



The Seventh Edition of [Conecta FICCIÓN & ENTERTAINMENT](#) anticipates important new features.

The only event with an itinerant venue on the international television circuit will once again be held in **Toledo from June 26-29, 2023.**

Reinforced international presence thanks to the 14 events with which it collaborates closely, including Series Mania and MIA - International Audiovisual Market.

The **official call for the 5 International Pitching Sessions** opens on 24 January.

Mexico and Poland, focus Countries with a well-deserved international protagonism.

Madrid, 19 January 2023.- With Mexico and Poland as focus countries for America and Europe respectively, the review of the main conclusions of last year's Think Tank, the announcement of the opening of the 5 international calls for projects and the review of strategic alliances with other international forums, the seventh edition of **Conecta FICCIÓN & ENTERTAINMENT**, which will be held once again at the El Greco Conference Centre in Toledo, Castilla-La Mancha, between **26 and 29 June** was presented this afternoon at FITUR Screen.

Patricia Franco, Regional Minister of Economy, Business and Employment of the Regional Government of Castilla-La Mancha, and **Géraldine Gonard**, Director of Conecta FICCIÓN & ENTERTAINMENT, took part in the event, held in the framework of the International Tourism Fair of Madrid (FITUR).

Gonard, Director of the event, led her speech through the conclusions of the [Conecta FICCIÓN & ENTERTAINMENT 2022 Think Tank](#), highlighting current hot topics related to streamers, which were already anticipated and analyzed in depth during the last Toledo meeting. She has also advanced interesting proposals and novelties about the format of the event, which in its new edition plans to be eminently practical and very focused on new models of financing and budget control. Conecta will also have cross-cutting content throughout the year, thanks to the excellent relationship established over the years between Conecta FICCIÓN & ENTERTAINMENT and numerous high-profile international meetings that will give a new dimension to the projects selected from among the participants in the Conecta 2023 pitching sessions. As an example, from last year, she mentioned the collaboration agreement with Göteborg Film Festival and its TV Drama Vision section, where **ALCHEVSKY'S MYSTERY** will be presented, a project in development by the Ukrainian production company LLC Ideas Bank, which comes to Sweden at the proposal of Conecta FICCIÓN & ENTERTAINMENT where it was one of the finalist projects in the Pitch Copro session. Other events with

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which it also maintains close collaboration ties are **SERIES MANIA** (France), **SÉRIE SERIES** (France), **MIA - International Audiovisual Market** (Italy), **SERIAL KILLER FESTIVAL** (Czech Republic), **BIME PRO** (Spain), **SERIELIZADOS FEST** (Spain), **ONSERIES LISBOA** (Portugal), **BAMBogotá** (Colombia), **SANFIC** (Chile), **MESTIZOLAB** (Mexico-Spain), **HEART OF EUROPE** (Poland), **NEM ZAGREB** and **NEM DUBROVNIK** (Croatia).

Gonard also recalled that it was during the last edition where BTF Media unveiled its **BTF Acceleration initiative**, a proposal that seeks to promote emerging talent, opening opportunities for producers in the industry incubating and accelerating projects, with a maximum total endowment of 500.000 dollars, and which has already selected 2 projects that participated in Conecta last year: **STATUS QUO**, presented by Né à Beyrouth Films (Lebanon) and which also won the VIACOM / VIS STORYTELLERS award for best pitch; and **FROM 6 TO 8**, presented by Fandango (Italy) which also won the award from the WAWA association, the organization of women executives in the international industry.

Official call for the 5 International Pitching Sessions.-

The opening of the 5 international calls for projects for the seventh edition of Conecta FICTION & ENTERTAINMENT has also been announced today. The submission process will be **open from 24 January** and the categories are:

Pitch Copro Series, for fiction projects in development phase that have or are looking for production partners; **Pitch High-End Series**, fiction series projects with high budget and elements that guarantee success and quality; **Pitch Docudrama Series**, focused on documentary series projects with fiction elements; **Pitch Feelgood Formats**, for TV entertainment formats in development phase and **Pitch Music Series**, for those fiction series projects in which music has a special relevance.

The information and details of the different calls for projects will be published on January 24th on the [Conecta FICTION & ENTERTAINMENT website](#).

Mexico and Poland are the 2023 Focus Countries.-

According to the latest data presented by the National Chamber of the Mexican Film Industry (Canacine) last August 2022, the number of fiction series in the last decade in Mexico has increased by 70%, with 78 series produced in 2021 for such operators as HBO Max, Netflix, Amazon Prime Video, Televisa and Star+. Moreover, the production of feature films has reached a record 250 per year, generating important economic and cultural opportunities. The so-called creative industries account for 2.9% of the country's gross domestic product (GDP).

Poland is fast establishing itself as a major producer in Eastern Europe, a country in which Netflix has just announced the opening of new headquarters and has also confirmed, after strengthening ties with local directors and screenwriters, the production of 9 series and 9 films in the coming months. According to recent data published by Digital TV Research, Poland will be the most powerful Eastern European country in terms of subscription revenue and content consumption in the coming years, with a forecast for 2027 of more than 1 billion dollars.

Conecta FICTION & ENTERTAINMENT is a professional and international market focused on the creation, development, production, financing, broadcasting and marketing of television content, positioned within the top 10 international tv markets of the audiovisual industry. **Connecting Industry and Talent, Fiction and Entertainment, Europe and América.**

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The seventh edition of Conecta FICTION & ENTERTAINMENT will be held in Toledo, Castilla-La Mancha between June **26th and 29th, 2023**, with the support of the Junta de Comunidades de Castilla-La Mancha and the collaboration of the Castilla-La Mancha Film Commission. Inside Content is in charge of the design and production of the event.

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