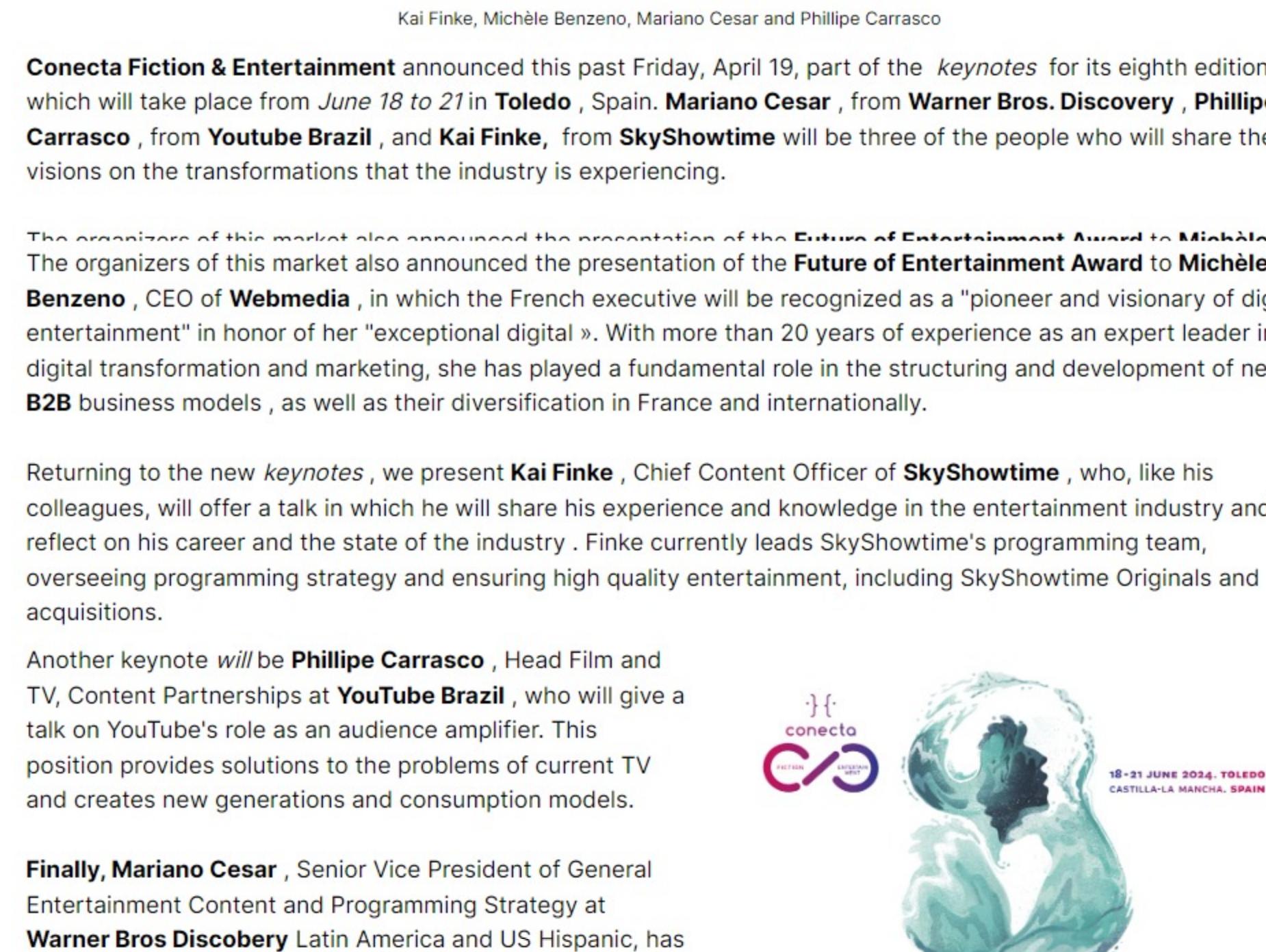


New keynotes announced for Conecta FICTION & ENTERTAINMENT

April 25, 2024

Kai Finke, Mariano Cesar and Phillip Carrasco will share their visions on the industry and its transformations. Likewise, Michele Benzeno will receive the honorary award for the Future of Entertainment.



Kai Finke, Michele Benzeno, Mariano Cesar and Phillip Carrasco

Conecta Fiction & Entertainment announced this past Friday, April 19, part of the *keynotes* for its eighth edition, which will take place from June 18 to 21 in Toledo, Spain. **Mariano Cesar**, from **Warner Bros. Discovery**, **Phillipe Carrasco**, from **YouTube Brazil**, and **Kai Finke**, from **SkyShowtime** will be three of the people who will share their visions on the transformations that the industry is experiencing.

The organizers of this market also announced the presentation of the *Future of Entertainment Award* to **Michele Benzeno**, CEO of **Websmedia**, in which the French executive will be recognized as a "pioneer and visionary of digital entertainment" in honor of her "exceptional digital". With more than 20 years of experience as an expert leader in digital transformation and marketing, she has played a fundamental role in the structuring and development of new B2B business models, as well as their diversification in France and internationally.

Returning to the new *keynotes*, we present **Kai Finke**, Chief Content Officer of **SkyShowtime**, who, like his colleagues, will offer a talk in which he will share his experience and knowledge in the entertainment industry and reflect on his career and the state of the industry. Finke currently leads SkyShowtime's programming team, overseeing programming strategy and ensuring high quality entertainment, including SkyShowtime Originals and acquisitions.

Another keynote will be **Phillipe Carrasco**, Head Film and TV, Content Partnerships at **YouTube Brazil**, who will give a talk on YouTube's role as an audience amplifier. This position provides solutions to the problems of current TV and creates new generations and consumption models.

Finally, Mariano Cesar, Senior Vice President of General Entertainment Content and Programming Strategy at **Warner Bros Discovery** Latin America and US Hispanic, has been confirmed. Cesar will detail the development, production, acquisition and programming strategy of the Max streaming platform and pay TV channels such as HBO, TNT, Space, Warner Channel, Cinemax, Discovery, Home & Health, ID TLC, among others.

Also announced this year is **Conecta Vibes**, a set of leisure activities and experiences designed to facilitate personal connections between attendees. The activities are designed for free time during two days of the event and are intended to multiply the options to create connections and make the participants' experience more memorable. Among the options are guided walks and walks through Toledo, yoga sessions and *fitness* classes.

You may also be interested in:

Barómetro OTT Cine: Avance de resultados Oleda Trimestre febrero-abril de 2024

17 mayo 2024

Disney+ and Netflix are once again the OTTs in which the quality of their film catalog is rated the best

May 27, 2024

Geca has launched a preview of its OTT Cinema Barometer, the results obtained correspond to the quarter it covers

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REGISTER NOW! ONE WEEK LEFT EARLY BIRD UNTIL APRIL 12

18-21 JUNE 2024 - TOLEDO, CASTILLA-LA MANCHA, SPAIN

There are only three days left to get the early bird rate and participate in Conecta Fiction & Entertainment!

April 8, 2024

The early bird rate will be available exclusively until April 12 or until the number of available places is exhausted.

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THE VI EDITION OF CONECTA FICTION&ENTERTAINMENT WAS THE MOST CROWDED IN ITS HISTORY

JUNE 27, 2022

The seventh edition of Conecta Fiction & Entertainment opened last night at the Cigarral Vineyard in Santa María.

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February 13, 2023

Going European, new training program for authors of international series

The French CNC, Centre national du cinéma et de l'image animée, has launched this program financed by the

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SKYSHOWTIME WILL BROADCAST EUROPEAN HBO MAX SERIES

JANUARY 2, 2023

Conecta Fiction & Entertainment chosen by the Council of Europe to offer a prize of 50,000 euros

The event directed by Géraldine Gonard is one of the four markets designated by the support fund

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PARAMOUNT+ CONTINUES ITS EUROPEAN EXPANSION BY REACHING THE ITALIAN MARKET

AUGUST 22, 2022

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Paramount+ continues to progress in its growth plans, landing in one of the most relevant European territories, with

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THE VI EDITION OF CONECTA FICTION&ENTERTAINMENT WAS THE MOST CROWDED IN ITS HISTORY

JUNE 27, 2022

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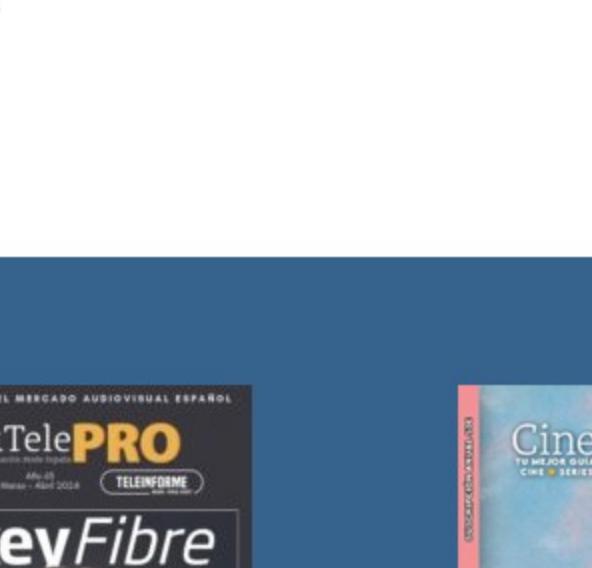
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