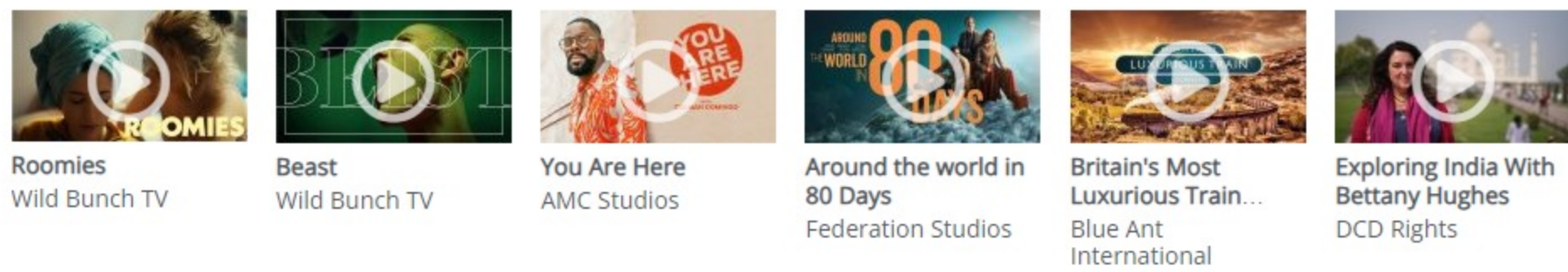


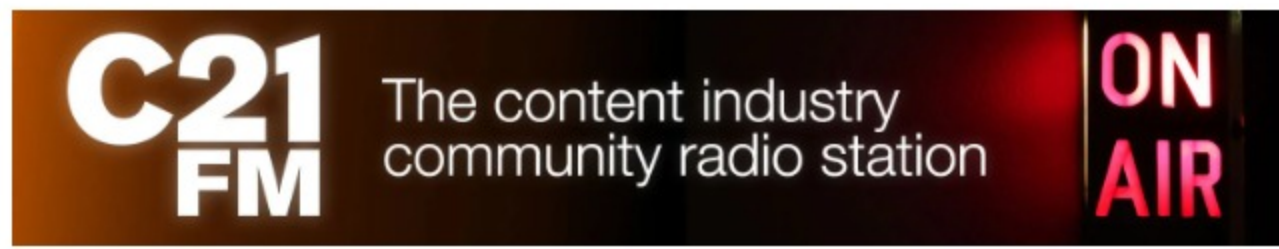
TRENDING SHOWS ON C21



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Banijay Iberia chief Pilar Blasco bigs up benefits of AI, citing Deep Fake Love



Today we hear from Banijay Iberia CEO Pilar Blasco about doubling down on formats that incorporate future-facing technology like artificial intelligence, as the company launches the world's first deep-fake dating show on Netflix.

Tune in to C21FM by [CLICKING HERE](#).



International coproduction and networking event Conecta Fiction & Entertainment took place in Toledo last month and among the speakers was Banijay Iberia CEO Pilar Blasco, there to launch new HBO Max Spain format Time Zone, in which competitors take part in a real-life video game.

But the show isn't the only high-tech title coming out of Banijay Iberia, with subsidiary Cuarzo Producciones behind new Netflix series Falso Amor, or Deep Fake Love, which tests couples' belief in one another by presenting them with AI-generated footage, for example, of their partner cheating on them.

Blasco spoke to Neil Batey about the two formats and why she believes that rather than being a threat to the TV industry, as many argue, AI represents new creative opportunities.

C21FM is live 24/7, with a block of interviews starting at 10am BST every day [HERE](#).

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