



CONECTA FICTION CLOSES ITS FIFTH EDITION WITH AN EYE ON THE FUTURE

- A new Think Tank was held today, in which industry professionals reflected on the audiovisual industry in the Baztan Valley (Navarre).
 - Several panels were held yesterday to analyze, among other things, the series coming to platforms, the renewed role of AI in the world of series and the main trends and tastes of audiences in Europe.
 - The fifth edition was the one that awarded the most prizes, 13 in total, among the 40 projects that competed for them in six pitching categories.
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Pamplona 16th September 2021 - Conecta FICCIÓN closes today the on-site phase of its fifth edition in Navarra with the celebration of a new **Think Tank** that took place in the historic Jauregia Palace in Irurita in the Baztan Valley. The event provided an exclusive forum for debate on the future of world television fiction production. In this relaxed environment, in which the Melitón Studios were visited, leading professionals from the international audiovisual industry debated on various controversial issues, with a shared and generalized conclusion on the changing **period of transition that the audiovisual industry is going through at a global level and trying to anticipate the near future of content in terms of narratives, formats, genres, structures and ways of consuming it for the coming years.**

THEMES DISCUSSED AT THE THINK TANK at Conecta FICCIÓN 5

- IP and possible alternatives to change the rules of the game in negotiations with platforms.
- Tax incentives as they serve to attract productions and encourage the production of services, but also generate some rivalry between regions and countries. Reviewing their role when considering co-production.
- Other financing channels, from the concept and creation of a series with options such as branded content, music, spin-offs of characters, podcasts, licensing and any other option that can generate income.
- The future of content and opinion on trends in genres, structure (length and seasons), narratives and how to create series for the coming years.
- Key ingredients to achieve the best project pitch.

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MORE CONTENT HIGHLIGHTS from Conecta FICTION 5:

KEYNOTE.-

AUDIENCES AND TRENDS (EUROPE). - Enrique Lozano, Managing Director of GECA, and Gloria Saló, Director of Content and Production Consultancy at GECA, broke down the main trends of users and consumers of fiction series in OTT and linear, country by country, in the European context. On the data provided, they highlighted the particularity of Spain in terms of fiction series premieres, as our country is, by far, the leading European country in terms of fiction series premieres on platforms, with a total of 34. The United Kingdom, on the other hand, is the leading European country in terms of fiction series premieres on linear channels, with 78 premieres so far this year. The main themes vary, according to the speakers, across countries, but drama is the most common, being the first choice in places such as Scandinavia, Italy and France.

PANELS.-

EUROPEAN FICTION CONTENT - THE POTENTIAL OF ARTIFICIAL INTELLIGENCE IN THE AUDIOVISUAL SECTOR. - Alexandra Le Bret, Director General of the European Producers Club (France), moderated this meeting on artificial intelligence in the audiovisual sector with experts and companies specializing in this sector such as Sami Arpa, CEO and founder of Largo (Switzerland), Eduardo Carneros, Executive Producer of Euskadi Movie AIE (Spain), Javier Fernández Fernández, Professor of Computer Science and Artificial Intelligence at the Public University of Navarra (UPNA) (Spain) and Silvia Werd, Marketing Director at Jump-Data-Driven Intelligence (Spain), where they talked about how AI has become a powerful tool to catalogue content, guide talent and creatives when writing success stories. In addition, they also talked about how Artificial Intelligence can help producers and broadcasters to predict and retain audiences and investors to calculate the profit they will get from their contribution to the financing of an audiovisual product.

'NADA'. THE CHALLENGE OF ADAPTING A LITERARY ICON. - In this panel moderated by journalist Leire Escalada, Elvira Lindo was accompanied by Daniel Domejó, executive director of Mediocre, and Alberto Macías, director of fiction at Mediocre, to comment on how the adaptation of Carmen Laforet's novel 'Nada' into a series, on the centenary of her birth, was going. Alberto Macías commented that "the challenge is to transmit the abstraction of the protagonist of the story to real life", because, in addition, in the book "dialogue is not usual". The writer agreed, stressing that it is "inevitable" that Laforet's shadow was in the novel and "in what we want to tell". Daniel Domejó acknowledged that the project is already well underway and could be ready for the last half of next year. In addition, the main challenge for Domejó is "to go from the surprise and concern that the adaptation generates, to the smile that comes out when remembering the novel".

STAR ORIGINAL PRODUCTIONS LATAM. - by STAR Original Productions LATAM, this panel, moderated by Ana Paula Valdovinos, Production and Development (United States), was attended by Leonardo Aranguibel, Head of Operations and Production Strategy at Walt Disney Latin America (United States), Mariana Pérez, Head of General Entertainment Production at Walt Disney Latin America (United States). Both professionals reviewed the upcoming premieres on the platform, such as "El Galan", "Limbo", "Terapia alternativa" and "No fue mi culpa". In addition, the panellists stressed the need to generate a positive social impact through diversity in their work. According to Mariana Pérez, "we have a responsibility as a company, beyond telling stories, to have a commitment to our society, which has to do with telling stories that include everyone".

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Aranguibel also wanted to highlight that Star + is the "ideal" platform for this, as it is a "more daring, stronger, adult" space.

SERIES PREMIERE.-

“**YRREAL**”. - Winner of the Playz Award in the previous edition, Conecta FICTION exclusively offered the first two episodes of an action thriller in short series format, which mixes drama and comedy. The series, which once again featured a colloquium presented by Sara Escudero and with the presence of Jennifer Jullien, producer of the series, and Alberto Utrera, creator and director, tells the story of Elena and Lucía, who are willing to go beyond all limits in order to find out where Natalia, Elena's missing sister, is.

DOWNLOAD MATERIALS FROM ACTIVITIES OPEN TO THE PUBLIC

Access the full programme [here](#).

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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