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## CONECTA FICTION & ENTERTAINMENT 2024: GLOBO SEEKS CO-PRODUCTIONS WITH EUROPE

THE BRAZILIAN COMPANY PARTICIPATED IN TWO PANELS DURING THE TOLEDO EVENT WHERE THEY EXPRESSED THEIR DESIRE TO DO MORE CO-PRODUCTIONS AND LOOK FOR BIG PLAYERS ON THE CONTINENT.

SN by Signal News

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Pablo Ghiglione



**G**lobo is present at **Conecta Fiction & Entertainment**, an event that is taking place in Toledo, Spain. Last Wednesday the 19th, the Brazilian company participated in two panels. The first was "Pitch Commissioners", where **Pablo Ghiglione**, Head of International Co-production, spoke about what he expects from co-production collaborations, what type of content Globo is looking for and his expectations for the event. The panel also included the participation of Georgina González, VP of Global Scripted Series, Universal International Studios (USA), Leonardo Aranguibel, VP Chief of Production Operations and Strategy, The Walt Disney Company (Latam), and Mariana Pérez, VP Head of Development and Production, The Walt Disney Company (Latam).

"We want to do more co-productions. We focus on looking for large players who are also interested in collaborations and co-financing projects that make sense for both parties. The idea is to look for models that allow us to reach new audiences, sharing risks and investments. Alliances are important both to bring Globo content to the international market and to bring even more diversified productions to our exhibition windows in Brazil, such as *Globoplay*," commented Pablo.

For his part, **Alex Medeiros**, Head of Dramaturgy and Documentaries at *Globoplay* Originals, participated in the panel "Focus Brazil: Overview II" to talk about *Globoplay*'s content and its commercial and cultural perspectives in Brazilian audiovisuals, along with three representatives of the independent market, the production companies Glaz, Teleimage and Ventre Studio.



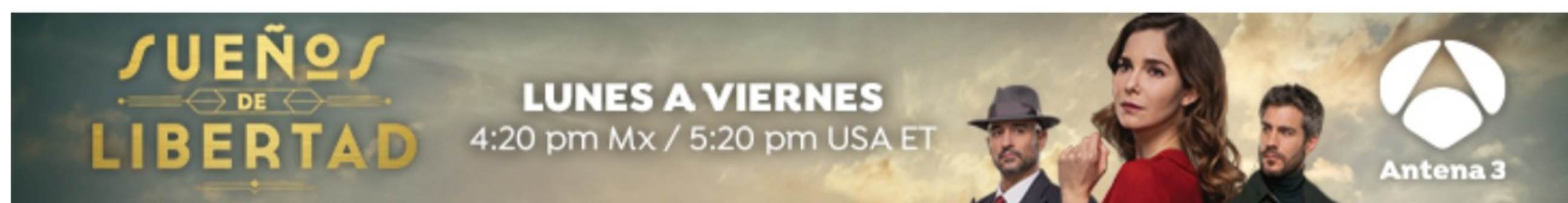
When answering how to find content that stands out, **Alex stated**: "The big challenge we all face is finding the balance between the knowledge you accumulate over the years and, on the other hand, not staying in your comfort zone. . A balance between what you know works and how much risk you want to take." Regarding the trends that impact the market, Alex commented that the time between the approval and launch of a series is usually approximately two years. "These days, trends change, which means it's necessary to partner with forward-thinking creators."

### MORE ACTIVITIES

Globo also promoted a breakfast with the presence of producers, channels and distributors from Europe and Latin America, with the aim of promoting the development of content and co-production alliances.

Conecta Fiction selected Brazil and Portugal as the focus countries for the 2024 edition. Currently, the Portuguese language market covers more than 250 million speakers around the world, placing the two countries as fundamental allies for the production of global content. **SN**

ALEX MEDEIROS PABLO GHIGLIONE BALLOON CONNECT FICTION & ENTERTAINMENT 2024



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