



RTVE renews its commitment to the event

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- RTVE is co-sponsoring the Think Tank, and several of its executives will be present in panels and networking activities.
 - The PRODU Awards will offer the most wide-ranging award to date, covering all the finalist projects (30) from the international pitching sessions.
 - BTF Media joins the lineup of collaborators with a cash prize.
 - Scripted series director María Cereceda, and professor, director, screenwriter and coach Guillermo García-Ramos are the pitch doctors for this year's edition.
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Madrid, June 20, 2023 - One week before its opening in Toledo, collaboration agreements continue to be closed with entities and companies to recognize the talent of the projects in competition during the seventh edition of Conecta FICTION & ENTERTAINMENT.

RTVE has a strong presence at the event and offers the prize for the Best Pitch of the sessions dedicated to talent

Once again this year, the RTVE Award for Best Pitch will be presented. In this edition, it will be awarded to the projects of Fundación SGAE, DAMA and ALMA. The prize will consist of a development contract for the series with the intention of reaching a production agreement at a later date, if the conditions are met.

The pitching sessions will take place on the 27th and 28th and the RTVE Award to the Best Pitch will be given by the director of Film and Fiction of the Corporation, **José Pastor**, in a Gala Award Ceremony on Wednesday 28th in the Eurocaja Rural Auditorium in Toledo. This award has gone in previous editions to projects such as '**Democracia**', '**Malaka**' or '**Yrreal**', all of them already released by TVE or currently in production.

In addition, the public broadcaster will be featured in the panel **RTVE: Coproductions on Board**, where **Pastor** himself and **Alberto Fernández**, RTVE's Director of Digital Content, will talk about three of the projects they are currently co-producing: '**Los mil días de Allende**', which will be represented by its producer **Sergio Gándara**, CEO and Executive Producer, Parox (Chile); '**This is Not Sweden**' with **Jarmo Lampela**, Head of Drama, YLE (Finland); and '**O último Lobo**', whose representative will be **José Frago**, Program Director of Portugal's pubcaster, RTP. Finally, **José Pastor** will be the moderator of the panel **Original Content from**

European Public Broadcasters. RTVE is, again this year, co-sponsor of the discussion forum **Conecta THINK TANK**, to be held on Monday 26th at the Castle of Guadamur, in Toledo.

New Awards for the 2023 edition

The renowned **Produ Awards**, born with the main objective of serving as an international boost to Latin production, were the first in the audiovisual industry to recognize excellence. Thanks to an exclusive partnership agreement with Conecta FICTION & ENTERTAINMENT, Produ Awards will offer a one-year subscription to Produ.com to all finalist projects in the five international pitching categories. In addition, all projects from these five sessions that win an award during the June 28th Gala, will also receive editorial monitoring on Produ.com until the end of production and release.

Another production company joining the awards line-up this year is Mexico's BTF Media, which will award a cash prize of €4,000 to be applied to the development phase of a project in the international categories of Pitch High-End Series, Pitch Copro Series or Pitch Music Series.

2 recognized pitch doctors to prepare the speakers for the 30 finalist projects in search of funding

María Cereceda, director of scripted series and **Guillermo García-Ramos**, professor, director, screenwriter and instructor of audiovisual and business pitching, are the two professionals collaborating this year in Conecta FICTION & ENTERTAINMENT for the preparation of the producers selected as finalists.

Guillermo García-Ramos has 20 years of experience and has trained or helped a large number of film and television professionals in schools, laboratories, accelerators and film festivals. Among them are the ECAM, the Film Academy Residencies, the Film Meeting, the Queer Cine Lab or Filmmarkethub. He is also the author of the book "**How to make a pitch for film and TV**", published by Ocho y Medio.

María Cereceda has been working in fiction series since 1995: she has participated in several genres and formats ('Los Serrano', 'Policías', '2 de Mayo' or 'Grupo 2 Homicidios'); recently she has directed the daily series 'Servir y Proteger' for RTVE. She combines her work in TV with teaching and training actors, TV presenters and entrepreneurs, giving workshops on communication skills and public speaking. She has been responsible for the programming and artistic direction of Conecta FICTION & ENTERTAINMENT editions from 2018 to 2020.

Registration for the premium activities, Conecta THINK TANK and Conecta MEET LUNCH, remains open until Thursday 22nd. Registration for the event remains open until full capacity is reached.

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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