



Michèle Benzeno, General Manager of Webedia, Honoured with the 2024 Conecta FICTION & ENTERTAINMENT Future of Entertainment Award.

Keynotes by Kai Finke from SkyShowtime, Phillipe Carrasco from YouTube Brazil, and Mariano Cesar from Warner Bros. Discovery, Latin America, and US Hispanic to be Featured at Conecta.

[Access to graphic material here](#)

Madrid, April 18, 2024 - Conecta FICTION & ENTERTAINMENT, a forefront event in the worldwide entertainment landscape, is pleased to announce that Michèle Benzeno, General Manager and member of the Webedia Comex, will be honoured with the 2024 Honor Award - dedicated this year to the Future of Entertainment (**Future of Entertainment Award**). With this award, the organisation recognizes her exceptional career and her role as a visionary and pioneer in digital entertainment, as well as her commitment to governance impact, gender diversity, and youth employability through technology.

Michèle Benzeno's Career: Leadership in Digital Transformation

With over 20 years of experience as an expert leader in digital transformation and marketing, her presence has been instrumental in structuring and developing new B2B business models to accelerate both internal and external growth of the Webedia Group, as well as its diversification in France and internationally. A graduate of the University of Paris | Panthéon Sorbonne with a Master's in Marketing and Strategies from Dauphine, Benzeno has made a significant mark in the entertainment industry since her beginnings in 1994 at the Figaro Group and her tenure at Vivendi Group, Groupe l'Express/Roularta, Yahoo! France, or M6 until her current position as CEO of Webedia, overseeing all group revenues and activities, including content, influencers, social networks, data, programming, events, and sports. Her exceptional contribution and innovative vision undoubtedly make her deserving of the "2024 Honor Award - Future of Entertainment."

Conecta Keynotes Preview:

Within the event framework, the participation of top international speakers is also highlighted, including **Kai Finke**, Chief Content Officer of **SkyShowtime**, who will deliver a keynote under the streamer's seal, sharing his experience and knowledge in the entertainment industry. Finke currently leads the programming team at SkyShowtime, overseeing programming strategy and ensuring the high quality of entertainment, including SkyShowtime Originals and acquisitions.

Before joining SkyShowtime, Kai worked at Netflix as Content Director for multiple European markets, accumulating over 20 years of experience in production, international distribution, and acquisitions. His work at Telepool, based in Munich, and at Vodafone, along with his strong relationships with key creatives,



producers, distributors, and networks across Europe, have contributed to his renowned track record in bringing local entertainment to SkyShowtime markets and global audiences.

Also delivering a Keynote at Conecta is **Phillipe Carrasco**, Head of Film and TV, Content Partnerships at **YouTube Brazil**, who will discuss YouTube's positioning as an audience amplifier by providing solutions to current TV issues, new generations, and consumption models. He will also address the symbiosis between digital and traditional, illustrating his presentation with several case studies. Carrasco brings solid experience negotiating with artists, celebrities, and content producers, as well as building relationships with C-level executives from the most important traditional and digital media companies in LATAM. Throughout his professional career, he has successfully held various positions at SBT Brazil. Since 2019, he has been responsible for YouTube's AVOD Content Partnerships with Film Studios, Television Networks, Endemic Film Creators, and Streaming Platforms in Brazil.

Mariano Cesar, SVP of General Entertainment Content and Programming Strategy at **Warner Bros. Discovery, Latin America, and US Hispanic**, will be the protagonist of a Keynote focused on Scripted content. The executive oversees the leadership of all content and production teams across the extensive portfolio of general entertainment brands in the region, including development, production, acquisition, and programming areas for the Max streaming platform and leading Pay TV channels such as HBO, TNT, Space, Warner Channel, Cinemax, Discovery, Home & Health, ID, and TLC, among others. He began his professional career in the pay television industry 30 years ago, leading brands that left a mark on the Latin American audience such as Uniseries, Retro, I.Sat, Space, and later TNT, TNT Series, Warner Channel. In 2021, he assumed the responsibility of leading the Programming and Content Strategy area for HBO Max, a responsibility later expanded to include the HBO channel portfolio, before ascending to his current position based in Argentina.

Currently, nearly a hundred speakers are confirmed, and in the coming weeks, the Conecta FICTION & ENTERTAINMENT program will be accessible through 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 and Europe and the Americas.

The eighth edition of Conecta FICTION & ENTERTAINMENT will be held in Toledo, Castilla-La Mancha, on June **18-21, 2024**, with the support of the Junta de Comunidades de Castilla-La Mancha and the collaboration of the Castilla-La Mancha Film Commission. Inside Content oversees the design and production of the event.

Further information available at www.eventconecta.com/en
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