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New keynotes announced for Conecta FICTION & ENTERTAINMENT

April 25, 2024

Kai Finke, Mariano Cesar and Phillippe 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 Phillippe 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**, **Phillippe 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 **Michèle Benzeno**, CEO of **Webmedia**, 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 and 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.



Official poster of the Conecta FICTION & ENTERTAINMENT event

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