



More than 1,000 professionals from 33 countries met in Toledo to promote co-production and agreements between America and Europe

- **Conecta FICTION & ENTERTAINMENT confirms itself as the only forum in Spain exclusively for media industry professionals.**
- **Brazil and Portugal stand out at the eighth edition of the event, with the largest presence of producers from both countries seen in Europe for years.**

Access to the [photo gallery](#) of **Conecta 2024** (sorted by days)

Toledo, June 21st, 2024 - The eighth edition of Conecta FICTION & ENTERTAINMENT concludes today in Toledo, the meeting point for a large group of professionals from the global fiction and entertainment industry, gathered for four days with the aim of promoting co-production between America and Europe.

The press conference at which the summary of this international event was presented this morning, has been attended by **Ana Isabel Fernández**, Director General of Tourism, Trade and Crafts of Castilla-La Mancha; and the Director of Conecta FICTION & ENTERTAINMENT, **Géraldine Gonard**.

Fernández highlighted the magnificent opportunity that Castilla-La Mancha Film Commission's participation in Conecta 2024 has given the regional government, as "in these three days we have held **48 meetings**, from which **six projects** have materialised that will be filmed next year in Castilla-La Mancha".

Gonard provided the main figures for this third edition held in Toledo, which brought together **around a thousand professionals** (almost the same number as last year) from **33 countries** from both continents, with 70% from Europe and 30% from Latin America. In terms of participation by country, she mentioned that, as usual in international meetings, the weight of national representation has been very important, **reaching 65%**. The presence of European and American executives was very balanced, with **Brazil and Portugal**, the two Focus Countries of this year's edition, being the most represented nationalities, followed by France, the United States, the United Kingdom, Germany, Chile, Argentina and Mexico.

As for the profile of the participants, Gonard pointed out that it was mainly made up of commissioners, platforms, TV broadcasters, buyers, producers, talent, institutional representatives and delegations from other countries.

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More than **3,500 face-to-face meetings** were held at the Palacio de Congresos El Greco and participants were offered a total of **24 panels, 11 keynotes, 6 pitching sessions** open to the public, 4 private pitching sessions, **4 Commissioners Pitching sessions, 8 workshops,** and **3 after work meetings**. Of these, six made up the special programme dedicated to **Brazil and Portugal as focus countries**.

The performance of the **premium activities** has been unbeatable: **55 top-level delegates** debated on Tuesday on the present and future challenges of the audiovisual industry at the fifth edition of **Conecta THINK TANK** (the conclusions of which are set out below); **27 participants** took part in the **bilateral meeting** between institutions and production companies from **France and Spain**; and **4 networking breakfasts** were organised by various partners with a total of **141 participants**.

Conecta Think Tank 2024's Conclusions

- A new phase of **corporate mergers & acquisitions** is predicted by 2025, which could result in an audiovisual landscape with many smaller projects.
- **Budgets have not been reduced** internationally in all regions, but **inflation** has affected the industry globally.
- **FAST channels** are not fully understood by creatives and it is crucial to address this **lack of awareness** soon.
- Preserving **intellectual property rights** and ensuring **fair compensation** for audiovisual creatives is complex, with practices varying by country and content type.
- **Transparent measures** of success, **fair negotiation** practices and **co-production support** agreements are essential to balance the interests between creators, producers and media services.
- Funding beyond Europe, North America and the English-speaking axis requires **government policies** that promote the audiovisual industry as a tool for job creation, economic growth and national branding.
- Stronger measures and many small actions are needed to boost the audiovisual industry as a **leader in sustainability**.
- **Artificial intelligence** in the entertainment industry goes beyond generative AI, and **legislation** is needed that does not hinder progress.
- AI should pay a fee to anyone whose content has been used to create new content, in order to provide transparency in this business. **Governments should prepare a plan** for people to learn and adapt to the changes that AI brings rather than taking AI companies to court, using fees collected from AI actors. Prevention and protection rather than reaction.
- And a very interesting conclusion on the presentation of the **Spain Audiovisual Bureau** that also took place during this day: Spain is at the forefront of promoting its audiovisual sector and as a country brand, in Europe and America there is nothing similar.

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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 18th and 21st, 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
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