

# To Adapt or Not to Adapt Series? NBCU Telemundo Exec Explains Why It Isn't as Easy as You May Think

Meanwhile, a Banijay executive during a panel on the final day of Conecta Fiction & Entertainment in Cuenca, Spain, urged the industry "to take some risks on new ideas."

BY GEORG SZALAI
JUNE 19, 2025 3:00AM



Conecta Fiction & Entertainment panel COURTESY OF GEORG SZALAI



If you expect that adapting a successful TV series for a different market is easier than creating a brand new one, you may want to think again! That was the message and insight shared by Sergio Mendoza, vp, scripted development at NBCUniversal Telemundo Enterprises, during an appearance on the final day of the ninth edition of Conecta Fiction & Entertainment in Cuenca, Spain.

"We think adapting is less work than writing," he said Thursday during a panel discussion on the internationalization of Spanish content. "But from an executive point of view, it is actually more time-consuming."

## Related Stories



**TV**  
Johannes Jensen on Co-Leading Banijay's Scripted Charge: "We Want Bold New Stories"



**MOVIES**  
Chloé Zhao on the "Superpower" of Being a Neurodivergent Director: "I Have an Extreme Sensitivity to Dissonance"

Especially franchises with huge and passionate fan bases can cause creators much headache, he highlighted. "If the [ franchise] is so popular and well-known, you must be very careful about every choice you make because you will always get audience feedback," Mendoza explained. "They will either say, 'Why is it just like the original?' or 'You deviated or detached yourself too much from the original.'"

That can lead to much consideration and debate among the creative team, as well as stress, but the executive also noted that this can be an engine for imagination and innovation. "Adrenaline dances very closely with creativity," Mendoza concluded.

The executive highlighted how Telemundo last year acquired the adaptation rights to *Velvet*, Atresmedia's 2014 Spanish drama that became a global phenomenon, and launched its modern adaptation last month.

The original ran for four seasons and was set in the glamorous world of a 1950s Spanish fashion house, exploring such themes as love, ambition and family dynamics. Telemundo Studios' adaptation, *Velvet: El Nuevo Imperio*, has a different setting, namely, contemporary New York. Its cast stars Yon González and Samantha Siqueiros, among others.

Mendoza expressed pride about the new series and noted that his team is considering future show opportunities. "I love thrillers, and they work really well in Latin America," he mentioned, signaling that he is keeping an eye on possible thriller opportunities.

Meanwhile, fellow panelist María Pinilla, director of international and business affairs at Banijay's Banijay Iberia division, addressed the trends of "risk aversion" and rebooting known formats and franchises. "For us, this is quite frustrating," she shared. "We have a lot of creatives, but not a lot of creative ideas. We need to take some risks on new ideas."

The panel also featured Alexander Keil, managing partner of SKP Entertainment in Germany; José Pastor, film and fiction director at Spain's RTVE; Silvia Cotino, sales and business development deputy director, Mediterráneo at Mediaset España; and Elisa Martín De Blas, managing director, production and distribution at Contubernio Films in Spain.

Conecta 2025 saw executives from the likes of Warner Bros, Discovery, Brazil's Globo, Gaumont Television and production giant Banijay discuss their original programming plans and the state of the TV industry.

READ MORE ABOUT:  
CONECTA / INTERNATIONAL / NBCUNIVERSAL / TELEMUNDO

## THR NEWSLETTERS

Sign up for THR news straight to your inbox every day

SUBSCRIBE

## MORE FROM THE HOLLYWOOD REPORTER



**MIPCOM 2025**  
Johannes Jensen on Co-Leading Banijay's Scripted Charge: "We Want Bold New Stories"



**PARAMOUNT SKYDANCE**  
John Oliver Warns Viewers to Keep a Close Eye on CBS News in Wake of 'Alarming' Bari Weiss Hire



**LIVE FEED**  
Jensen Ackles Calls 'Countdown' Cancellation a "Bummer"; "That's the Way It Goes in This Industry"



**TRAILERS**  
Simu Liu, Melissa Barrera Play Spy Games in 'The Copenhagen Test' Teaser



**THE HUNTING WIVES**  
Real 'Hunting Wives' Cast Reacts to 'SNL' Spoof: "My Life Is Made"



**LIVE FEED**  
Charli XCX Crashes Role Model's 'Saturday Night Live' Performance

ADVERTISEMENT

THE
Hollywood
REPORTER

HOW KEVIN COSTNER  
LOST THE PLOT

ON SET DRAMAS,  
COURTESY OF  
THE HOLLYWOOD  
REPORTER  
KEVIN COSTNER  
LOST THE PLOT  
ON SET DRAMAS,  
COURTESY OF  
THE HOLLYWOOD  
REPORTER

**THE DEFINITIVE VOICE OF  
ENTERTAINMENT NEWS**

Subscribe for full access to The  
Hollywood Reporter

**SEE MY OPTIONS**

## THR NEWSLETTERS

Sign up for THR news straight to your inbox every day

EMAIL

SUBSCRIBE TODAY

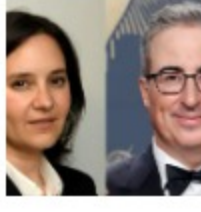
By providing your information, you agree to our Terms of Use and our Privacy Policy. We use vendors that may also process your information to help provide our services. // This site is protected by reCAPTCHA Enterprise and the Google Privacy Policy and Terms of Service apply.

## MOST POPULAR



'Jurassic World: Chaos Theory'  
Season 4 Trailer Debuts at New  
York Comic Con (Exclusive)

BY ABBEY WHITE



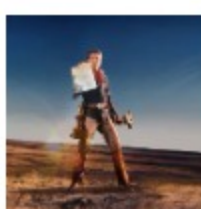
**John Oliver Warns**  
Viewers to Keep a Close  
Eye on CBS News in Wake  
of 'Alarming' Bari Weiss  
Hire

BY KIMBERLY NORDYKE



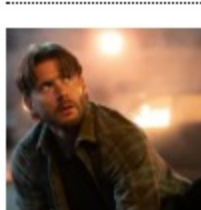
**Box Office: 'Tron: Hits the**  
**Skids With \$33.5M**  
**Opening, 'Roofman' No. 2**  
**at \$8M**

BY PAMELA MCCLINTOCK



**How Kevin Costner Lost**  
**Hollywood**

BY PETER KIEFER



**Jensen Ackles Calls**  
'**Countdown**' Cancellation  
a "Bummer"; "That's the  
Way It Goes in This  
Industry"

BY CARLY THOMAS

ADVERTISEMENT

## SHOPPING WITH THR



**Selma Blair's First Foray**  
**Into Skin Care "Feels**  
**Deeply Personal"**

BY ERIN LASSNER



**Rosé Covers 'The**  
**Hollywood Reporter'**  
**Music Issue: Here's Where**  
**to Buy a Print Copy**  
**Online**

BY TIM CHAN



**Hawaiian-Born 'Lilo &**  
**Stitch' Actress Sydney**  
**Agudong's Inside Guide**  
**to Oahu and Kauai**

BY INGRID SCHMIDT



**Gap x Sandy Liang May**  
**Be Gap's Fastest Selling**  
**Collab to Date — Here's**  
**What's Still Available to**  
**Shop**

BY ERIN LASSNER

ADVERTISEMENT

## MOST POPULAR

- sheknows**  
Who Got Married on Love Is Blind Season 9? Spoilers for the Season Finale
- Sportico**  
UFL Unveils 3 Franchises, Moves to Soccer Stadiums for Third Season
- ARTnews**  
The Creator of 'Humans of New York' Has Transformed All of Grand Central Into a Public Art Installation
- VIBE**  
Suge Knight Reacts To Diddy's Sentencing: "Anybody Else Woulda Been Cooked"

## YOU MAY ALSO LIKE



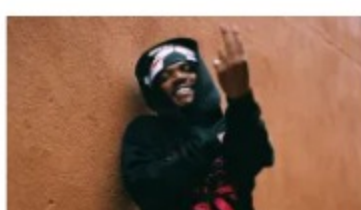
**Sportico**  
Fraud Suit Over  
LeBron James'  
'Second Decision'  
Misses the Rim

1 HOUR AGO



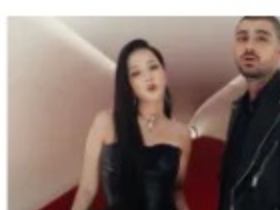
**Robb Report**  
Ferrari Just Scaled  
Back Its All-Electric  
Car Plans as Buyers  
Sour on EVs

2 DAYS AGO



**VIBE**  
Smino Gives Back To  
St. Louis With City SC  
Merch Drop

1 DAY AGO



**billboard**  
Fans Choose JISC  
ZAYN's 'Eyes Clo: as  
This Week's  
Favorite New Mu:

2 HOURS AGO



## Subscriber Support

Get the Magazine  
Customer Service  
Back Issues

## The Hollywood Reporter

About Us  
Careers  
Contact Us  
Accessibility

## Legal

Terms of Use  
Privacy Policy  
Privacy Preferences  
AdChoices

## Follow Us

f FACEBOOK  
i INSTAGRAM  
in LINKEDIN  
@ THREADS  
TikTok  
x  
YOUTUBE

## Newsletter Sign Up

Enter Your Email

SUBSCRIBE

By providing your information, you agree to our Terms of Use and our Privacy Policy. We use vendors that may also process your information to help provide our services. // This site is protected by reCAPTCHA Enterprise and the Google Privacy Policy and Terms of Service apply.

## Have a Tip?

Send us a tip using our anonymous form.

SEND US A TIP