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CUPRA X J.A. BAYONA

THE DREAM MAKERS

SHORT FILM CONTEST

CONVOCATORIA ABIERTA DEL 3 AL 9 DE JUNIO

HOSTED BY **escac**

Elas son cine **12** Madrid Pases a las 19:30h 4 al 8 de junio Sala Berlanga

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M&A PREMIERES PROYECTOS POR AFRICA

AUDIOVISUAL451

el medio online de la industria audiovisual

START IN COMBUSTION WHO TELEVISION STREAMING SCREENS PREMIERES VIDEOS FURTHER

TERCERA CONVOCATORIA ABIERTA 2024 **iINSCRIBETE YA!** [www.laresidencianavarra.com](#)

FORUM Organiza: ECAM, Comunidad de Madrid, Colabora: MADADERO, CINETECA, Madrid Film Office

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"COMEDIA FINISIMA PARA LAS CRISIS VITALIS. UN ABSOLUTO DISFRUTE"

EX MARIDOS

Una película de NOAH PRITZKER

OSBEN JUNE, JAMES NORTON, 7 DE JUNIO SOLO EN CINES, MELIS REZER, BOBANA ANGETTE

Start - Television

Conecta FICTION & ENTERTAINMENT presents a conference program with four thematic axes for its eighth edition

By Marco Sánchez Sequera - 3 mayo, 2024



This year, **Conecta FICTION & ENTERTAINMENT**, the international event dedicated to television content and a key meeting point for the convergence of European and American industries, highlights its role as a platform to present new perspectives in the entertainment industry, through a **conference program focused on four thematic axes**.

Conecta FICTION & ENTERTAINMENT 2024, whose **eighth edition** will take place in **Toledo from June 18 to 21**, promises to be a space for learning, collaboration and networking for all professionals in the sector. **Opportunities for collaboration, co-production and project development** will be explored with Brazil and Portugal, countries also widely represented throughout the program.



The **four thematic axes** of the conference program are the following:

- **Entertainment Marketing** : Innovative strategies to promote content and generate a greater impact on the market.
- **Transmedia IP** : Development and management of intellectual properties, applying transmedia approaches to expand and enrich narratives through various platforms and media.
- **Business models and financing** : Discussion on effective business models and financing methods for the production and distribution of audiovisual works in a global environment.
- **New forms of digital creation** : Presentation of the latest technological innovations and new ways of creating and distributing digital content in the audiovisual field.

The rebirth of OT

Este panel examina **las claves y estrategias que llevaron al éxito en su nueva etapa a Operación Triunfo**, uno de los formatos icónicos de España. Con la participación de la que fue concursante de la primera edición y presentadora de esta última, **Chenoa**; **Noemi Galera**, directora de la Academia de OT; **Oscar Prol**, responsable de contenido original de entretenimiento de Prime Video; **María José Rodríguez**, responsable de contenidos originales de Prime Video en España; y **Tinet Rubira**, director general de Gestmusic (Banijay Iberia), se explorará cómo se gestó la idea, los obstáculos encontrados y el éxito logrado al romper paradigmas en formatos de streaming, reinventando estrategias de contenido a nivel mundial. El panel estará moderado por **Irene Jiménez**, directora y co-fundadora de Audiovisual451.



Tinet Rubira and María José Rodríguez.

Talpa and Atresmedia on non-fiction

Maarten Meijis, CEO of **Talpa Studios** (Netherlands), and **Carmen Ferreiro**, director of entertainment programs at **Atresmedia**, will share the stage to explore the present and future of non-fiction, offering a unique vision on the creation of impactful content that captivates modern audiences. **Eva Baltés**, TIVU editor, will moderate this talk.

Present and future of docudrama

Polish film director and screenwriter **Julia Groszek**; **Audrey Kamga**, Media Expert & Sales Manager at **ARTE France**; and **Sergio Nakasone**, leader of non-scripted development and production at **Warner Bros. Discovery Latin America and US Hispanic**, will examine the docudrama genre and its impact on content strategies on digital platforms and large networks.

Connect DIGITAL

This colloquium will feature **Manuel Ramirez**, director of **El Ranchito**; **Hugo Gurgel**, CEO of **Quanta** (Brazil), and **Pedro Domingo Luque**, CEO and co-founder of **Nu Buyana**, with **Paco Torres**, CEO of **Blend Studios**, as moderator. They will explore the importance of **VFX** in current audiovisual production and its revolutionary impact on the future of entertainment.



Georgina Terán, CEO of EFD International.

Metaverso

Edgar Martin Blas, co-founder, CEO and creative director of **Virtual Voyagers**, will give a presentation on the construction of the metaverse and how disruptive technologies are transforming the audiovisual industry.

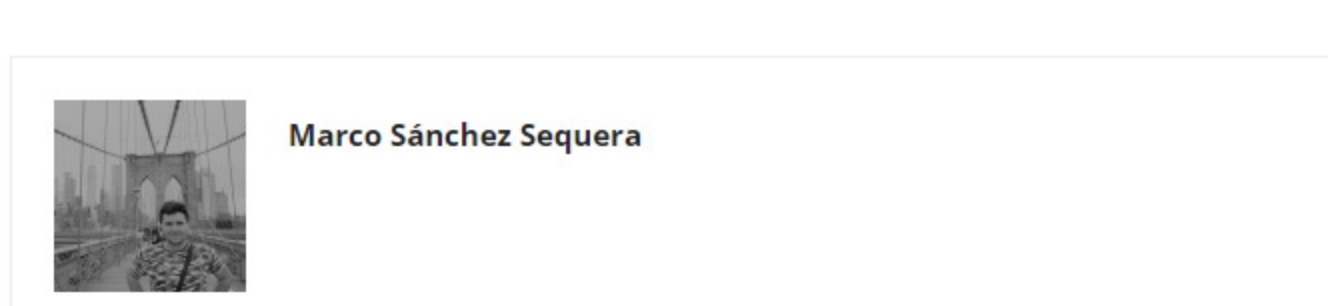
Connect Women

Under this seal, all Conecta content dedicated to highlighting the work of women in the audiovisual industry is presented. Visionaries like **Ximena Cantuarias**, **Telemundo**'s SVP Scripted Productions; **Georgina Terán**, CEO of **EFD Internacional**; and **Amaya Muruzabal**, CEO and chief content officer of **M Content**, will share their stories of success and challenges, highlighting how they are transforming production and entertainment. The moderator of this session will be the Argentine **Paula Kirchner**, an executive specialized in strategic content.

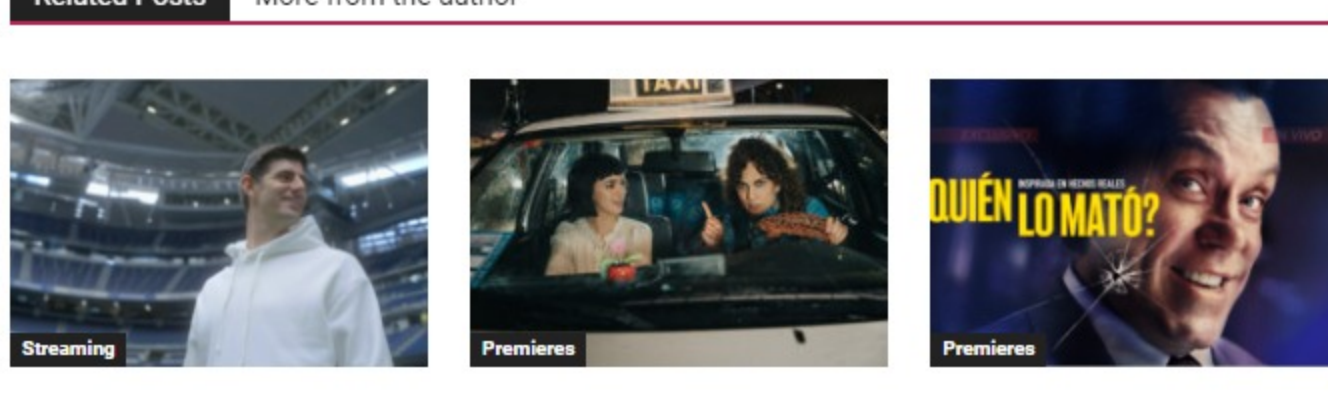


HANG TAGS

8th edition of Conecta FICTION & ENTERTAINMENT	Amaya Muruzabal	amazon	arte france
atresmedia	audiovisual	ibero-american audiovisual	audiovisual451
Brazil	Carmen Ferreiro	Castilla la Mancha	cheno
collaboration	Connect DIGITAL	Conecta FICTION & ENTERTAINMENT	Conecta FICTION & ENTERTAINMENT 2024
conferences	conferential	co-production	digital creation
project development	docudrama	Edgar Martin Blas	EFD International
entertainment	Eva Baltés	Festivals	fiction
financing	Georgina Terán	Getsmusic	Hugo Gurgel
Latin America	industry	ip	irene jimenez
Julia Groszek	M Content	Maarten Meijis	Manuel Ramirez
maria jose rodriguez	marketing	markets	metaverso
Business models	networking	non-fiction	noemi galera
Nu Buyana	Triumph operation	Operation Triunfo 2023	Operation Triumph 2024
oscar prol	ot	OT 2023	OT 2024
paco torres	Paula Kirchner	Pedro Domingo Luque	platforms
portugal	prime video	professionals	programming
quanta	Sergio Nakasone	series	streaming
Talpa Studios	Telemundo	television	themes
blonde haired	toledo	transmedia	streamed
vfx	Virtual Voyagers	The Warner Bros. Discovery Latin America and Hispanic US	Ximena of Canterbury



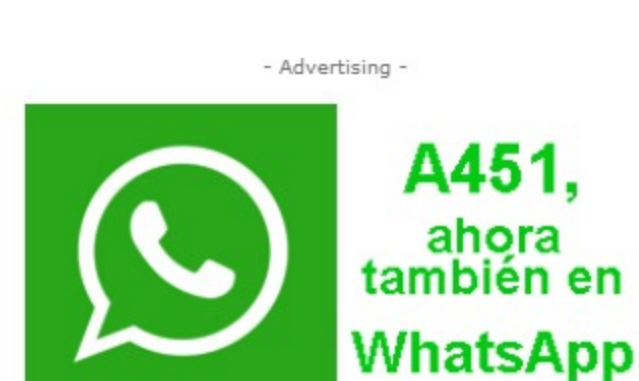
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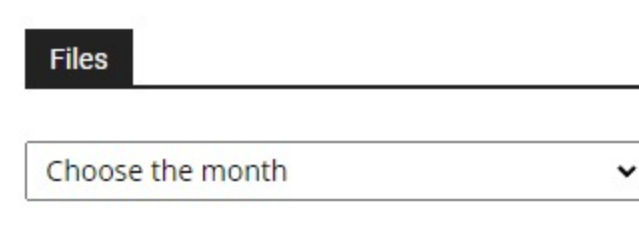
Wakali Media produces the docuseries 'Courtoids: The Return of Number 1' for Prime Video

'Atasco' - premiere May 24 on Prime Video

'Who killed him?' - premiere May 24 on Prime Video



TODAS LAS HISTORIAS SE RUEDAN EN LA COMUNIDAD DE MADRID



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