



Signal News > Events > Trade Shows

3 MAY 2024

CONECTA FICTION & ENTERTAINMENT 2024 ANNOUNCED ITS CONFERENCE PROGRAM

THE THEMATIC AXES FOR THE EDITION THAT WILL TAKE PLACE FROM JUNE 18 TO 21 IN SPAIN WILL BE ENTERTAINMENT MARKETING, TRANSMEDIA IP, BUSINESS MODELS AND FINANCING, AND NEW FORMS OF DIGITAL CREATION.

by Signal News

news@senalnews.com @senalnews @senalnews @senalnews



Share



Conecta Fiction & Entertainment announced its conference agenda and thematic axes for its eighth edition, which will take place from June 18 to 21. The event has the support of the Castilla-La Mancha Communities Board and the collaboration of the Castilla-La Mancha Film Commission. Inside Content oversees the design and production of the event.

This year, the event highlights its role as a platform to present new perspectives in the entertainment industry, through a conference program focused on four thematic axes: Entertainment Marketing, with innovative strategies to promote content and generate a greater impact on the market; Transmedia IP, encompassing the development and management of intellectual properties, applying transmedia approaches to expand and enrich narratives across various platforms and media; Business models and financing, with discussions on effective business models and financing methods for the production and distribution of audiovisual works in a global environment; and New forms of digital creation, presenting the latest technological innovations and new ways of creating and distributing digital content in the audiovisual field.

The conference program will begin with "The Renaissance of OT: Breaking Traditional Paradigms." This panel examines the keys and strategies that led to the success of "Operación Triunfo", one of Spain's iconic formats, in its new stage. With the participation of the one who was a participant in the first edition and presenter of this latest Chenoa; Noemi Galera, director of the OT Academy; Oscar Prol, Head of Original Entertainment Content at Prime Video, Spain; María José Rodríguez Head of original content for Prime Video in Spain and Tinet Rubira General Director of Gestmusic (Banijay Iberia) Spain, it will explore how the idea was conceived, the obstacles encountered and the success achieved by breaking paradigms in streaming formats, reinventing strategies of content worldwide. The panel will be moderated by Irene Jiménez, director and co-founder of Audiovisual 451.

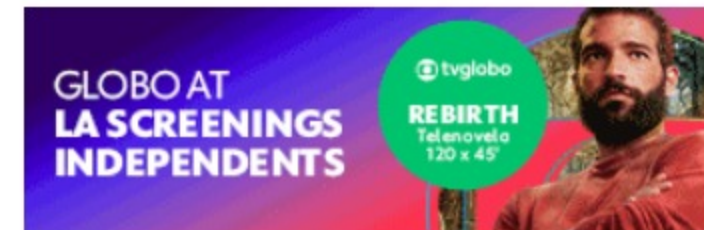
Then, the agenda will continue with a keynote from Talpa and Atresmedia, "The reality of non-fiction: global panorama of unscripted". Maarten Meijls, CEO of Talpa Studios, Netherlands and Carmen Ferreiro, Director of Entertainment Programs at Atresmedia share the stage to explore the present and future of non-fiction, offering a unique vision on the creation of impactful content that captivates modern audiences. Eva Baltés Editor of TIVU will moderate this talk.

Next, "Panel on the Present and Future of Docudrama" will be held. Polish film director and screenwriter Julia Groszek, Audrey Kamga Media Expert & Sales Manager at ARTE France, and Sergio Nakasone, Non-Scripted Development and Production Leader, 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 large channels.

In the Conecta Digital section, the panel "Technology and new tools in the audiovisual industry" will be held. It will feature Manuel Ramirez, Director of El Ranchito, Spain; Hugo Gurgel, General Director of Quanta, Brazil and Pedro Domingo Luque CEO & Co Founder of Nu Buyana, 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.

In addition, another conference will be held, "Metaverse", where Edgar Martín Blas, Co-Founder-CEO and Creative Director of Virtual Voyagers, Spain will give a presentation on the construction of the metaverse and how disruptive technologies are transforming the audiovisual industry.

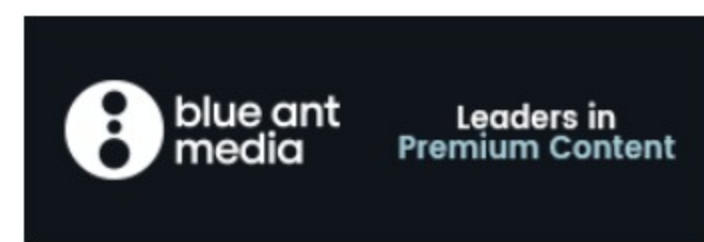
Finally, in the Conecta Women section, the seal under which all Conecta content dedicated to highlighting the work of women in the audiovisual industry is presented, visionaries such as Ximena Cantuarías SVP Scripted Productions of Telemundo, Georgina Terán CEO of EFD International and Amaya Muruzabal CEO & Content Director of M Content, Spain, will share their success stories and challenges, highlighting how they are transforming production and entertainment. The moderator of this session will be Paula Kirchner, executive specialized in strategic content, Argentina.



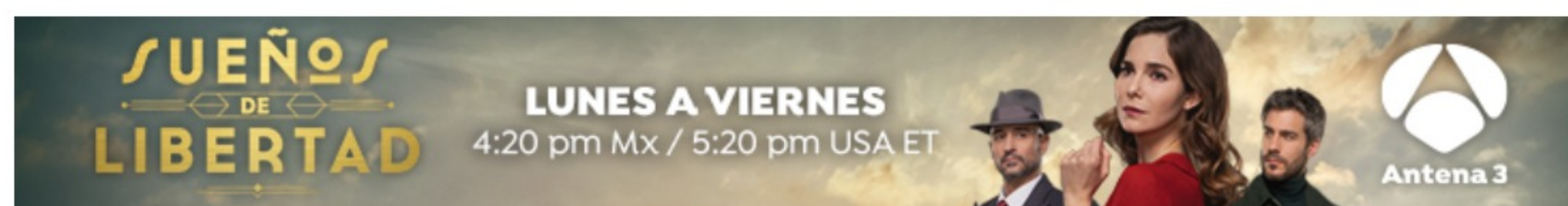
SUBSCRIBE

Receive news segmented according to your topics of interest.

GET INTO >



CONNECT FICTION & ENTERTAINMENT



+ Related notes



Trade Shows
CONECTA FICTION & ENTERTAINMENT 2024: COMMISSIONERS PITCHING SESSIONS WITH ENTERTAINMENT GIANTS



Trade Shows
CONECTA FICTION & ENTERTAINMENT 2024 ANNOUNCED THE FINALS OF PITCHING SESSIONS



Trade Shows
MICHÈLE BENZENO WILL RECEIVE THE CONECTA FICTION & ENTERTAINMENT 2024 HONOR AWARD



Trade Shows
CONECTA FICTION & ENTERTAINMENT MET IN BRAZIL WITH THE PROFESSIONALS WHO WILL ATTEND THE MARKET IN JUNE



Events
CONECTA FICTION & ENTERTAINMENT OPENS CALLS FOR PROJECTS



Trade Shows
CONECTA FICTION WILL PRESENT ONE OF THE NEW EURIMAGES AWARDS



Trade Shows
CONECTA 2023: 19 AWARDS AMONG THE 30 FINALIST PROJECTS



Trade Shows
CONECTA 2023: SPAIN FILM COMMISSION DISCUSSED THE CHALLENGES OF THE AUDIOVISUAL INDUSTRY



Production
CONECTA 2023: RTVE CHOSE "DE BUENA FAMILIA" FOR DEVELOPMENT

- ### THE MOST READ
- 1 Netflix will add 17 classic films of Brazilian cinema
 - 2 Universal+ confirms a second season of the series "Ted"
 - 3 Paramount+ launches "No Te Claves", its original Christmas special
 - 4 Spain: Disney+ and Netflix are the most chosen platforms to watch movies
 - 5 Movistar Plus+ premieres new documentary "Lost in the Amazon"

