

## Conecta FICTION 4



### Conecta FICTION Reboot returns in September Program Brief (I)

- The hybrid edition restarts the face-to-face events in the international television fiction industry.
  - Harry Brisson, Director of the Nielsen Media Lab, will present an exclusive report about the Spanish-speaking audience in the United States and the opportunities in this market.
  - A program reinforced with keynotes, workshops on financing and panels that analyze the situation and the future of the audience of fiction in television and beyond.
- 4 pitching sessions for projects funding: PITCH COPRO, SORT-FORM PITCH, Fundación SGAE and Pitch Clips.

**Madrid August 18, 2020.**- Preparations for the second phase of **Conecta FICTION Reboot** have not stopped during the summer, focusing on **September 1-3 at the Baluarte Conference Centre in Pamplona-Iruña (Navarra, Spain)** where the hybrid edition of the fiction series co-production event will take place. The keynotes, pitching sessions and panels as well as the interprofessional connection platform will remain active **online for all registered participants until 11 September 2020.**

**Géraldine Gonard**, director of **Conecta FICTION**: *"September 1st will resume the face-to-face activity in the international television fiction industry. For the second phase, we already have more than 400 accredited professionals, 50% of whom are executives who registered to attend the on-site event in Pamplona or have opted for "hybrid format" registration and will decide at the last minute, depending on the circumstances, because there is total flexibility. The Government of Navarra and the organization of CFR are committed to guarantee the health and wellbeing of all the participants who come to Pamplona and we are working on new virtual contents and formats to keep the audience connected from anywhere in the world and in online access until September".*

#### Program Brief (Highlights I)

Although the pandemic limits international traveling, **Conecta FICTION Reboot** will offer an extensive program of activities for all participants, for those who can attend in person and those who connect online. To be able to carry out this program, **Conecta FICTION Reboot** collaborates with almost one hundred international executives thanks to whom the event will offer exclusive contents, great international sessions, announcements, business news and screening of international series in co-production. The final program will be presented in the next few days at a press conference from Baluarte, Pamplona-Iruña (Navarra, Spain). **Below there is a brief preview of the content.**

**The keynotes of Conecta FICTION Reboot** with interviews to top level professionals with international profiles in production and creation of fiction today. Leading executives who will talk casually about what the industry is going through, their professional plans and their personal side as spectators. Among others, some people that will be in Conecta are: **Leonardo Aranguibel**, Head of Production, Operations and Strategy. **The Buena Vista Original Productions Latin America**; **Montse García Álvarez**, Director of Fiction, **Atresmedia**; **Fernando López-Puig**,

Content Director, **TVE**; **Domingo Corral**, Director of Original Production, **Movistar+**; **César Benítez**, Executive Producer and President, **Plano a Plano**; **Vanessa Garde**, Film and Television Music Composer; **David Beriain**, Director and Founder, **93 Metros** and **Félix Viscarret**, Director of Film and Television Fiction.

### **CROSS-TALKS: focus on financing**

Exclusive workshops for the encounter of production professionals and talent with the world of audiovisual content financing, experts and investment funds. There will be **3 meetings with different dimensions: national (Spain), European, and American with a focus on Latin America.**

### **Projects funding: 4 pitching sessions and 28 finalist**

- 12 international finalists in the **Pitch COPRO** session
- 5 finalist in the **SHORT-FORM Pitch**
- 6 finalists of Pitch **Fundación SGAE**
- 5 **PITCH CLIPS** finalists of the ALMA session

### **The panels of Conecta FICTION Reboot will focus on the audience**

- **Consulting and data analysis**

**Harry Brisson**, director of the **Nielsen Media Lab**, will present an exclusive report on the Spanish-speaking audience in the United States and the difference between this audience (that already exceeds 57 million people) and the American market at Conecta FICTION. **Kike Lozano**, General Manager of **GECA**, a specialized consultancy firm and part of the Mediapro Group, will focus on "**Audience Measurement in New Narratives**". This panel aims to anticipate the trends for the coming years and offer the keys to understand what makes new generations approach audiovisual content, or what formats and narratives are multiplying their consumption.

- **REBOOTING AUDIENCE: Opinion panels focus on Audience**

Under the title of **REBOOTING AUDIENCE Conecta FICTION Reboot** will offer **4 panels** in which topics such as the awakening of the contents known as "**NON-FICTION**" and its growing consumption thanks to the offer of the OTT platforms (especially the dramatized documentary) will be discussed. This panel will be moderated by **Krishan Arora**, International **Content Consultant for SBS Australia and founder of Mixing Media**. Another topic will be **the connection of fiction music and the audience**, as well as its exploitation as *ancillary rights*. The panel will be moderated by the journalist **Marina Such** and will include well-known international music supervisors. **The growing power of podcasts** will be the subject of another panel moderated by **Roger Casas-Alatriste**, CEO of El Cañonazo Transmedia. Finally, the fourth panel will analyze a shared concern: **How to bring television closer to the digital natives**. **Géraldine Gonard**, director of **Conecta FICTION** will moderate this panel that will conclude the **Conecta FICTION** program.

The **Conecta FICTION Reboot** accreditation period is open from May 15, 2020. The registration is only available 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 (Navarre, Spain) on September 1-3, and online from September 1 to 11. 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 Navarre) and the SGAE Foundation, and is receiving cooperation from CLAVNA (The Audiovisual Cluster of Navarre) 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)

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