



## FIVE YEARS CREATING BUSINESS OPORTUNITIES

### The Meeting Point for Industry and Talent between Europe and America

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- The opening session, with the announcement of the selected projects, will be offered alongside other panels in free access for the entire international industry.
- Daniel Écija Showrunner GOOD MOOD (Spain), María Grechishnikova CEO of Star Media, (Russia), Ana Cecilia Alvarado, VP Business & Talent Relations, Ecuavisa Studios (Ecuador) and Laura Miñarro, VP International Co-Productions, Buendía Estudios (Spain) will be the Keynotes of the online edition.
- VIS, Viacom International Studios, ZDF Enterprises and Mediacrest are among the companies showcasing their news and content in the Spotlight Corners of Conecta FICCIÓN online.
- Conecta FICCIÓN will return in September with a focus on the ecosystem of content platforms (VOD, SVOD, TVOD, AVOD) and the route to doing business with new players, local, regional and global.

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**Madrid, 21 June 2021** - The fifth edition of Conecta FICCIÓN will have two phases: online in June 28-30 and onsite in September 13-17, in Pamplona, at the Palacio de Congresos de Baluarte (Spain) and will include online activities until 17 September.

In June, Conecta FICCIÓN will offer some of its programme in free access so that professionals and public, especially students and international press, can enjoy some of the contents that will be an appetizer to a September full of meetings, debate, training and business.

Conecta FICCIÓN 2021 has **CINEMACHILE** as its *official streaming Partner* and companies such as **VIS, Viacom International Studios, ZDF Enterprises** and **Mediacrest** and institutions and organizations supporting producers and talent such as **Navarra Film Commission, Basque audiovisual, Catalan Films, ALMA screenwriters' union** and **ABC Guionistas** will be showing their latest developments at the **Conecta FICCIÓN Spotlights Corners**.

**Géraldine Gonard**, director of the event, comments *"Conecta FICCIÓN began as a networking event that aimed to bring together all the players in the fiction series industry on both sides of the Atlantic Ocean. In these five years a community and a very special bond has been generated because the participants have really connected with each other and have felt like they were a family. Real business opportunities have*

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been generated between both continents and, not only have projects been transformed into fiction series, but also partnerships between production companies, new companies, and many contacts have arisen that have led to business and personal collaborations. In short, the participants have had the opportunity to better understand the industry on a global, regional and even local level, which is essential to be able to do better business. **At Conecta, a real marketplace for professionals and ideas around fiction has emerged. In Conecta, today, we can say that there is a market, and that business is being done.**"

The **Advisory Committee** of the fifth edition of Conecta FICTION is composed by **Alex Lagomarsino**, CEO of **Mediabiz Us Corp** (USA), **Steven Bawol**, CEO of **Helion Sps** (France), **Thierry Baujard**, co-founder of **Just Temptation** (Germany) and **Laura Tápias**, VP Americas & Iberia at **Applicaster** (USA).

## Conecta FICTION Online Programme 28, 29 and 30 June 2021

**Welcome Session and Opening Ceremony Online.** (Free access, no accreditation needed)

**Monday 28 June 17h00 (CEST)**

The director of the international event, **Géraldine Gonard**, and the producer, actor and host **Manuel Feijó**, will welcome the fifth edition of Conecta FICTION and will **announce the Finalists of the 5 Pitching Sessions\* of Conecta FICTION 5**. Afterwards, they will offer a **summary of the June activities and a preview of the on-site** (and online) phase of Conecta FICTION that will take place in Pamplona, Navarra (Spain) from 13 to 17 September.

\*The finalists of the PITCH EUROREGION session will be announced at the end of August, as the call for entries is still open until July 5.

**Panels in Streaming and in Simultaneous with other International Events.**

(Free access, no accreditation needed)

In line with Conecta FICTION's philosophy of being a bridge of connection and professional contact, throughout 2021 collaborations and alliances have been made with a number of national and international events, including **BIMEPRO** (Bilbao, Spain); **TV DRAMA VISION Goteborg Film Festival** (Sweden); **L.A. Virtual Screenings** (Argentina); **NAPTE** (USA); **SanFic**. (Chile); **Série Series** (Fontainebleau, France) and **BAM Bogotá Audiovisual Market** (Colombia).

The coincidence of dates and topics of interest, as well as the online broadcast format, has made it possible to hold panels in parallel and simultaneously with **BAM Bogotá Audiovisual Market** (Colombia) and **Série Series** (Fontainebleau, France). The panels will be broadcasted live through the website of each event, with free access and without the need for accreditation in the case of Série Series.

Tuesday 29 June at 17h00 (CEST).	Wednesday 30 June at 17h00 (CEST).
<p><b>Streamers, the New Global Ecosystem, Map Not to Get Lost (I):</b></p> <p><b>"The match between content, users and streamers".</b></p> <p>In collaboration and simulcast with <b>BAM Bogotá</b></p>	<p><b>EUROPEAN FICTION CONTENT:</b></p> <p><b>" When Spain Meets France"</b></p> <p>In collaboration and simulcast with <b>SÉRIE SERIES</b></p>
<p><b>Maria Rua Agute</b>, Senior Research Director, TV, Video and Advertising at <b>OMDIA</b> will moderate this panel with the participation of <b>Alex Martínez Roig</b>, Director of Content <b>MOVISTAR+</b>; <b>Paul Edwards</b>, VP, Content <b>Pluto TV Europe</b>; <b>Christian Wikander</b>, Commissioning Editor and VP, Original Production <b>HBO Nordic</b> and <b>Ana Carolina Lima</b>, Head of Content-OTT Platform, <b>Globoplay</b>.</p> <p>The panel will be hosted by <b>Géraldine Gonard</b>, Director of Conecta FICTION and <b>Claudia Triana</b>, Director of Proimágenes Colombia.</p> <p>The panel will be followed by a <b>Q&amp;A</b> open to the online audience.</p>	<p>Moderated by <b>Géraldine Gonard</b>, director of Conecta FICTION and presented by <b>Marie Barraco</b>, director of <b>SÉRIE SERIES</b>, live from Fontainebleau (France).</p> <p>This panel will include the participation of <b>Alexandre Piel</b> (ARTE FRANCE, French-Spanish co-production "Hiero"); <b>Fernando Navarro</b> (Screenwriter of the film "The Cosmetics of the Enemy" - Adaptation of the French novel by Amélie Nothomb); <b>Nathalie Drouaire</b> (SVP Acquisitions and International Co-production BrutX which broadcasts the famous series "Veneno"), and <b>Ignacio Manubens</b> (CCO/Partner at Federation Entertainment Spain, preparing "The Glass Girls" with Netflix).</p> <p>The panel will be followed by a <b>Q&amp;A</b> for the audience in the room and online for both events.</p>

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## CROSS TALKS CONECTA FICTION (exclusive for accredited attendees)

Exclusive meetings in workshop format to bring together production, creative talent and financing professionals. Conecta FICTION will offer various meetings with different dimensions:

- **CROSS TALKS EUROREGION NAEN:** A virtual round table will be organized to promote synergies between various Euroregions and find common objectives and share initiatives.
- **CROSS TALKS EUROREGION NAEN & Conecta FICTION accredited participants.**
- **CROSS TALKS under the CONECTA WOMEN label** in collaboration with the **MEDIA CLUB'ELLES** and **WAWA** associations: With the aim of stimulating and promoting the development of fiction content between **Pay TV operators, Public Channels, independent production companies, international studios, OTT and SVOD platforms from America and Europe**. It will be accompanied by the presentation of the series, "**THE CASE OF FLORENCE CASSEZ**" by **Sandra Ouais**, Managing Director of **ELEPHANT INTERNATIONAL**, which was presented at Conecta FICTION 3 and is in pre-production.
- Various **networking CROSS TALKS** for accreditation holders (check out programme)

## KEYNOTES (exclusively for accreditation attendees)

Exclusive interviews with prominent international executives who will share their experience in production and their vision of co-production today. **They will also give the keys to the route that a fiction project must follow to reach their desks.**

- **Daniel Écija** Showrunner **GOOD MOOD**, (Spain) interviewed by **Irene Jiménez**, co-director and co-founder of Audiovisual 451 (Spain).
- **María Grechishnikova** CEO of Star Media, (Russia) interviewed by **Nicolas Smirnoff**, director of Prensario Internacional (Argentina).
- **Ana Cecilia Alvarado**, VP of International Business and Talent. Ecuavisa Studios (Ecuador) interviewed by **Diego Alfagomez** of Señal News (USA).
- **Laura Miñarro**, VP International Co-Productions, Buendía Estudios (Spain) interviewed by **Alex Lagomarsino**, CEO of Mediabiz Us Corp (USA).

**Conecta My space**, the networking and matchmaking services platform, exclusively for accredited participants, will open on **Monday 28 June** at 08h00(CEST) and will remain open **until Friday 16 July**.

## CONECTA FICTION SEPTEMBER PREVIEW

The face-to-face meeting will be a practical event focused on facilitating financing and opening up new markets for fiction content. There will be two main themes of the event in September: **pitching sessions and the universe of streaming platforms**.

**6 PITCHING SESSIONS.** - This year there will be 6 pitching sessions for fiction series projects, 4 of which are internationally focused. These are: **PITCH COPRO SERIES, PITCH SHORT-FORM SERIES, PITCH MUSIC SERIES** and **PITCH EURORREGIÓN NAEN**, all of which will be presented, in person, at the Baluarte Conference Centre in Pamplona-Iruña, (Navarra, Spain) in September. The finalist projects for the **PITCH CLIPS** session, a call by the Spanish screenwriters' union ALMA, will be shown on screens in different locations within the same venue. Finally, as in all previous editions, the **PITCH FUNDACION SGAE** will be held, which allows the projects developed in the SGAE Foundation's TV Series Creation Laboratory to be presented to professionals from all over the world in order to attract their attention and funding.

**Streamers, the New Global Ecosystem, Map Not to Get Lost (II).** - The route to avoid getting lost in the universe of streaming platforms at Conecta FICTION will focus on detailing and explaining **the map of streamers, content platforms (VOD, SVOD, TVOD, AVOD) and the battle for the market, their**

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**programming strategies and acquisitions, working formulas, new alliances and details that help to negotiate and work with new operators.**

**The overwhelming machinery of digital platforms or the new war for capturing the audience's attention** in the face of an unprecedented range of consumption channels are some of the issues that will be analyzed and debated at Conecta FICTION in Pamplona between 13-16 September in the second phase of the event, which will be both in person and online.

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**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.

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