

MARKETS

[Home](#)

[Markets](#)

CONECTA DIGITAL 2025 UNVEILS PROGRAM WITH THE PARTICIPATION OF MORE THAN 40 EXPERTS

2025-10-29 / Markets / Madrid



Conecta DIGITAL presents the full program of its second edition, to be held November 18–19 at Meeting Place (C/ Orense, 34, Madrid). Organized by Inside Content, and supported by the Ministry of Culture and Madrid Film Office, the event is consolidating itself as a key meeting point to understand where content creation, production, and distribution are headed amid profound technological change and new consumption habits.

Over two days, investors, creators, and executives from the audiovisual and digital sectors will share real-world experiences, success stories, and visions for the future of entertainment through keynotes, panels, roundtables, debates, showcases, and startup presentations.

The presence of leading innovation companies and hands-on case studies will set the pace for a program bringing together representatives from YouTube, Telefónica, Atresmedia, X (formerly Twitter), GECA, OWO Games, and Freepik, alongside other international experts and tech startups that are transforming the audiovisual ecosystem.

Highlights include a panel on copyright in the digital age, featuring specialists from Baker McKenzie and Letslaw who will analyze the new legal challenges of contemporary creation, as well as a keynote by Belén Santa-Olalla, CEO of Stroke 114, focused on immersive storytelling and new forms of audience participation—an invitation to reflect on how narratives evolve in interactive environments.

Applied-innovation showcases will feature inspiring examples of gamer marketing, interactive creativity, and collective immersive experiences, while case studies on virtual production and on-set technology will include contributions from Twinpixels, MBC Audiovisuales, and It's On Sync.

There will also be conversations on business models and digital monetization with executives from ShortsTV and TVN (Chile), and debates on leadership and creativity led by senior executives from Freepik and Google.

The program will also feature keynotes by international executives, including Fabio Seidl (Q), "AI, Fandom, and the Future of Storytelling," and an open Digital First dialogue aiming to decode the DNA of young audiences, with Javier Martínez, Director of Originals at You First- Gersh; Kalo Grizzelle, Digital Commissioning Executive at CHANNEL 4; and Beltrán Gortázar, VP at YouPlanet Group and CEO of YouPlanet Studios.

The event will also include sessions on new financing pathways for audiovisual and tech projects, startup pitches, and a closing panel, "What Future Awaits Us?" with participation from Atresmedia, IB3, and the Asociación de Internautas.

ConectaSHOWROOM

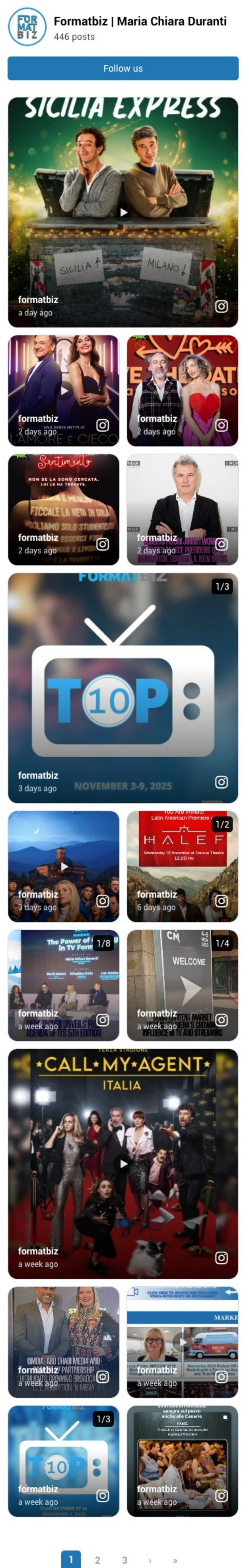
This year, Conecta DIGITAL introduces a new experiential area: Conecta SHOWROOM, with two rooms dedicated to exploring and testing the latest innovations in immersive technology and digital marketing.

Among the most striking experiences, OWO Games will showcase its OWO Skin haptic vest, which lets users feel 30+ physical sensations on their body (impacts, wind, injuries, etc.) through electrostimulation. Attendees will be able to try it on the spot and experience these sensations via games and VR. Algon Games will demonstrate gamer marketing—that is, how to use video games to sell and promote audiovisual projects. In addition, attendees will be able to enjoy an immersive experience with next-generation VR headsets and content thanks to MixReal.

Géraldine Gonard, Director of Inside Content and organizer of Conecta DIGITAL: "Conecta DIGITAL was born to meet the need for a space where the creative and the technological converge. In this edition, we dive deeper into how AI, gaming, and immersive narratives are transforming not only how we tell stories, but also how we monetize and protect them."



INSTAGRAM FEED SCROLLER



FORMATBIZ

Italian and Worldwide Format TV News

Testata registrata presso Tribunale di Ravenna
Aut. Trib. di Ravenna del 20/11/2018
Num. R.G. 5978/2018
Num.Reg. Stampa 1450

Direttore responsabile:
Maria Chiara Duranti

Piva: 02461140390

TV GENRES

- Format
- Scripted
- Factual
- Kids
- People
- Industry
- Markets

LATEST NEWS

Mediawan and LuckyChap Launch
LuckyChap International
London / 2025-10-29

Wed, Nov 12, 2025: Rai 2 tennis match Sinner VS Zverev recorded over 2.9m (13.9%); rerun Montalbano (15.6%); Turkish drama La Notte nel Cuore (14.4%)
Milan / 2025-10-29

Joyn Grows 42% in Q3 as ProSiebenSat.1 Revenues Decline 7% Amid Weak Ad Market
Unterföhring, / 2025-10-29

NEWSLETTER

Subscribe to Our Newsletter to get Important News, Amazing Offers & Inside Scoops:

✉

Enter your Email

Subscribe

☐ I agree to the processing of data sent as per Privacy Policy