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MARKET

# Conecta Fiction & Entertainment, an audiovisual market event in Spain, will focus on Brazil and Portugal in 2024

By Mariana Toledo » February 29, 2024 Updated February 29, 2024



Conecta 2023 (Photo: Disclosure)

Conecta Fiction & Entertainment is a professional market that aims to promote exchange and internationalization between professionals in the audiovisual sector for the creation, financing, production, transmission and distribution of fiction and entertainment television content from America and Europe. Its 8th edition, scheduled for the period from June 18th to 21st, 2024 in Toledo, Spain, will have Brazil and Portugal as featured countries.

[Registration is now open](#).

The 2023 edition, which was also held in June, brought together more than a thousand participants, mostly producers and executives from television channels and streaming platforms. Last Wednesday, the 28th, Conecta held a meeting to promote its 8th edition at the Instituto Cervantes, in São Paulo, with a presentation by director Géraldine Gonard. "Brazilians can find on Conecta several partners from Spain, Portugal and the rest of Europe. Brazilian producers are producing very high quality content, this is clear, and the space for international co-productions is increasing. Conecta is the best place to discover trends and find talent, partners, production companies", said Gonard exclusively to TELA VIVA.



Director Géraldine Gonard (Photo: Disclosure)

The event defines itself as the only market that connects industry and talent, fiction and entertainment and Europe and America. The program includes networking moments, panels, workshops, evening events and pitching sessions, in addition to the "premium" event, the Think Tank, an exclusive discussion forum for high-level professionals that, this year, will take place on Tuesday, the June 18th. During the day, participants will be able to reflect, debate and share their market vision, in addition to drawing conclusions and insights about the sector.

## Pitch sessions

Calls for [Pitchings are now open](#) and have different deadlines. Interested parties can submit one or more projects – specified in the terms and conditions – for the different modalities. Registration is online and free. The international calls for the 2024 edition are:

**Pitch Copro Series** – International co-production projects for TV series or miniseries – Registration until March 25th;

**Pitch High-End Series** – High-budget projects, with strong audience potential and elements that make them attractive (international co-productions, supported by talents such as screenwriters, directors, cast, etc., based on pre-existing materials such as podcasts, video games, works literary works and plays, for example) – Registration until March 26th;

**Pitch Music Series** – Fiction series or miniseries projects in which music plays a prominent role – Registration until March 27th;

**Pitch Docudrama Series** – Documentary series with fictional elements; Registration until April 4th;

**Pitch Feel Good Formats** – Projects in television format that bring joy to viewers; Registration until April 5th.

The Editorial Committees, which will be made up of international experts, will select the winning projects in the pitching sessions that will take place during the event. The members of the 2024 Committees are yet to be confirmed. Furthermore, projects participating in the pitching sessions may win prizes awarded by Spanish and international companies and institutions.

Projects in development selected in the Pitch Copro Series, Pitch High-End Series, Pitch Music Series and Pitch Docudrama Series sections of Conecta will be eligible for the 2024 Series Coproduction Development Award, which will consist of a grant of 50 thousand euros granted by Council of Europe, headquarters of Eurimages. Among other requirements, projects must be developed by one or more independent production companies established in a Eurimages member state (all 39) and must not exceed ten episodes and 600 minutes in total.

Last year, 311 projects were received from 30 different countries, including Spain, Argentina, Chile, Colombia, Mexico, Portugal, Finland, Israel, the United States, the United Kingdom and Ireland.

## Paradiso Project Support

The Paradiso Project, which invests in professional training and knowledge generation in the audiovisual sector, with scholarship and mentoring programs, in addition to courses, seminars and studies, will support a Brazilian project selected for the Conecta 2024 pitch sessions. made possible via the Brasil no Mundo program, will cost 2 thousand dollars (around 10 thousand reais) and is intended exclusively for a fiction project.

"Conecta has already established its mark on the calendar of world events and we consider Brazilian participation in it to be very important. This year's edition, which will focus on Brazil and Portugal, motivated us to include the event on the list of Brazil in the World, which is our program that supports the selection of Brazilian projects at market events and Brazilian films at festivals. We will support a selected Brazilian project – if there is more than one, the event organization will indicate which one will receive support", explained Rachel do Valle, project director. from Projeto Paradiso, for this newscast. Support is restricted to projects for the following pitchings: Pitch Copro Series, Pitch High-End Series and Pitch Music Series. Projects that are eventually selected in the Pitch Docudrama Series or Pitch Feel Good Formats will not be eligible to receive support from Projeto Paradiso.

## Exchange and networking environment

"Brazil is now working on regulations, with VOD platforms, for example, so Conecta is also an opportunity to learn more about what European companies and European countries have already done in relation to this. It's interesting to see how it was created the legislation applied in France, Spain, Italy, Germany and Portugal. It is very important to share experiences, and also about business models. This is something that can open the minds of producers. In Europe, there are many possible business models, and I have seen. that in Brazil there are not so many. Brazilians can see how we are doing and take their high quality products to co-produce", observed Gonard.

"Plus, it's the perfect environment for networking. You can easily talk to everyone, have a coffee and meet at evening events. We need to get to know each other. That's why the pandemic has been so difficult for businesses to move forward, because these meetings in-person are very important for audiovisual", he concluded.

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Commercial representative for publications and events: Patricia Linger (11) 3138-4623 / (11) 98245-3183, comercial@teletime.com.br

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