



Conecta DIGITAL presents its program with 40 experts and a showroom to experience a new dimension of entertainment.

Access speaker photos [here](#)

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- **AI, copyright, immersive storytelling, and gaming will headline discussions with executives from YouTube, Telefónica, Atresmedia, and Channel 4.**
 - **ConectaSHOWROOM will be the space to experience technological innovation and applied creativity first-hand**
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Madrid, October 29, 2025. — 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.

A practical focus on audiovisual challenges and innovation.

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 (X)**, “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**; **Kaio 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 — first-hand technology exploration.

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. Video games and tools from the gaming ecosystem have become the natural language of younger generations, and at Conecta DIGITAL they will show how to use them strategically to design marketing and promotional campaigns for audiovisual projects. In addition, attendees will be able to enjoy an immersive experience with next-generation VR headsets and content thanks to **MixReal**.

A must-attend gathering to anticipate the future of entertainment.

Conecta DIGITAL 2025 confirms its status as a reference space to connect talent, technology, and creativity, where people debate, learn, and create real opportunities for collaboration.

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.”*

Access the full program [here](#)

Conecta DIGITAL is an essential component of **Conecta FICTION & ENTERTAINMENT**, expanding the event’s thematic scope and consolidating its position as a benchmark for audiovisual professionals. The **2025 edition** features a program designed to promote the creation and dissemination of **digital content** in the creative industries, developed in **two stages: Cuenca (June 16–19) and Madrid (November 18–19)**. Produced by **Inside Content**, it has the collaboration of the **Ministry of Culture**, **European Union – Next Generation EU** funding, and the support of **Madrid Film Office**.

Conecta FICTION & ENTERTAINMENT is one of the most prominent international events in the audiovisual industry, focused on the **creation, development, production, financing, and commercialization** of television content. The **ninth edition** was held in **Cuenca, June 16–19, 2025**, with support from the **Junta de Comunidades de Castilla-La Mancha** and **Castilla-La Mancha Film**

Commission, and in collaboration with the **City Council of Cuenca**. **Inside Content** oversees the event's design and production.

For press info & media accreditation, please email us at:

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