



Conecta FICCIÓN & ENTERTAINMENT unveils the highlights of its 7th edition

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- The complete programme of the event was presented this morning at a press conference with the participation of Junta de Comunidades de Castilla-La Mancha and the rest of the collaborating institutions and entities.
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Madrid, June 7th, 2023 - The seventh edition of Conecta FICCIÓN & ENTERTAINMENT was presented this morning at the **IMEX-Instituto Cultural de Mexico en España**. The event, with Mexico and Poland as this year's focus countries, will be held from 26 to 29 June at the Palacio de Congresos El Greco in Toledo.

The press conference was introduced by **Jaime Vigna**, deputy director of IMEX, who welcomed members of the media, authorities representing the government of Castilla-La Mancha and other collaborating entities and institutions. The Regional Minister of Economy, Business and Employment of Castilla-La Mancha, **Patricia Franco**, said that Conecta 2022 "has had a significant impact on the **growth of the audiovisual industry** in our territory: so far in 2023, we have managed **53 productions** in Castilla-La Mancha, a third of them entertainment programmes".

The event director, **Géraldine Gonard**, then gave an overview of the programme, highlighting that "we will offer an in-deep analysis of Mexico and Poland as focus countries; workshops to optimise budgets and develop new funding models; keynotes in which trends such as eSports, gen Z or audio series will be discussed; and panels dedicated to the so-called warrior platforms, i.e. local and regional platforms that compete with global streamers".

Finally, Gonard passed the floor briefly to the representatives of the institutions and entities collaborating in this seventh edition of Conecta FICCIÓN & ENTERTAINMENT: **Fabia Buenaventura**, Head of the Audiovisual Sector Department of **ICEX-Invest in Spain**; **Carlos Rosado**, President of the **Spain Film Commission**; **Silvia Pérez de Pablos**, Institutional Director of Audiovisual at **Fundación SGAE**; **Curro Royo**, Vice-President of **DAMA**; **Ana Pineda**, Managing Director of **ALMA**; and **Carmen Amores**, General Director of the public broadcaster **CMMedia** and President of **FORTA**. Gonard thanked all of them for their support and collaboration to make possible what is expected to be the best attended edition of all those held to date.

Access to the [photo gallery](#) of the presentation

PROGRAM 2023 HIGHLIGHTS

Spain Content Showcase will feature leading Spanish distributors

The leading Spanish content distributors have confirmed their participation in this pioneering section of the Conecta FICTION & ENTERTAINMENT 2023 programme, to be held on 28th and 29th June at the Palacio de Congresos El Greco in Toledo: executives from **Atresmedia Televisión, Filmax, Movistar Plus+ International, Onza Distribution** and **The Mediapro Studio** will showcase their latest content to a select delegation of top-level buyers and programmers from Europe and America. The Showcase will be completed with several exclusive networking activities that will encourage dialogue and interaction between Spanish sales agents and international delegates.

Exclusive premiere of "Time Zone", original format by Zeppelin

A special session prior to the Awards Gala of Conecta FICTION & ENTERTAINMENT (to be held on Wednesday 28th at 7:30pm at the Auditorio Eurocaja Rural de Toledo) will exclusively premiere a sneak peek of "**Time Zone**", a new entertainment format created by **Zeppelin** and Endemol Shine Nederland (Banijay) for **HBO Max**, to be launched on the platform this summer. The presentation will feature **Miguel Martín**, Managing Director of Zeppelin, and **Miguel Salvat**, VP Original Programming and Commissioning Editor HBO Max Iberia, to discuss this all-new show with a video game aesthetic never seen before on television.

Warner Music Spain joins the awards of the seventh edition

Music and entertainment company **Warner Music Spain** will recognise a project from the Pitch Music, Copro or High-End sessions with a prize consisting of three days of Dolby Atmos sound studio at its creative hub The Music Station in Madrid, to contribute to the creation of promotional materials (teaser, trailer, music over end credits) for the winning project.

Outstanding presence of Ibiza Film Commission

The Balearic archipelago, and more specifically the island of **Ibiza**, continues its collaboration with Conecta FICTION & ENTERTAINMENT to promote itself as a privileged maritime territory for audiovisual production. Through an **special collaboration** in this seventh edition of the event, the island will highlight the uniqueness of its offer to attract filming, which includes 30% tax reimbursement, more than 200 km of coastline, nine lighthouses, seven ports and fifty sandy, rocky and gravel beaches.

[All the information about the program, pitching sessions and awards of Conecta FICTION & ENTERTAINMENT 2023 is available on the event's website.](#)

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 events of the audiovisual industry. Connecting industry and talent, fiction and entertainment, Europe and the Americas.

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.

**Further information available at www.eventconecta.com
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