

# Conecta Fiction & Entertainment 2025 closed its ninth edition with a focus on connection and co-production

June 19, 2025



Labels

Connect Fiction & Entertainment

Contacts

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Companies

Connect Fiction



Conecta 2025 reaffirmed its role as a bridge between Europe and America for audiovisual co-production

From June 16 to 19, the ninth edition of [Connect Fiction & Entertainment](#), an event that resumed its original focus: putting talent and the ability to connect the Ibero-American and European audiovisual industry at the center. 700 delegates from 31 countries participated, in an edition that registered the largest historical presence of French and Canadian companies in an audiovisual event held in Spain.

The Government of Castilla-La Mancha reaffirmed its commitment to the sector by supporting the holding of the event for the fourth consecutive year, while France and Canada, focus countries of this edition, led activities *networking*, sessions of *pitching* and strategic panels.

### MORE THAN 2,000 MEETINGS AND A DIVERSIFIED CONFERENCE PROGRAM

The main venues were the José Luis Perales Auditorium Theater and the Hospedería del Seminario, where more than 2,000 meetings were held and a program was developed that included 17 panels, 9 *keynotes*, 7 sessions of *pitching*, 4 meetings *Commissioners Uncovered*, 3 *showcases* international and 3 screenings.

The event on Monday the 16th focused on the Conecta Creative Lab, which brought together a hundred delegates in debates on current and future challenges for the industry. During this space the sixth edition of was also held *Connect Think Tank* and a *Trilateral Meeting* between institutions and production companies from Canada, France and Spain, focused on promoting international collaboration and co-production strategies.

### PORTUGAL RETURNED AS A PROMINENT PARTICIPANT

Portugal, the country focused on the previous edition, returned with a large delegation of companies and television networks, reaffirming its confidence in Conecta as a useful platform for the development of alliances.

National representation reached 65%, while the rest of the participants were divided between America (30%) and Europe (70%). The French and Canadian presence stood out for its volume and active participation.

### CONECTA FICTION FEST BROUGHT THE EVENT CLOSER TO THE LOCAL PUBLIC

For the first time, the organization opted for activities open to the public under the Conecta Fiction Fest label, including a selection of international series and a round table with Spanish authors whose works have been adapted to the screen.

### LAST DAY: INTERNATIONALIZATION, REALITY AND ORIGINAL SPANISH FORMAT

The last day of Thursday the 19th included Los Desayunos de la Academia, in collaboration with the Academy of Television and Audiovisual Sciences and Arts of Spain, with a panel on the internationalization of Spanish content and success stories shared by NBCUniversal executives Telemundo, RTVE, Banijay Iberia and Mediaset España.

Later, the British Charlotte Berman offered one *keynote* about strategies *marketing* applied to the success of formats *reality*. . The event concluded with Conecta DIGITAL activities, with a Conecta Women panel on female digital leadership and a *showcase* of the formats *Dancing with robots*, presented by Phileas and Beta Entertainment Spain.

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### Manuel Martí

**executive producer**

Cohn+Duprat

After five years in Mexico as *Head of Fiction* from Fremantle Latin America, Manuel Martí returned to Buenos Aires in 2025 as executive producer at Cohn+Duprat in the development of series and films. The executive built much of his career as Director of International Development and Production at Polka, a company where he worked since 2014. Under his charge, productions such as *Signs* y *The bronze garden*, among others. Martí also worked at Turner for eight years in the Production area. Previously he was director of La Produ and creative director of Rock & Pop TV.