



CONECTA FICTION KICKS OFF

This is how the first day of the international co-production and networking event went.

The event exceeded all the organizer's expectations with more than 450 participants registered on the first day.

The 10 CROSS-TALKS dedicated to the financing of audiovisual content offered data and guidance to producers and closed with interesting conclusions.

Masterclass on Trends and Audiences offered by Laura Tapias, VP America & Iberia of Applicaster, USA.

Conecta FICCIÓN was inaugurated in the incomparable setting of the cloister of Pamplona Cathedral.

Pamplona, 13th September 2021 - The fifth edition of **Conecta FICCIÓN**, the only international meeting dedicated exclusively to the co-production of fiction series for television between Europe and America, began today in Pamplona. The event has exceeded all the organizers' expectations thanks to more than **450 accredited** professionals, bearing in mind that it is an event dedicated to a single genre, that of serialized fiction and, at a very early stage, whether it is a project or a production, and is therefore a project market and an exclusively professional forum.

Conecta FICCIÓN also wanted to continue to show participants new corners of the Navarrese capital by holding its inauguration and the end of the first day in the incomparable setting of the cloister of Pamplona Cathedral. Talent, professionals and authorities gathered in this historic setting where, after a few brief words of welcome, the accredited guests enjoyed a musical performance by **Murat Evgin**, one of the best-known composers of music for series and singers in the world thanks to the phenomenon of Turkish drama, which has become a true global success. This was the end of the first day after the various activities held at the Baluarte Conference Centre and Auditorium of Navarre.

Much of the content of this edition can be followed live online and the event's platform will continue to offer content and news **until 24 September**.

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Summary of the contents offered on the first day of Conecta FICTION 5

CROSS-TALKS OBJECTIVE FINANCING: 10 meetings were held in workshop format, resulting in 30 meetings framed under the CROSS-TALKS concept and all of them dedicated to different aspects of audiovisual content financing. These workshops, held in person and online, brought together the different financing agents in the market with producers and talent. The premise was to get to know and learn about the options for financing fiction projects in a close and direct way, where the advisor was part of a professional conversation and shared his knowledge and experience. The participants were **Thierry Baujard**, Expert in financing and investment in the creative industries, Co-founder, Just Temptation, CEO Media Deal (Germany). **María Coronado**, Head of Cultural Sector, Triodos Bank (Spain), **Juan Salmerón**, Media and Intellectual Property Partner, Écija (Spain), **José Ignacio Pérez de Albéniz**, Managing Partner, ARPA Lawyers Consultants (Spain), **Patxi Ongay**, CFO of Elipsis Capital and Managing Director of Elipsis Entertainment, Elipsis Capital (Spain), **Edgar. G. Spielmann**, Co-Founder and Managing Partner, Screen Capital & 2Be Named Strategic Partners (Online), **Fernando de Miguel**, Managing Partner, Wandermoon, (Spain), **Timo Argillander**, Managing Director, IPR. VC (Finland), **Andrea Scarso**, Chief Investment Officer, Media Division, The Ingenious Group (UK), **Frank Bonn**, Investor Relations Director, Servisen Investment Management AB (Sweden) and **Óscar Arriaga**, Director of Administration and Finance, SODENA (Spain).

As a relevant fact, several of the speakers pointed out that audiovisual production, especially in terms of financing, has not only not stopped during the pandemic, but rather the opposite, since some of the projects supported have been released and with very good results, most of them. **Juan Salmerón**, Partner Media and Intellectual Property, Ecija (Spain), highlighted how in Spain many important production companies are opening offices in the Canary Islands to offer production services. In the international field, he underlined that Ecija lawyers, with offices throughout Latin America, have among their plans to work on a product that allows them to add all the incentives offered in the region to those also offered in Spain.

KEYNOTES/ Masterclass: Trends and Audiences by Applicaster

Laura Tapias, VP Americas & Iberia, **Applicaster** - United States, began her presentation in the form of a master class, with a phrase by Jonathan Perelman that graphically summarized the content of her subsequent presentation: *"Content is King, But Distribution Is Queen and She Wears the Pants"* - Content Is King, But Distribution Is Queen and She Wears the Pants-. Tapias reviewed the evolution that the content distribution industry has undergone, as well as emphasizing the new ways of making content profitable since **"Covid gave more strength to the OTT window"** and summarized in a very graphic way and with multiple examples the changes in the business model that content producers are currently facing. **"So many paid streamers are emerging that the question is what content are we going to pay for, and if you take away sports and children's content, you know there is a limit to how much money the user can spend on the other content"**. Finally, the executive offered an interesting summary of the **keys to consider when launching a streaming service and making it profitable**.

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PANEL: Chile, what's coming up in fiction!

The director of Conecta Fiction, Géraldine Gonard, and the director of Cinemachile, Constanza Arena, moderated this panel. The meeting was attended by **Omar Zeballos**, producer and director of Voladores Film (Chile), **Macarena Cardone**, producer of INVERCINE (Chile), **Leonora González**, producer and content director of Parox (Chile), **Constanza Lobos**, producer of Fracasada Cine (Chile), and **Álvaro Ceppi**, producer of Zumbastico Studios (Chile). The panellists reviewed the fiction produced in the southern country, which Constanza Lobos summarized, as "**we want to talk about current problems, but from a Latin American perspective**". The aim, adds Macarena Cardone, is "**to achieve content that connects with local and foreign audiences**", because the platforms are looking for "**diversity in content**".

Other activities offered on the first day included the panel co-produced in collaboration with Virtual Screenings 2021 **European Fiction Content - "European public broadcasters: How to be relevant in a highly competitive scenario"**, which is available online through the event's website. Géraldine Gonard, director of Conecta FICTION, talked to the guest speakers about the situation of the European audience in the face of the proliferation of OTT offerings and how public channels plan to compete and survive in the new ecosystem led by the user and not by the programmer. The speakers on this panel were **Maria Pia Ammirati**, Head of Rai Fiction, Rai (Italy). **Simone Emmelius**, SVP International Fiction - Co-productions & Acquisitions, ZDF (Germany). **Manuel Alduy**, Head of International Development and Cinema, France Télévisions (France) and **Amalia Martínez de Velasco**. Director of General Contents, RTVE (Spain).

FULL PROGRAMME CONECTA FICTION

PRESS ACCREDITATIONS

Accreditations for media wishing to cover the fifth edition of Conecta FICTION are now open and can be requested at www.conectafiction.com/acreditaciones.

Conecta FICTION is the only international event on 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 around the universe of fiction content, creativity, financing and production, among other aspects. In its fifth edition, Conecta FICTION will repeat the 2020 concept, taking place in two stages with online activities on 28th-30th June and in hybrid format - face-to-face and online - between 13th-17th September.

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 the SGAE Foundation, as well as the collaboration of CLAVNA (Cluster Audiovisual Navarra) and NAPAR (Asociación de Productores y Profesionales del Audiovisual de Navarra). Inside Content oversees the design and production of the event.

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Eva Zalve

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