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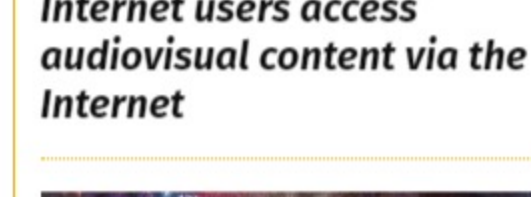


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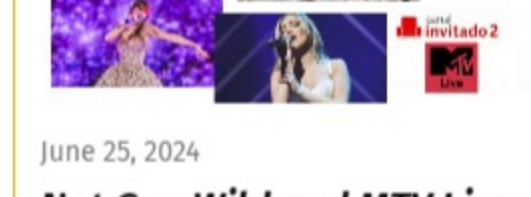
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The city of Toledo hosts a new edition of Conecta Fiction & Entertainment, the professional event that provides a unique meeting place for executives from the audiovisual sector from around the world who will enjoy three days full of activities in an incomparable historical setting.

The eighth edition of **Conecta Fiction & Entertainment**, the third to be held consecutively in the Castilian-La Mancha capital, was officially inaugurated last night with a reception at the Viñedo Cigarral de Santa María. The opening event, which brought together **300 attendees** including participants and the media, was chaired by the Minister of Economy, Business and Employment of the Community Board of Castilla-La Mancha, **Patricia Franco**; and the Director of the event, **Géraldine Gonard**.

In his welcome speech, **Franco** recognized that “Castilla-La Mancha concentrates in this week of *Conecta* the national and international focuses of the audiovisual entertainment industry.” For this reason, various spokespersons from the regional government will participate in some of the more than 70 activities scheduled during these three days to debate “the need to analyze the economic impact of audiovisual productions on filming locations, and expose all the potential that “Castilla-La Mancha has to host audiovisual productions in the region.”

For his part, **Gonard** once again reiterated his gratitude to Castilla-La Mancha, which he 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 his next filming.”

Gonard also gave the floor briefly to the representatives of the institutions and collaborating entities of **Conecta Fiction & Entertainment 2024** present at 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 of **Portugal Film Commission / ICA** (Instituto do Cinema e do Audiovisual Português); and **José Fragoso**, Programming Director of **RTP** (Rádio e Televisão de Portugal). They all addressed warm words of welcome and gratitude to those gathered.

Thematic lines of the 2024 program

International pitching sessions

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 series born in Conecta** that have already been produced over the years and that were presented for the first time at the event.

Of the **356 proposals** received this year, only 31 have made it through the exhaustive Editorial Committees, made up of television industry experts from around the world, and will participate in the international pitch sessions: **Copro Series** (for fiction series); **High-End Series** (high-budget series); **Music Series** (fiction series where music has a special relevance); **Docu-drama** (documentary series with fictional elements) and **Feelgood Formats** (for television program formats with humorous elements). Added to these are the 6 projects that will participate in the **SGAE Foundation Pitch** after having been selected in the XI Television Series Creation Laboratory of the Foundation itself.

All of them will compete to obtain one of the 19 awards that the contest will present this year, among which the **Council of Europe Award for the Development of Series Co-production** worth **€50,000 in cash** for the chosen project stands out.

Getting to know the Focus Countries 2024: Brazil and Portugal

Throughout six **Panorama sessions** in which nearly **twenty executives from each delegation** will participate, the opportunities and challenges of these two key markets will be announced: the thriving Portuguese audiovisual sector led by Brazil and Portugal has generated great expectations in the recent years and in these conferences **the sector, content and Portuguese and Brazilian talent** will be delved into from a double cultural and commercial perspective of the industry.

Connect Digital

**Conecta Digital** is a new **parallel section** within the official programming of Conecta 2024, developed with the collaboration of the Ministry of Culture and financed by the European Union – NextGenerationEU. It brings together a set of activities designed to promote the **creation and dissemination of digital content** in the audiovisual industry: through a series of round tables, conferences, workshops and *networking* spaces, the place of audiovisual work in the digital sphere will be analyzed throughout its entire value chain, from its creation to its consumption by the viewer.

**At the Awards Gala on Thursday the 20th, the five winning projects of the Conecta Digital Award** will be announced: those that best incorporate elements of digital creation among all the participants in the pitching sessions will obtain a program of *individual mentoring* sessions and accreditation in person for the Conecta Digital event that will take place in November in Madrid.

Commissioners Pitching: World entertainment leaders speak

One of the main novelties that this 8th edition of Conecta incorporates are the **Commissions Pitching** sessions, in which the main **programming managers** of leading channels and platforms from 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).

Close conversations with global streamers: Amazon Studios, SkyShowtime, YouTube, Warner Bros. Discovery

The spokespersons for four of the platforms with the largest footprint and reach on the entire planet will star in the Conecta 2024 keynotes, where they will share their knowledge about global consumer trends, innovative strategies to reach their audience, and the importance of their original production. They are: **Javiera Balmaceda**, head of local originals LatAm, Canada & Australia at **Amazon Studios**; **Kai Finke**, chief content officer of **SkyShowtime**; **Phillipe Carrasco**, head film and TV content partnerships at **YouTube** (Brazil); and **Mariano Cesar**, senior VP of general entertainment and film & TV content 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 relevance that Spain is acquiring as a destination for international filming of films, series, programs, documentaries and advertising will be highlighted. Through its **Shooting in Spain** brand, the entity organizes its **ICEX-Invest in Spain Networking Breakfast on Wednesday, a matchmaking breakfast** that will bring together international production companies interested in filming in Spain and local service companies specialized in providing support to foreign productions. The round table **Deciphering the Spanish tax incentive** will then be held, in which, together with the legal firm **Écija** and the Mallorcan service production company **Palma Pictures**, crucial issues for audiovisual productions such as tax incentives and reliefs will be addressed.

Big brands once again choose Conecta for their latest releases

**The Walt Disney Company** returns to Conecta 2024 to exclusively present two of its upcoming fiction series: the Disney LatAm team will offer the *premiere* of the first two episodes of **Vidas bandidas**, a new Brazilian action and drama series from the Star Original Productions label which will arrive on Disney+ very soon; while **Disney+ Spain** will present its new original fiction **Ayla & the Mirror**, a musical series aimed at young audiences.

In addition to repeating as sponsors of the event, 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 fiction and factual titles that will soon be released on its digital channels and platforms: the historical police series **Internal Affairs**; the international thriller **Scar**; the docuseries **Megamix Brutal**; and the multi-award-winning European co-production **This is not Sweden**. Shortly later that same afternoon, the network will offer the first images of **Weiss & Morales**, the new **Spanish-German co-production** that it is carrying out together with the German public television ZDF.

At the forefront of trends

Always at the forefront of global content trends, Conecta once again has the participation of **María Rúa Aguete** from the British firm **Omdia**, who will inaugurate the conference program offering a detailed analysis of the opportunities and challenges for the audiovisual industry that hide the latest data collected by the consulting firm. On the same Wednesday, the *masterclass Mastering the Art of Content Marketing* will take place, offered in collaboration with **GEMA** (The Global Entertainment Marketing Academy of Arts & Sciences), in which expert **Isabelle Hen-Wollmarker** will review good and bad practices in content marketing, entertainment using inspiring examples.

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