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CONECTA REVEALS DETAILS OF ITS 2024 CONFERENCE PROGRAM

Alexa Alfano 25 days ago The most outstanding



Conecta FICTION & ENTERTAINMENT has revealed details of its conference program for 2024, focused on four main topics: Entertainment marketing, IP transmedia, business models and financing, and new forms of digital creation.

The central themes will be examined by almost a hundred exponents of different audiovisual genres, including fiction, docuseries and formats, with the aim of promoting creativity and diversity in television production.

The OT Renaissance panel: breaking traditional paradigms will delve into the key elements and strategies that contributed to the success of the new season of *Operación Triunfo*, one of Spain's iconic formats.

The presentation of Talpa Studios and Atresmedia, by Maarten Meijls, CEO of Talpa Studios in the Netherlands, and Carmen Ferreiro, director of entertainment programs at Atresmedia, will examine the present and future of non-fiction, offering a perspective on the creating content that captivates modern audiences.

There will also be a panel on the Present and Future of Docudrama, with the participation of director and screenwriter Julia Groszek, Audrey Kamga of ARTE France and Sergio Nakasone of Warner Bros. Discovery Latin America and US Hispanic.

The Conecta DIGITAL section will have two events. Technology and new tools in the audiovisual industry will feature the participation of Manuel Ramírez from El Ranchito in Spain; Hugo Gurgel of Quanta in Brazil; and Pedro Domingo Luque from Nu Boyana, moderated by Paco Torres from Blend Studios. Next, Edgar Martin Blas from Virtual Voyagers will offer a presentation on the construction of the metaverse and how these disruptive technologies are transforming the audiovisual industry.

The Conecta Women section will present all its content dedicated to highlighting the work of women in the audiovisual industry. Contributors include Ximena Cantuarias of Telemundo, Georgina Terán of EFD International and Amaya Muruzabal of M Content Spain.

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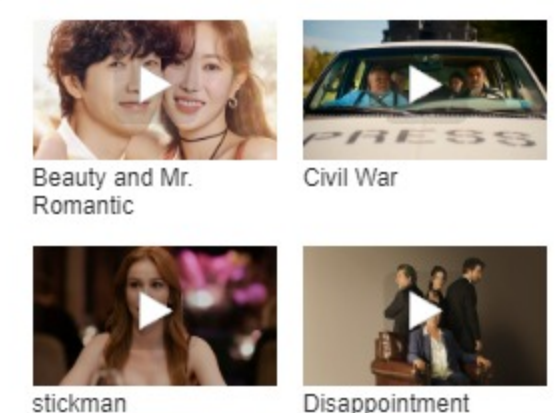
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