



**Conecta FICCIÓN and BIME PRO
present
PITCH MUSIC SERIES**

**International call for projects to highlight the importance of music in
television fiction series.**

Madrid March 17, 2021.—For the first time, the music and television fiction industries come together to promote the best talent from both worlds. **Conecta FICCIÓN**, an international event on financing, production, and broadcasting of television fiction content, and **BIME PRO**, the international reference event for music industry professionals, are joining forces to present a new and original international call for projects, "**Pitch Music Series**". The organizers of both events, both key meeting points for the television fiction and music industries in Europe and America, are opening the call for projects for fiction projects with the aim of discovering and rewarding those in which music is, from its origin, considered a **unique and essential element** for the realization of the project.

With this initiative, **the organizers** want to recognize the importance of music in any audiovisual content, and especially in fiction series. According to **Géraldine Gonard**, director of **Conecta FICCIÓN**, "*This call for entries is a great opportunity for musicians, scriptwriters, and producers alike, because it is unique in its genre. Soundtrack always brings narrative meaning to the scenes, defines the overall tone of the series, identifies the characters, and helps us enter that space so difficult to portray in images that is the human mind. For all of us, as audience and viewers, the music in television series holds a special place in the soundtrack of our lives*".

Julen Martín, Director of **BIME PRO**, stated that "*The relationship between music and fiction series is a two-way street. A great soundtrack or musical selection can be the distinctive element that enhances the final result of a series; likewise, being part of the musical selection of a hit series can be a great launching platform for artists, allowing them to reach a wider audience. This call is important because it focuses precisely on this, on the importance of music in television series, and will reward the work of composers and music supervisors, so important for both the music and audiovisual industries.*"

According to Goldman Sachs' "Music in The Air" study (May 2020), syncs account for 19% of recorded music industry revenues worldwide, that is, the "royalties" paid to composers and publishers for the use of a song for a movie, series, TV show, commercial and/or video game. As of 2022, growth of 3% to 4% is expected in

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line with growth in the film and television production, television advertising and gaming markets.

Call open to international projects

The call for projects is open to producers from all over the world. They are welcome to present series projects with a soundtrack idea or music selection, whether pre-existing or original, composers, music supervisors and/or musicians who perform different pieces, and other musical elements that show that it is a unique and fundamental musical bet for the project.

From the total number of projects received, an Editorial Committee formed by a music producer, a content broadcaster, an audio broadcaster, a music publisher, and a series director, will select **6 projects** for their presentation during **Conecta FICTION (September 13-17) in Pamplona (Spain)**. After this first pitching session, the committee of experts will decide on the **3 projects** that, after a process of preparation and mentoring, will participate in the final that will take place in **BIME PRO (October 27-30) in Bilbao (Spain)**. The call for projects will be open **from March 17th until May 7th, 2021**.

More information and project registration in www.conectafiction.com and www.bime.net.

Conecta FICTION is the only international event of the television circuit held in Spain. With an exclusively professional profile, it brings together talent and industry from Europe and America with the aim of connecting and collaborating in the world of fiction content, creativity, financing, and production, among other aspects. In its 5th edition, Conecta FICTION will repeat the 2020 concept, taking place in two stages with online activities on June 28-30 and in a hybrid format – on-site and online - in September 13-17.

The 5th edition of Conecta FICTION has the support of the Government of Navarra through NICDO (Navarra de Infraestructuras Culturales, Deportivas y de Ocio) and SODENA (Sociedad de Desarrollo de Navarra), and Fundación SGAE, as well as the collaboration of CLAVNA (Cluster Audiovisual de Navarra) and NAPAR (Asociación de Productores y Profesionales del Audiovisual de Navarra). Inside Content is in charge of the design and production of the event.

BIME PRO is the reference meeting point for professionals in the music and cultural and creative industries: it's innovation, it's work, it's the future and it sets the roadmap for the sector every year. The congress is a bridge between Europe and America from its very beginning, with the presence of professionals from over 50 countries, from Chile, Argentina, Venezuela, Mexico, Germany, Colombia, United Kingdom, Poland, Italy... and from all disciplines of the Creative and Cultural Industries: managers, festival promoters, technicians, producers, artists, distributors, creatives, media professionals, representatives of public institutions. BIME 2021 will be held from October 27 to 30, 2021 with the figure of Apollo as inspiration, the Greek god of poetry and music that nourish the sensitivity of human beings since the beginning of time, but also the god of reason and knowledge, without which a healthy and sustainable development of culture wouldn't be possible.

More information in: www.conectafiction.com/en
Eva Zalve / communication@conectafiction.com

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