



## Conecta FICCIÓN & ENTERTAINMENT 2024 kicks off: Toledo reclaims its role as the global TV industry hub

- Over the next three days, the 8<sup>th</sup> edition of this international meeting for media professionals offers an intense programme of activities and conferences.

Access to the [photo gallery](#) of the **Opening Ceremony** and **Conecta THINK TANK**

**Toledo, June 19<sup>th</sup>, 2024** – The city of Toledo in Spain, hosts from today a new edition of Conecta FICCIÓN & ENTERTAINMENT, the professional event that provides a unique meeting place for media executives from all over the world who will enjoy three days full of activities in an incomparable historical setting.

The eighth edition of Conecta FICCIÓN & ENTERTAINMENT, the third to be held consecutively in Castilla-La Mancha's capital, was officially inaugurated last night with a reception at Cigarral de Santa María. The opening ceremony, which was attended by **300 participants** and media representatives, was chaired by the Regional Minister of Economy, Business and Employment of Castilla-La Mancha, **Patricia Franco**, and the Director of the event, **Géraldine Gonard**.

In her welcome speech, **Franco** acknowledged that "Castilla-La Mancha concentrates the **national and international spotlight** of the audiovisual entertainment industry in this week of Conecta". For this reason, various spokespersons from the regional Government will speak at some of the more than 70 activities scheduled over the three days to debate "the need to analyse the **economic impact of audiovisual productions** on filming locations, and to present the full potential of Castilla-La Mancha to **host audiovisual productions** in the region".

On the other hand, **Gonard** reiterated once again her gratitude to Castilla-La Mancha, which she defined as "a magnificent setting for any event, a region of hospitable and welcoming people, in a spectacular environment that anyone would dream of as a location for their next filming".

Gonard also gave the floor briefly to the representatives of the institutions and public entities collaborating with Conecta FICCIÓN & ENTERTAINMENT 2024 present at the Cigarral: **Elisa García Grande**, Executive Director of **ICEX-Invest in Spain**; **Susana Gato**, Executive President of **APIT** (Associação de Produtores Independentes de Televisão); **Ana Marques**, Executive Director

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of **Portugal Film Commission / ICA** (Instituto do Cinema e do Audiovisual Português); and **José Fragoso**, Programme Director of **RTP** (Rádio e Televisão de Portugal). All of them addressed warm words of welcome and thanks to the attendees.

## Content blocks of 2024 programme

### International pitching sessions

The pitching sessions are the true heart of Conecta FICTION & ENTERTAINMENT, as they allow creators, authors and producers to present their projects to commissioners and investors, offering a high-value visibility platform as confirmed by the **fifteen 'born in Conecta' series** that have already been produced over the years and were presented for the first time at the event.

Out of the **356 proposals** received this year, only 31 have passed the cut of the exhaustive Editorial Committees, made up of experts from the television industry from all over the world, and will participate in the international pitch sessions: **Copro Series** (for scripted series); **High-End Series** (high-budget dramas); **Music Series** (scripted series where music plays a fundamental role); **Docudrama** (doc series with fictionalized elements) and **Feelgood Formats** (for entertainment formats aiming to bring a smile to the viewers). In addition to these, 6 projects will participate in the **Pitch Fundación SGAE** after having been selected in the Foundation's 11th Laboratory for the Creation of Television Series.

All of them will compete for one of the 19 awards that the event will present this year, including the **Council of Europe Series Co-production Development Award** worth **€50,000** in cash for the chosen project.

### Getting to know the 2024 Focus Countries: Brazil and Portugal

Over the course of **six "Overview" sessions** with the participation of around **twenty executives from each delegation**, the opportunities and challenges of these two key markets will be presented. The booming Portuguese-speaking audiovisual sector, led by Brazil and Portugal, has generated great expectation in recent years and these conferences will provide an in-depth look at the **sector, content and Portuguese and Brazilian talent** from a dual cultural and commercial perspective of the industry.

### Conecta Digital

**Conecta Digital** is a new **parallel section** within the official programme of Conecta 2024, developed with the collaboration of the Ministry of Culture and funded by the European Union - NextGenerationEU. It brings together a series of activities designed to promote the **creation and distribution of digital content** in the audiovisual industry: through a series of panels, conferences, workshops and networking spaces, the place of audiovisual work in the digital sphere will be analysed throughout its value chain, from its creation to its consumption by the viewer.

At the Awards Ceremony on Thursday 20<sup>th</sup>, the five winning projects of the **Conecta Digital Award** will be announced: those that best incorporate elements of digital creation from among all the participants in the pitching sessions will receive a programme of individual mentoring sessions and on-site registration for the Conecta Digital event that will take place this November in Madrid.

## Commissioners Pitching Sessions: the world's entertainment leaders speak out

One of the main new features of this 8<sup>th</sup> edition of Conecta are the **Commissioners Pitching Sessions**, in which the main **heads of programming** from leading broadcasters and streamers in America, Europe and Spain will take the stage individually to explain the keys to their programming strategies, their content needs, what they produce and what they acquire, and how best to contact them. Some of the companies that have confirmed their participation are **Amazon Prime Video** (Spain), **Globo** (Brazil), **Max** (Iberia and Italy), **The Walt Disney Company** (LatAm), **YLE** (Finland), **Movistar Plus+** (Spain), **RAI** (Italy), **Disney+** (Spain), **ZDF** (Germany), **RTVE** (Spain), **Universal International Studios** (USA), **Atresmedia** (Spain) or **Rakuten** (Spain).

## Up-close conversations with global platforms: Amazon Studios, SkyShowtime, YouTube, Warner Bros. Discovery

Spokespeople from four of the platforms with the largest footprint and reach across the globe will star in Conecta 2024 keynotes, where they will share their insights on global consumer trends, innovative strategies to reach their audience, and the importance of their originals. They are: **Javiera Balmaceda**, head of local originals, LatAm, Canada & Australia at **Amazon Studios**; **Kai Finke**, chief content officer at **SkyShowtime**; **Phillipe Carrasco**, head film and tv, content partnerships at **YouTube** (Brazil); and **Mariano Cesar**, SVP of general entertainment content & programming strategy LatAm & US Hispanics at **Warner Bros. Discovery - Max** (Argentina).

## The growing demand for international filming in Spain: Shooting in Spain

Thanks to the participation of **ICEX-Invest in Spain**, the growing importance of Spain as a destination for international film, series, tv programmes, documentaries and advertising shoots will be highlighted. Through its **Shooting in Spain** brand, the entity is organising the "**ICEX-Invest in Spain Networking Breakfast**" on Wednesday morning, a matchmaking breakfast that will bring together international production companies interested in filming in Spain and local service production companies specialising in providing support to foreign productions. This will be followed by the panel "**Unravelling Spanish tax incentive**", in which the law firm **Écija** and the Mallorcan service production company **Palma Pictures** will address crucial issues for audiovisual productions, such as tax incentives and tax breaks.

## Major brands choose Conecta again for their latest premieres

**The Walt Disney Company** returns to Conecta 2024 to exclusively present two of its upcoming scripted series: the Disney LatAm team will premiere the first two episodes of "**Vidas bandidas**", a new Brazilian action-drama series from Star Original Productions slated to premiere on Disney+ soon; while **Disney+ Spain** will present its new original series "**Ayla & the Mirrors**", a musical show aimed at young audiences.

In addition to repeating as sponsors of the event by offering the valuable prize of a **development contract** for the best project of the pitch sessions, **RTVE** will star in a panel on Thursday afternoon that will review the scripted and factual titles coming soon to its linear channels and digital platforms: the historical crime series "**Internal affairs**"; the international thriller "**Scar**"; the docuseries "**Megamix Brutal**"; and the multi-award winning European co-production "**This is not Sweden**". Later that afternoon, the pubcaster will show the first insights of "**Weiss & Morales**", the new **Spanish-German co-production** it is producing together with the German public broadcaster **ZDF**.

## At the forefront of trends

Always at the forefront of global content trends, Conecta will once again be attended by **María Rúa Aguate** from the British firm **Omdia**, who will open the conference programme by offering a detailed analysis of the opportunities and challenges for the audiovisual industry hidden in the

latest data collected by the consultancy firm. The same Wednesday will see the masterclass "Mastering the art of marketing content" offered in collaboration with G.E.M.A. (The Global Entertainment Marketing Academy of Arts & Sciences), in which the expert **Isabelle Hen-Wollmarker** will review good and bad practices in entertainment marketing using inspiring examples.

[All the information about the program, pitching sessions and awards of Conecta FICTION & ENTERTAINMENT 2024 is available on the event's website](#)

**Conecta FICTION & ENTERTAINMENT** is a professional and international market focused on the creation, development, production, financing, broadcasting and marketing of television content, positioned within the top 10 international events of the audiovisual industry. Connecting industry and talent, fiction and entertainment and Europe and the Americas.

The eighth edition of Conecta FICTION & ENTERTAINMENT will be held in Toledo, Castilla-La Mancha, between **June 18<sup>th</sup> and 21<sup>st</sup>, 2024**, with the support of the Junta de Comunidades de Castilla-La Mancha and the collaboration of Castilla-La Mancha Film Commission. Inside Content oversees the design and production of the event.

Further information available at [www.eventconecta.com](http://www.eventconecta.com)

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