



## CONNECTA Magaluf-Mallorca reinforces the value of carefully curated and selective networking

400 professionals from 30 countries confirm the success of the all-in-one boutique model of the international event held in Mallorca

Access to the [photo gallery](#) of **Conecta 10** (sorted by days)

**Mallorca, May 28, 2026** — CONECTA Magaluf-Mallorca closed its doors on Thursday with a full house of **400 accredited professionals** from **30 countries**, reinforcing an intensive networking model that has become its hallmark.

Held between 25 and 28 May in Magaluf (Calvià, Mallorca), the event brought together executives, producers, platforms, broadcasters, creatives and content development managers from **Europe and the Americas** for four intensive days of work in a boutique format designed to foster strategic connections and real business opportunities.

The largest delegations of professionals, apart from Spain, were led by **France, the United States, Portugal, Germany, Mexico, the United Kingdom** and **Colombia**, as well as Italy and Argentina. Among the companies present were some of the key players in the global audiovisual ecosystem, including **HBO Max, Prime Video, YouTube, France TV, RAI, RTVE, SkyShowtime, TVI, Atresmedia, Telemundo Studios, Mediaset Italia, Movistar Plus+, 3Cat** and **IB3**.

The program featured over **40 activities**, bringing together more than **100 speakers** through **innovative panel discussions and debates**, practical **training workshops** and **networking sessions**. Among the main topics addressed during the event were the impact of **artificial intelligence** and **copyright**, the rise of **microdramas** and **vertical content**, new **financing models**, **European tax incentives** and the **generational shift** within the audiovisual industry.

One of the most high-profile events was **Conecta SUMMIT**, a closed-door meeting reserved for 20 senior executives and decision-makers from the sector, focused on the strategic analysis of the main

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challenges currently facing the international content industry and on fostering business collaboration.

The **pitch sessions** once again formed a central part of CONECTA: dedicated in this edition to **Drama Series, Comedy Series, Direct to Streaming Movies** and **Vertical Series**, a total of **26 finalist projects** were presented to international commissioners, investors and producers. At the close of the event, a total of **11 awards** were presented, sponsored this year by **RTVE Play, Spain Film Commission, Triodos Bank, Warner Music, Acorde, New Art**, and the collaborating events **SANFIC (Chile), Bogotá Audiovisual Market – BAM (Colombia)** and **TV Beats Forum (Estonia)**, all aimed at promoting the development and internationalisation of the winning projects.

In parallel, the **Conecta VIBES** section reinforced the event’s commitment to linking the industry with the region through activities aimed at positioning the Balearic Islands as an international film and TV production hub. Around **80 participants and members of the international media** took part in two location tours that visited some of the most iconic spots in Calvià and Mallorca respectively, including Playa del Mago, known for its Mediterranean setting and unique landscape, where the **‘Calvià, Film Set’** project was presented. Other places visited included Portals Vells, Puig de Sa Morisca and Port de Sóller, amongst others.

The cultural and festive note of the event came courtesy of **Conecta FICTION FEST**, which organised two screenings open to the public at the Casal de Peguera auditorium. The program included the première of the feature **‘Mallorca Confidencial’**, presented with a red carpet and attended by part of the cast, as well as a special screening of the original Movistar Plus+ series **‘Many people need to die’**. On this evening, prior to the screening, the **2026 Conecta Honorary Award** was also presented, paying tribute to the prolific and veteran British journalist **John Hopewell**, International Features Editor at Variety.

**Géraldine Gonard**, director of CONECTA Magaluf-Mallorca, remarked during the closing session: **“CONECTA was founded with the aim of being a space where the industry could take stock, discuss its future and generate the projects we would see in the months and years to come. This year it has become clear that Mallorca and Magaluf are the perfect setting for this. Celebrating our 10<sup>th</sup> anniversary here also holds deep emotional significance: that of a journey built on trust, partnerships and a sense of community that we do not wish to lose. Our new, more compact and all-in-one format is focused on facilitating connections and maximising the value of time spent together, which we believe is far more efficient for everyone”**.

Since its launch in 2017 and over the course of ten editions, CONECTA has brought together more than 6,000 professionals from 50 countries and has contributed to the development of more than **34 scripted series** thanks to the momentum generated during its pitch sessions. Since its inception, the event has maintained a clear commitment to decentralisation within the Spanish and international content industry, aiming to shift the conversation and professional activity to regions outside the traditional circuits and supporting the industry and talent from various regions, as it has done this year with the Balearic Islands.

**CONECTA Magaluf–Mallorca** is part of the umbrella brand **Event CONECTA**, created by Inside Content, which brings

together various international professional gatherings dedicated to driving the audiovisual industry forward. Within this platform, specialised activities are developed that connect creativity, business and technology, strengthening collaboration between Europe and the Americas. Its main event, **Conecta FICTION & ENTERTAINMENT**, renamed CONECTA Magaluf–Mallorca on the occasion of its tenth anniversary, is positioned among the top ten international markets in the audiovisual sector.

Throughout the year, CONECTA organises activities in various locations, both domestic and international, under different labels: FICTION & ENTERTAINMENT (content), DIGITAL (technology and innovation), CREATIVE LAB (creation and trends) and FEST (screenings and exhibitions), among others.

**CONECTA Magaluf–Mallorca** will take place from **25 to 28 May 2026 in Magaluf beach, Calvià (Mallorca, Balearic Islands)**. The event is held in association with the **Calvià Town Council** supported by the Sustainable Tourism Tax, with the collaboration of the **Balearic Islands Government's Institute of Cultural Industries (ICIB)** and the support of the **regional public broadcaster IB3, Mallorca Island Council and Palma Town Council**. CONECTA Magaluf-Mallorca is designed and produced by **Inside Content**.

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