



The main themes of the Conecta 2024 Conference Program: Marketing for entertainment, business models and financing, transmedia IP, and new forms of digital creation

[Access to photos of speakers](#)

Madrid, April 24, 2024 – Conecta FICTION & ENTERTAINMENT is nowadays one of the top 10 international events dedicated to television content worldwide, serving as a **critical meeting point for the convergence of the European and American industries**. The event offers substantial and effective opportunities for collaboration and idea exchange between the two continents.

This year, the event emphasises its role as a platform for **introducing fresh perspectives to the entertainment industry** through a conference program focused on four main themes:

- **Entertainment Marketing:** Innovative strategies for promoting content and maximising market impact.
- **Transmedia IP:** The development and management of intellectual properties using transmedia approaches to expand and enrich narratives across various platforms and media.
- **Business Models and Financing:** Discussions on effective business models and funding methods for producing and distributing audiovisual works in a global context.
- **New Forms of Digital Creation:** Showcasing the latest technological innovations and emerging approaches to creating and distributing digital content in the audiovisual field.

The central themes will be examined by nearly a hundred leading speakers from a wide-ranging perspective and across different audiovisual genres, including fiction, docuseries, and innovative formats, with the goal of encouraging creativity and diversity in television production.

Conecta 2024 Conference Program - Preview

The Renaissance of OT: Breaking Traditional Paradigms

This panel delves into the key elements and strategies that contributed to the success of the new season of *Operación Triunfo*, one of Spain's iconic formats. With the participation of **Chenoa**, who was a contestant in the first season and host of the latest one; **Noemí Galera**, Director of the OT Academy; **Óscar Prol**, Head of Original Entertainment Content at Prime Video Spain; **María José Rodríguez**, Head of Original Content at Prime

Video Spain; and **Tinet Rubira**, General Manager of Gestmusic (Banijay Iberia) Spain, the session will explore how the idea was conceived, the challenges faced, and the success achieved by breaking paradigms in streaming formats and reinventing global content strategies. The panel will be moderated by **Irene Jiménez**, director and co-founder of Audiovisual 451.



Talpa and Atresmedia Keynote – The Reality of Non-Fiction: A Global Overview of Unscripted

Maarten Meijs, CEO of Talpa Studios, Netherlands, and **Carmen Ferreiro**, Director of Entertainment Programs at Atresmedia, come together to discuss the present and future of non-fiction, offering a unique perspective on the creation of compelling content that captivates modern audiences. **Eva Baltés**, Editor of TIVU, will moderate this talk.

Panel on the Present and Future of Docudrama:

Polish film director and screenwriter **Julia Groszek**, **Audrey Kamga**, Media Expert & Sales Manager at ARTE France, and **Sergio Nakasone**, Head of Unscripted Development and Production, General Entertainment, Warner Bros. Discovery Latin America and US Hispanic, will examine the docudrama genre and its impact on content strategies on digital platforms and major networks.

- **Section: Conecta DIGITAL**

Technology and New Tools in the Audiovisual Industry:

Featuring **Manuel Ramírez**, Director de El Ranchito, Spain; **Hugo Gurgel**, General Director of Quanta,

Brazil; and **Pedro Domingo Luque**, CEO & Co-Founder of Nu Boyana, this panel will be moderated by **Paco Torres**, CEO of Blend Studios. They will explore the importance of VFX in current audiovisual production and its revolutionary impact on the future of entertainment.

The Metaverse:

Edgar Martin Blas, Co-founder, CEO, and Creative Director of Virtual Voyagers, Spain, will deliver a keynote on building the metaverse and how these disruptive technologies are transforming the audiovisual industry.

- **Section: Conecta Women**

Under this banner, Conecta presents all its content dedicated to highlighting the work of women in the audiovisual industry. Visionaries such as Ximena Cantuarias, SVP Scripted Productions at Telemundo, **Georgina Terán**, CEO of EFD International, and **Amaya Muruzabal**, CEO & Director of Content at M Content Spain, will share their success stories and challenges, showcasing how they are transforming production and entertainment. This session will be moderated by **Paula Kirchner**, an executive specializing in strategic content from Argentina.

For more information, visit the [event's website](#), where daily updates are provided

Conecta FICCIÓN & ENTERTAINMENT is a professional and international market focused on the creation, development, production, financing, broadcasting and marketing of television content, positioned within the top 10 international tv events of the audiovisual industry. Connecting industry and talent, fiction and entertainment and Europe and the Americas.

The eighth edition of Conecta FICCIÓN & ENTERTAINMENT will be held in Toledo, Castilla-La Mancha, on June **18-21, 2024**, with the support of the Junta de Comunidades de Castilla-La Mancha and the collaboration of the Castilla-La Mancha Film Commission. Inside Content oversees the design and production of the event.

Further information available at www.eventconecta.com/en
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