

Conecta FICTION 4



Hybrid edition final assessment

Talent and industry endorse the realization of Conecta FICTION Reboot

- 12 keynotes, 5 exclusive interviews, 11 panels with experts, 4 pitching sessions and networking meetings scheduled both online and in person.
- A quarter of those accredited traveled to Pamplona to attend the event in person

Madrid, September 14, 2020. - Last Friday, the hybrid format of Conecta FICTION's 2020 edition came to an end. The two weeks of on-site meetings were held in Baluarte, Pamplona (September 1-3) and at the same time the online platform offered content to all those accredited online (September 1-11). Conecta FICTION Reboot enhanced its internal messaging tool to keep up with the original essence of networking and alliance creation in a virtual setting.

A total of 477 accredited professionals from 20 countries. - Despite the circumstances and the impossibility to travel, 47% of the participants opted for the hybrid package that allowed them to attend physically or virtually, according to the final decision of each of them. Ultimately, almost a quarter of the accredited participants (120) traveled to Pamplona to participate in the event. Producers, talent and broadcasters are the top three profiles in the hybrid edition of Conecta FICTION Reboot, replicating the same numbers as in June. In terms of the origin of the participants, in addition to Spain which accounted for 60% of the total, the United States, France, Mexico, the United Kingdom and Argentina (in that order) were the countries with the highest participation rate in the September edition.

Géraldine Gonard, director of Conecta FICTION: *"In this edition we wanted to go beyond the data. We wanted to send a message of support to the sector and the creative and production activity, but it is also important to emphasize that the support has been mutual and therefore we are grateful and satisfied to have been able to execute both phases of the event as planned (in June the virtual edition and in September the hybrid edition). The past months have been a great deal of effort, but also of much learning and we hope to be able to meet in person once again in a new edition of Conecta next year"*.

Last week it was possible to access through the Conecta FICTION's online platform to a wide range of new content as well as most of what happened the previous week during the face-to-face event. In "Connecting with..." we learned about the latest projects of **Félix Viscarret**, director of the series "**Patria**" of HBO, one of the great premieres of the autumn season and of which everyone is talking about; the collective "**Les Parasites**", responsible for the great world success 'L'effondrement' (8x 15/25') Co-réalisé by **Guillaume Desjardins** and **Bastien Ughetto** and the French actress **Sara Giraudeau**, star of the spy series "**The Bureau**". The 'Cross Talk: **Financing**' brought together several prominent executives from both sides of the Atlantic to discuss and analyze from different perspectives issues related to the financing of audiovisual projects. Among them are **Gustavo Fuentes** (Managing Director of ADM Audiovisual, Spain), **Patricia Motilla** (Partner of Andersen and Head of the Culture, Sports and Entertainment Area, Spain), **Ángel Zambrano** (Content Producer of Condeco, Argentina),

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Edgar G. Spielmann (Managing Director of Screen Capital S.A. (Chile) and **Francisco Cordero** (Founder and CEO of BTF Media, Mexico).

Finally, Conecta FICTION did not miss the chance to focus once again on the importance of women with the Conecta TALKS Live ‘ **Tips From Women Leaders In The Audiovisual Industry**’ in collaboration with **WAWA** (Worldwide Audiovisual Women Association) with **Cristina Alcelay** (South Hub Content Development Senior Director VIACOMCBS at ViacomCBS Networks International), **Joanna Lombardi Pollarolo** (Head Of Fiction Latinoamerica Movistar - Showrunner, Producer, Director, Screenwriter and Consultant) and **Leticia Dominguez**, partner at Écija Abogados (Spain).

- The streaming coverage of the event shot on September 2, which was the day when all the Conecta FICTION 2020 pitches and the Awards Gala were concentrated.
- In this edition, **33 creators and/or producers** pitched their project looking for new partners.
- **83 international speakers, 35 hours** of online and on-site content available in **Spanish and English**.
- The big screen premiere of "**Ines of my soul**" was a great success with local audiences, almost reaching the full capacity allowed during COVID in the Baluarte Congress Centre.
- The **Street Meeting networking sessions** (in which participants walked around Pamplona in small groups of 5 accompanied by a local audiovisual industry representative) were very attractive for the attendees.
- All participants concurred in the **Cross-Talks Financing workshops**, both in person and online, which filled beyond expected the vacancies in both formats.
- Taking into account both live and streaming data, the most viewed panels in September were: the **Conecta Babies + Pitch Copro Series** session, the **Rebooting Audiences: Story or facts, why not both?** **The Reality of Docudramas** session, and the **Panel Series On The Move: "Ana Tramel"**.

All the content offered at Conecta FICTION Reboot will be available to the accredited professionals in the archive section of the event's website until the celebration of the next and fifth edition of the event.

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 1-11. 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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