-face or hybrid? "**, in collaboration with PRODU magazine, with **Pavel Friedmann** (founding partner of Tango360), **José Iñesta** (director of the Pixelatl Animation Festival), **Angélica Lares** (director of Industry and Market of the Guadalajara International Film Festival) and **Géraldine Gonard** (director of Inside Content, Conecta Fiction and OnSeries).

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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