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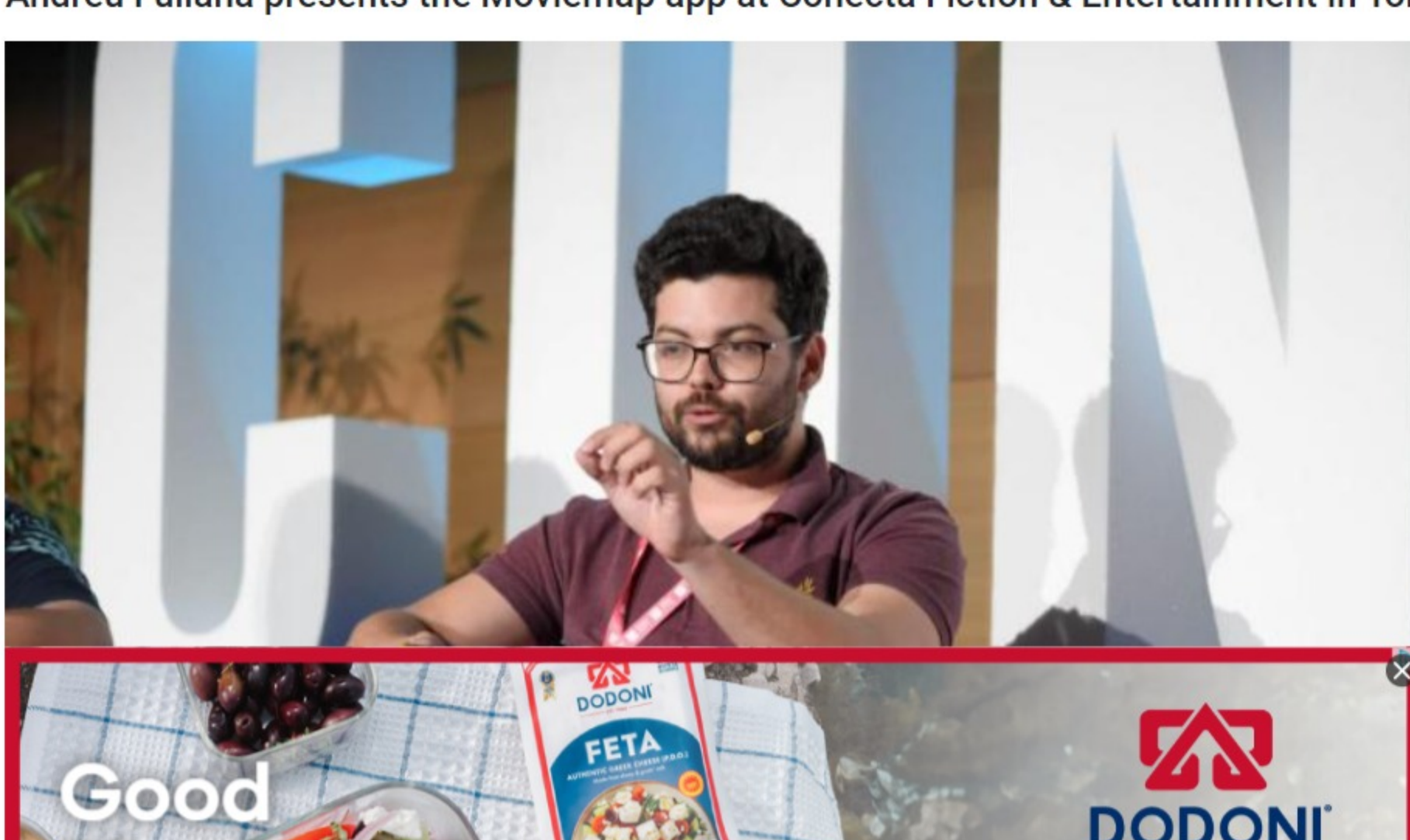
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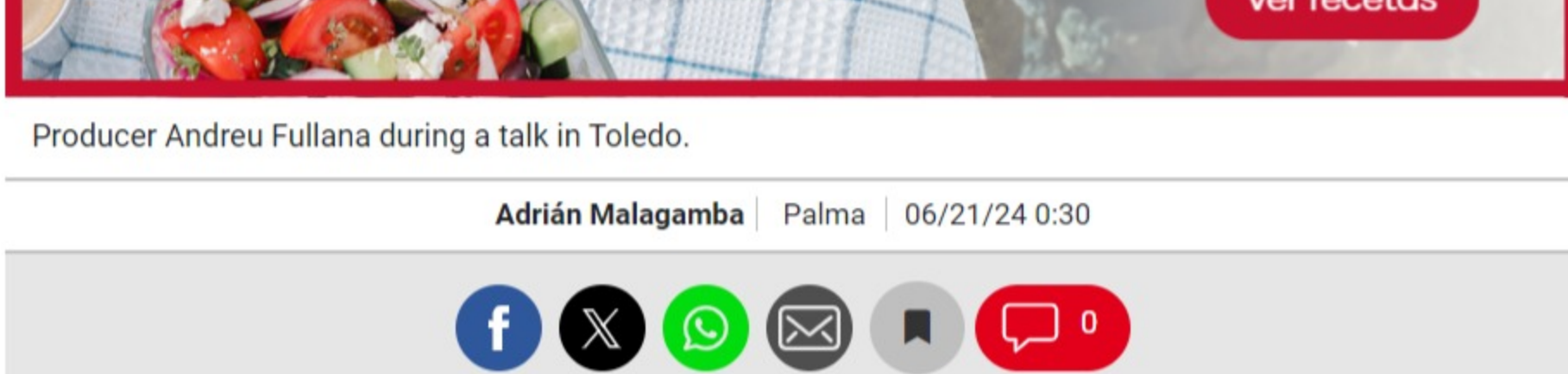
News | Culture | **Palma**

Screen tourism: another window to Mallorca

Andreu Fullana presents the Moviemapp app at Conecta Fiction & Entertainment in Toledo and talks about screen tourism



Producer Andreu Fullana during a talk in Toledo.



This week, **Andreu Fullana** presented at the Conecta Fiction & Entertainment held in Toledo to present **Moviemapp.tv**, an application that allows you to find the locations used in spaces in Mallorca to film television series. It is a tool that allows you to capitalize on the phenomenon of "screen tourism" in its digital aspect.

In this sense, Fullana has shown a real case in one of the panels in which "it could be shown how a **digital and interactive map** works with users to show the locations and routes available on it." At the event, in fact, they were seated next to **Movistar+**, the main Spanish platform for original content.

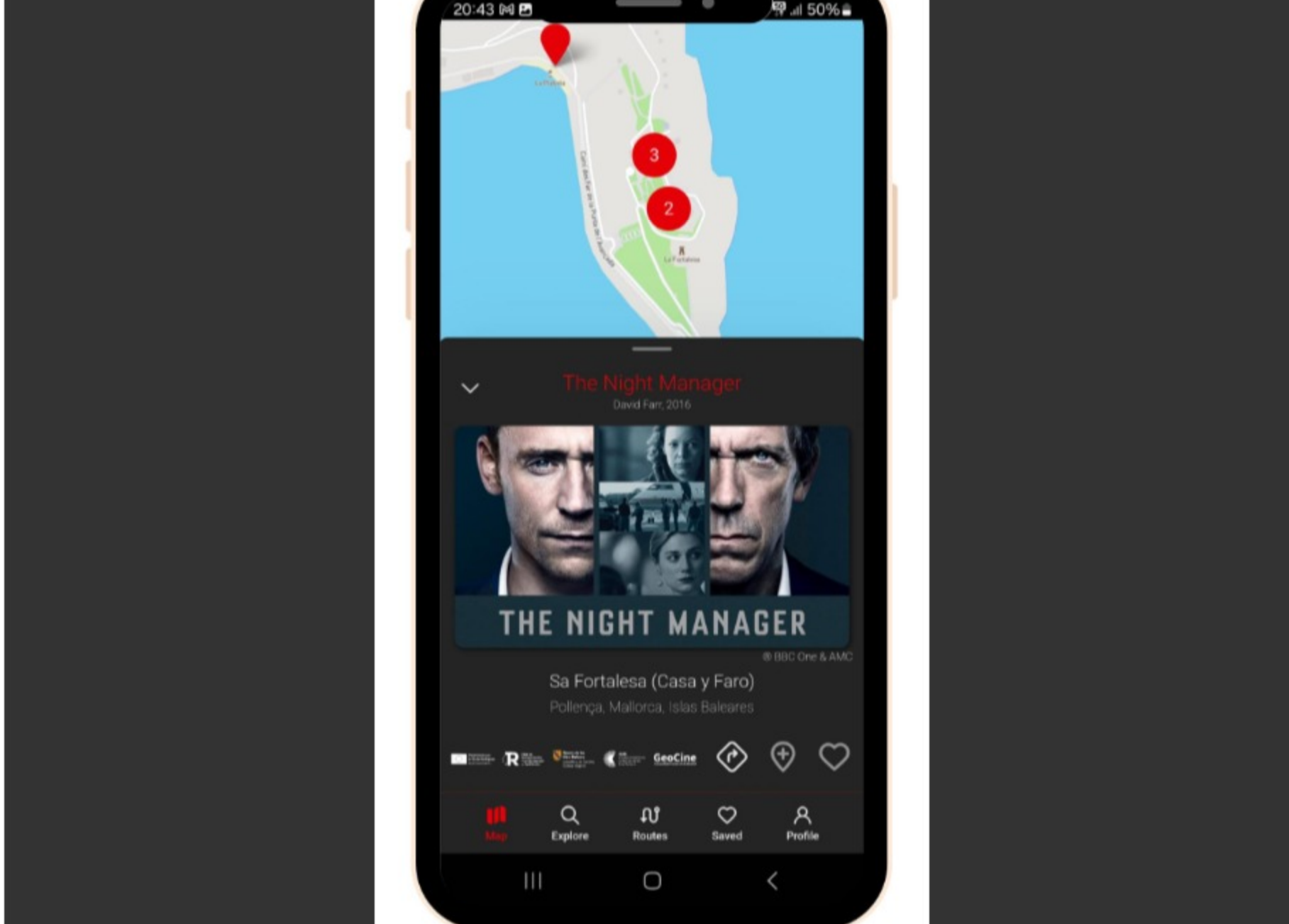


Image of the application Fullana is working on.

This application is "at the end of its first phase, which consisted of the prototype of a **BETA version**." It is an app that they have been working on for "a **year developing** and visiting audiovisual markets thanks to funding from the General Directorate of Cultural Industries of the Ministry of Spain."

Right now they are "at the point of being able to launch a **BETA version** and begin **agreements** for its maintenance", although the legal aspect is more difficult: "We are in the initial phase of negotiations with the owners of the **Intellectual** and Industrial Property of the projects" and here, in the **Balearic Islands**, "we are developing the strategy to obtain the corresponding rights to the frames of the series and films that have been filmed in the Islands" thanks to the support of the ICIB.

Investigation

On the other hand, Fullana, who is immersed in doctoral research on how the series and films portray **Regensburg**, something for which he had the support of the IEB, presents today in **Regensburg**, Germany, part of his conclusions. From them the importance of narration is highlighted with the example that "the postcard Mallorca shown in **The Mallorca Files** has nothing to do with the mysterious and dark Tramuntana of **La Caza**."

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