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CINEMA / SERIES LIVING ROLLING THOROUGHLY EVENTS TECHNOLOGY INDUSTRY



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

The eighth edition of Conecta Fiction & Entertainment came to an end

06/21/2024

This important event brought together more than a thousand professionals from the audiovisual industry from Europe and Latin America

The eighth edition of Conecta Fiction & Entertainment concluded on the afternoon of June 20 and was a meeting point for a large group of professionals from the global fiction and entertainment industry, who gathered for four days with the aim of promoting co-production between America and Europe.

The press conference in which a summary of this international meeting was offered took place this morning at the El Greco Conference Center in Toledo, headquarters of the fair. The event was attended by Ana Isabel Fernández, general director of Tourism, Commerce and Crafts of the Community Board of Castilla-La Mancha, and the director of Conecta Fiction & Entertainment, Géraldine Gonard.



Fernández has mentioned the magnificent opportunity that the participation of the Castilla-La Mancha Film Commission in Conecta 2024 has given the regional government, since "in these three days we have held 48 meetings of which six projects have materialized that will be filmed next year in Castilla-La Mancha".

For its part, Gonard has provided the main data of this edition held in Toledo, which has brought together around a thousand professionals (a figure almost identical to last year) from 33 countries on both continents, with 70% Europeans and 30% Latin Americans. Regarding participation by country, he mentioned that, as is usual in international meetings, the weight of national representation has been very important, reaching 65%. While the presence of European and American executives has been very balanced, with Brazil and Portugal, the two Focus Countries of this edition, being the nationalities with the greatest representation followed by France, the United States, the United Kingdom, Germany, Chile, Argentina and Mexico.



Regarding the profile of the participants, Gonard has indicated that it has been mainly composed of commissioners, platforms, television networks, buyers, producers, talent, institutional representatives and delegations from other countries.

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

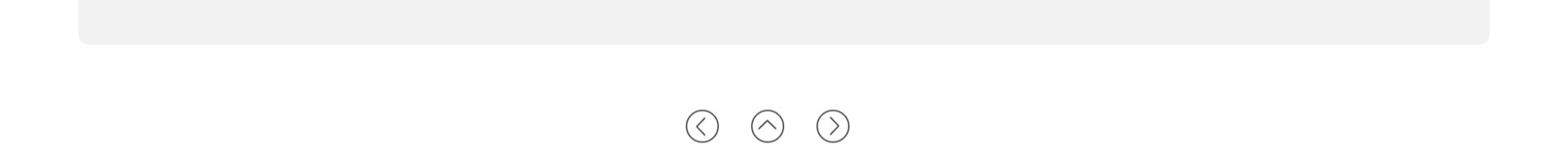
The performance of the premium activities has been unbeatable: 55 top-level delegates debated on Tuesday about present and future challenges of the audiovisual industry in the fifth edition of Conecta Think Tank (whose conclusions are collected below); 27 attendees participated in the bilateral meeting between institutions and production companies from France and Spain; and 4 networking breakfasts have been organized by various collaborators with a total of 141 participants.



Conclusions Connect Think Tank 2024

- A new stage of business mergers is predicted for 2025, which could result in an audiovisual panorama 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 knowledge soon.
- Maintaining intellectual property rights and ensuring fair compensation for audiovisual creatives is complex, with practices varying by country and type of content.
- Transparent measurements of success, fair negotiation practices and agreements supporting co-production are essential to balance interests between creators, producers and media services.
- Financing beyond Europe, North America and the Anglo-Saxon axis requires government policies that promote the audiovisual industry as a way to generate employment, economic growth and the creation of a country brand.
- Stronger measures and many small actions are needed to promote 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, to provide transparency in this business. Governments should prepare a plan for people to learn and adapt to the changes that AI brings instead of taking AI companies to court, using fees collected from AI actors.
- And a very interesting conclusion about the presentation of the Spain Audiovisual Bureau that was also made during this day: Spain is at the forefront of the promotion of its audiovisual sector and as a country brand, in Europe and America there is nothing similar.

#Spanish cinema #connectfiction #audiovisual industry



INDUSTRY MOST READ

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EFD arrives in Spain to provide coverage to the Industry with a unique audiovisual services company model

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The study 'Innovation and Postproduction in Spanish audiovisuals: the case of Netflix' is presented

RELATED

10/07/2022

Ventana CineMad closes its eighth edition with more than 400 accredited and the announcement of the winning projects of €80,000

The Ventana CineMad International Development and Co-production Forum has been held annually since 2015 with the aim of promoting the internationalisation of Madrid's audiovisual sector. Its eighth edition closed yesterday, Thursday 6 October, with the awarding of €80,000 in prizes for the winning projects: *50 pictograms* (fiction); *The Killing Method* and *Mr. Tronze* (TV series); *Cebro con lunares* (animation) and *Lionel* (documentary). In addition to two jury mentions, *El cendrero* and *Código Marcos*; and the Best Pitch award for *Código Marcos*; and the presentation award in TorinoFilmLab for *A lo caro*.

09/26/2022

Tomorrey & Platino Industria starts with more than 1700 accredited professionals

Iberseries & Platino Industria 2022, one of the Ibero-American audiovisual events of the fall that brings together agents from the entire sector - creators, showrunners, producers, distributors, television networks, directors and executives of international companies - begins tomorrow offering new proposals in its programming, such as the "Meeting of Academies of Cinematographic Arts and Sciences of Ibero-America." On Friday, September 30, the presentation of the 10th edition of the Platino Awards will be held.

05/25/2023

The photography of José Luis Alcaine AEC in 'Strange way of life', by Pedro Almodóvar

'Strange Way of Life', Pedro Almodóvar's western starring Ethan Hawke and Pedro Pascal, arrives this Friday, May 26, in cinemas in Spain after its premiere at the Cannes Festival. We were one of the lucky few to see the film before its release and we were able to enjoy an exciting conversation with maestro Alcaine about his visual approach, based on the use of closed diaphragms to achieve great depth of focus, a concept that began in 'Parallel Mothers' and in this 31-minute film reaches its splendor, making complete sense.

08/24/2023

Prime video series 'En fin'

The series tells the story of a man who abandons his wife and daughter when faced with the news of the end of the world. When the world finally does not end, he, repentant, tries to recover the life he had before. His family, however, is not for the work.

07/13/2023

Milk long relationship with Barcelona

Milk has a long relationship with talent in Spain and it was "a natural step" to launch his own VFX studio in Spain. Leading the creative team in its launch will be Jorge Oliva, Milk's 2D Supervisor. Jorge has been with Milk in London for nine years, having worked at other major studios such as MPC, Framestore and previously in Spain. His experience spans work on films such as *Guardians of the Galaxy*, *RoboCop*, *Adrift*, *Fantastic Beasts and Where to Find Them* and, most recently, *Netflix* and *The Woman King*.

09/15/2022

Gender sustainability, environmental and labor sustainability in the master classes of the 70th San Sebastián Festival

At the 70th edition of the San Sebastián Festival, the Thought and Debate section will organize a program made up of conversations, master classes, round tables and work sessions. The strategic topics that will be addressed this year include different aspects of film creation, the defense of gender equality and diversity, environmental and labor sustainability in the film industry or the impact of new technologies on the audiovisual landscape.

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