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Michèle Benzeno of Webedia, will receive the Conecta FICTION & ENTERTAINMENT 2024 Honor Award



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Michèle Benzeno, CEO and Comex member of Webedia, will be awarded the 2024 Honor Award - dedicated to the Future of Entertainment Award.

Conecta FICTION & ENTERTAINMENT, a reference event in the international entertainment industry, is pleased to announce that Michèle Benzeno, General Director and member of the Comex of Webedia, will be awarded the 2024 Honor Award - dedicated to the Future of Entertainment. Entertainment Award). With this award, the organization recognizes her exceptional career and role as a visionary and pioneer of digital entertainment in addition to her commitment to impact governance, gender diversity and the employability of young people through technology.

Michèle Benzeno's Career: Leadership in Digital Transformation

With more than 20 years of experience as an expert leader in digital transformation and marketing, her presence has been fundamental in the structuring and development of new B2B business models to accelerate the internal and external growth of the Webedia Group, as well as its diversification in France. international level. Graduated from Paris University | Panthéon Sorbonne and with a Master in Marketing and Strategies from Dauphine, Benzeno has left a significant mark on the entertainment industry since his beginnings in 1994 at the Figaro Group and his time at the Vivendi Group, Groupe l'Express/Roularta, Yahoo! France or M6 to her current position as CEO of Webedia, transversally supervising all the group's revenues and activities, including content, influencers, social networks, data, programming, events and sports. Her exceptional contribution and innovative vision make her undoubtedly worthy of the 'Honor Award 2024- Future of Entertainment Award'.

Program preview: Conecta Keynotes:

Within the framework of the event, the participation of top-level international speakers also stands out, including Kai Finke, Chief Content Officer of SkyShowtime, who will offer a keynote under the label dedicated to streamers in which he will share his experience and knowledge in the industry. of entertainment. Finke currently leads the SkyShowtime programming team, overseeing programming strategy and ensuring high quality entertainment, including SkyShowtime Originals and acquisitions.

Prior to joining SkyShowtime, Kai worked at Netflix as Director of Content for multiple European markets and has accumulated over 20 years of experience in production, international distribution and acquisitions. His work at Munich-based Telepool and Vodafone, along with his strong relationships with leading creatives, producers, distributors and networks across Europe, have contributed to his renowned track record in bringing local entertainment to SkyShowtime markets and beyond. global audiences.

Phillipe Carrasco Head Film and TV, Content Partnerships at Youtube Brazil will also offer a Keynote at Conecta, who will talk about the positioning of YouTube as an audience amplifier, providing solutions to the problems of current TV, new generations and consumption models. He will also discuss the symbiosis between digital and traditional, illustrating his presentation with several case studies.

Carrasco has solid experience negotiating with artists, celebrities and content producers, as well as in building relationships with C-level executives of the most important traditional and digital media companies in LATAM and, throughout his professional career, he has played various successful positions in SBT of Brazil. Since 2019, he is responsible for YouTube AVOD Content Partnerships with Film Studios, Television Networks, Endemic Film Creators and Streaming Platforms in Brazil.

Mariano Cesar, SVP of General Entertainment Content and Programming Strategy, Warner Bros. Discovery, Latin America and US Hispanic, will be the protagonist of Keynote focused on Scripted content. The executive is responsible for leading all content and production teams of the extensive portfolio of general entertainment brands in the region, including the areas of development, production, acquisition and programming of the Max streaming platform and Pay TV channels. leaders such as HBO, TNT, Space, Warner Channel, Cinemax, Discovery, Home & Health, ID and TLC, among others.

He began his professional career in the pay television industry 30 years ago at the head of brands that left a mark on the Latin American audience such as Uniseries, Retro, I.Sat, Space and then TNT, TNT Series, Warner Channel. In 2021 he assumed the responsibility of leading the Programming and Content Strategy area for HBO Max, a responsibility to which the HBO channel portfolio was later added, before ascending to his current position that he performs from Argentina.

Currently there are almost a hundred confirmed speakers and in the coming weeks you will be able to access the Conecta FICTION & ENTERTAINMENT program through the event website.

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