



Streamers, industry, rights and content creators were reviewed on an intense second day at Conecta FICCIÓN.

Streamers, the new global ecosystem, map not to get lost (I) presented by María Rúa Aguete (OMDIA) star panel of the afternoon.

Panels focusing on the European producer and on music as an essential element in a series completed the conference programme.

Three pitching sessions were held: Pitch Copro Series, Euroregion NAEM and SGAE Foundation projects.

Pamplona 14th September 2021. - The second day of Conecta FICCIÓN took place between professional meetings in the Fiction Box, at the limit of its capacity authorised by the COVID regulations, and offered multiple opinions and points of view from the main agents that make up the content industry, who, through various panels and meetings. Speakers have vindicated the rights of creators, the role of the producer and the various stages of adaptation of European regulations (European Audiovisual Communication Services Directive of 2018), the obligations of free-to-air broadcasters, the role of OTTs and independent production, copyright protection. The **streamers factor** has been mentioned throughout the day as a determining factor in both the reactivation of local production and has become the focus of criticism for its treatment of producers, often as mere service providers, and of European talent, which has not yet found the formula to relate to the platforms without losing its essence.

One of the star panels of the day was precisely the one dedicated to **Streamers, the new global ecosystem, a map not to get lost- (Part I).**

Moderated by **María Rúa Aguete**, Senior Director of Research, TV, Video and Advertising at Omdia (UK). She began the talk with a fact about the size of the market for this type of service, which now exceeds 5,000 operators. The speakers were **María José Rodríguez**, Head of Spanish Originals, Amazon Studios (Spain). Who stressed that **"Amazon is open to produce in Spain, and looking for key actors and talent with fresh and diverse voices because what travels are good stories and characters"**. Showing images of "A Private Affair" series produced by Bambú Producciones, a local Spanish production that will be launched worldwide. **Susana Herreras**, Editorial director of fiction production, Movistar+ (Spain) highlighted some of the keys that they consider basic in their series production strategy **"we believe that there is a space where we think we have our space and we are not going to have so much competition and it is the mature content of high quality and very local which is a place where we feel very comfortable"**. The executive

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confirmed that Movistar is currently working on more than 30 projects. **Alan Sim**, Commissioner and Executive Producer, Elisa Viihde (Finland), mentioned that it is possible to create good content with small budgets and that it is competitive *"we have to think a bit about clichés and banish them"* was his comment on the kind of content that is produced in the Nordic countries and that is able to travel internationally. **Maria Grechishnikova**, CEO, Star Media (Russia) stressed that *"we are very interested in co-producing with other countries, as in fact we are already doing, our focus is on European countries, but also with Latin America"* stressing that *"we are very interested in moving forward in co-productions and we are not closed to any genre"*. **Neale Dennett**, International's New Markets Launch, BritBox International (UK). He recalled that the BBC and ITV are equal shareholders in this British content service operating in English-speaking countries. He was also **open to co-production and agreed with the other panellists that the story and the content are important and in his case it must also have a British touch**. Finally, **Vanessa Rosas Molina** spoke. COO and Head of Blim TV, Televisa (Mexico), who described Televisa's OTT service as the *"biggest service in Spanish-speaking countries"*, highlighting that both SVOD and ASVOD work very well for them as they target different audiences, with the youngest ones being the ones who mostly opt for the ad-free service.

Summary of the contents offered ON 14 SEPTEMBER AT Conecta FICTION 5

PANEL: EUROPEAN FICTION CONTENT - THE NEW FRAMEWORK FOR EUROPEAN FICTION (I): SPAIN

THIS PANEL HIGHLIGHTED THE EXISTING DISCREPANCIES BETWEEN THE PARTIES AND, ABOVE ALL, THE NEED TO ESTABLISH CLEAR LINES OF DIALOGUE AND RETHINK THE ROLE OF EACH PARTY IN THE TRANSPOSITION OF THE 2018 EUROPEAN AUDIOVISUAL MEDIA SERVICES DIRECTIVE INTO SPANISH LAW.

PRESENTED BY **JUAN SALMERÓN**. PARTNER MEDIA AND INTELLECTUAL PROPERTY, ECIJA (SPAIN). SPEAKERS INCLUDED **FABIA BUENAVENTURA**. DIRECTOR OF THE AUDIOVISUAL DIVISION, SGAE (SPAIN). **EMILIO LLITERAS**. GENERAL DIRECTOR, UTECA (SPAIN). **JOSÉ ANTONIO DE LUNA**. COO AND CO-FOUNDER OF FILMIN, PRESIDENT OF THE AEVOD ASSOCIATION (SPAIN).

JOSÉ NEVADO. GENERAL MANAGER, PATE (SPAIN). **ADRIANA MOSCOSO DEL PRADO**. DIRECTOR GENERAL OF CULTURAL INDUSTRIES, INTELLECTUAL PROPERTY AND COOPERATION, MINISTRY OF CULTURE AND SPORT (SPAIN).

PANEL: EUROPEAN FICTION CONTENT - THE NEW FRAMEWORK FOR EUROPEAN FICTION (II): EUROPE

IN THIS SECOND PART OF THE PANEL ON EUROPEAN CONTENT WITH THE PRESENCE OF PRODUCTION COMPANIES, BROADCASTERS AND SCRIPTWRITERS' REPRESENTATIVES, THE MEASURES ADOPTED IN DIFFERENT COUNTRIES TO PROTECT THE EUROPEAN PRODUCER, CULTURE AND INDUSTRY AND CO-PRODUCTION BETWEEN DIFFERENT COUNTRIES WERE DISCUSSED. REVIEWING THE APPLICATION OF THE REVISION OF THE AUDIOVISUAL DIRECTIVE IN DIFFERENT EUROPEAN COUNTRIES, IT HIGHLIGHTED THE DIFFERENT STAGES AND DIFFICULTIES IN ITS IMPLEMENTATION. MODERATED BY **ALEXANDRA LEBRET**. DIRECTOR GENERAL, EUROPEAN PRODUCERS CLUB (EPC), (FRANCE). WITH THE PARTICIPATION OF **ANA PINEDA**. DIRECTOR GENERAL, ALMA (SPAIN), **SILVIA CIBIEN**. GENERAL DELEGATE, EUROVOD (FRANCE), **MARCO CHIMENZ**. PRODUCER, CATTLEYA (ITV GROUP) (ITALY), **MARIELA BESUIEVSKY**. PRODUCER, TORNASOL MEDIA (SPAIN) AND **PHILIPP KREUZER**. MANAGING DIRECTOR AND PRODUCER, MAZE PICTURES (GERMANY).

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3 PITCHING SESSIONS

Presented by Lidia Corral. Projects and Programme Coordinator, Conecta FICTION.

PITCHING SESSION: PITCH FUNDACIÓN SGAE
CONSULT THE SELECTED PROJECTS [HERE](#).

PITCHING SESSION: PITCH EUROREGION NAEN SERIES
CONSULT THE SELECTED PROJECTS [HERE](#)

PITCHING SESSION: PITCH COPRO SERIES (PART I AND II)
CONSULT THE SELECTED PROJECTS [HERE](#).

PREMIERES at Conecta FICTION 5 open to the public

Conecta FICTION was also the setting for two premieres in the afternoon and evening, one of an international series and the other of an International coproduction TV series respectively:

INTERNATIONAL SERIES PREMIERE	INTERNATIONAL COPRODUCTION SERIES PREMIERE
<p>"Martyisdead", winner of the International Emmy Award in the category of short series 2020. The series, which deals with the cyberbullying suffered by Marty, the teenage protagonist who turns up dead, and his parents' odyssey to discover how it happened and the reasons for his death. It was followed by a debate on the subject, led by the presenter, actress and comedian Sara Escudero and with the presence of the producer and director of the series.</p> <p>Jakub Kostal. Producer, Bionaut (Czech Republic). Pavel Soukup. Director (Czech Republic). Carlos Quintanilla. Creator of the TV series "Control Z" (Netflix) and Senior Director, TSS Originals Development, NBCUniversal Telemundo Enterprises (United States). Jose Luis Blanco. Director of Programming, ETB (Spain).</p>	<p>The day ended with the world premiere of 'Ana Tramel, el juego', a thriller that will soon premiere on RTVE's La 1, which tells the story of Ana Tramel, a criminal lawyer who receives a call from her brother Alejandro, accused of murdering the director of the Gran Castilla casino. The series, adapted from the play by Roberto Santiago, directed by Gracia Querejeta and Salvador García, was filmed in Navarra. The screening ended with a meeting with the actors of the series Natalia Verbeke and Joaquín Climent, as well as the producers of the series.</p> <p>Susanne Frank. Director, ZDFE. Drama, ZDF Enterprises GmbH (Germany). Mariela Besuievsky. Producer, Tornasol Media (Spain). Gerardo Herrero. Producer, Tornasol Media (Spain). Javier García. Deputy Director of Fiction, RTVE (Spain). Elena Bort. Director of Fiction Content and Distribution, DeAPlaneta (Spain).</p>

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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 5th 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.

More information at: www.conectafiction.com
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Eva Zalve

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