Santa Engracia 96 - Madrid
Viviendas de lujo de 1 y 2 habitaciones. Edificio clásico reformado en Madrid. Un lujo.
Boho 96
Abrir

Jun 24, 2024 12:22pm PT

Conecta Fiction: More Co-Production, Cost Contention and the 'Severely Overstated' Death of Peak TV

By John Hopewell, Jamie Lang

conecta
FICTION
ENTERTAINMENT
18-21 JUNE 2024 · TOLEDO
CASTILLA-LA MANCHA · SPAIN

Credit: LEYRE FDEZ

The eighth edition of Spain's Conecta Fiction & Entertainment, one of Spain's foremost TV development and production forums, played out in the historical city of Toledo over June 18-21.

Known for the massive Catedral, hunking Alcázar castle and higgeldy-piggeldy old quarter back street, history weighs heavily in Toledo. There was nothing arcane about Conecta Fiction, however, which captured the current contradictions of the international TV industry. 10 takeaways:

A Busy and Buzzy 2024 Conecta Fiction

2024's Conecta Fiction was busy and buzzy. Reasons abound. "The death of Peak TV is *severely* overstated," Omdia's María Rua Aguete proclaimed in a Global Trends presentation at Conecta Fiction. At over $40 billion, original spend by the U.S. top four – Netflix, Amazon, Warner Bros. Discovery and Disney – is the second biggest year on record, only bested by 2022. There is a still a huge international demand for Spanish TV. In April 2024, more hours of original Spanish content were watched in the U.S. (22.5 million) and Brazil (18.1 million) than in Spain (13.5 million). The meet was energized by a full turn-out of top TV players from Brazil and Portugal, their slates fair bursting with new projects.

Most Popular

Jared Padalecki Says Goodbye to 'Walker' and Blasts the CW's 'Cheap Content' Strategy After Show's Cancellation: 'F— It. They Can't Fire Me...

Neil Young Cancels Remainder of Crazy Horse Tour, Including Hollywood Bowl and Ohana Fest

'The Bear' Takes a Step Down in an Aimless Season 3 That Leans Too Heavily on Star Power: TV Review

Sean Penn Says He 'Went 15 Years Miserable on Sets' After 'Milk' and Could Not Play Gay Role Today Due to a 'Timid and Artless Policy Toward the...

'Bridgerton' Author Speaks Out on Fan 'Disappointment' Over Gender-Flipping

ADVERTISEMENT

Must Read

TV

What Went Wrong: Inside Paramount's Failed Merger Talks and the Battle to Salvage the Company

Film
'Freaky Friday 2' Set for Theaters in 2025; Lindsay Lohan and Jamie Lee Curtis

ADVERTISEMENT

Related Stories

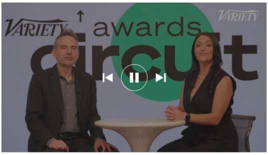
VIP+

What Media & Entertainment Execs Are Saying About Using Gen AI: The VIP+/HarrisX Spring 2024 Survey

Recording Academy Invites Nearly 4,000 Musicians and Professionals to Join

This Year's Mantra: Cost Effective

Popular on Variety



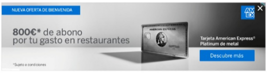
Yet the TV industry's big challenges also impacted the meet.

The television industry is still experiencing ongoing transformation, Omdia's Rua Aguete argued. That cuts a myriad ways, but one major driver is a significant shift to both more cost-effective viewership and production. With regards to audiences, that's seen in the rise of Instagram, now with 1.5 billion users, and the surge of Free Ad-Supported Streaming Television (FAST) channels, particularly in the U.S and Brazil, where they have surpassed traditional pay TV services.

Production: Think Co-Production, Soft Money

The cost crunch played out at Conecta Fiction, as players activate strategies to produce high quality shows without losing their shirts. One case in point, "Weiss & Morales," a Conecta Fiction highlight. Germany's ZDF, ZDF Studios and Nadcon Film co-produce with Spain's RTVE and Portocabo. The crime drama, exploring family and success, is shooting in Gomera and Gran Canaria, the Canary Islands, which offers 45%-50% tax breaks. "Co-producing and tapping some of Europe's best incentives in Europe allows broadcasters to secure rights for their domestic markets at a fraction of usual costs without damaging production levels," Nadcon's Peter Nadermann told *Variety* with a grin. To boot, the partners share IP.

ADVERTISEMENT


NUEVA OFERTA DE BIENVENIDA
800€* de abono
por tu gasto en restaurantes
Tarjeta American Express®
Platinum de metal
Descubre más
*Sujeto a condiciones

The Age of Realism

What kind of budgets will SkyShowtime handle? Kai

Music

Sabrina Carpenter's 'Please Please Please' Becomes Her First No. 1 Single

Music

Madonna Scores Highest-Grossing Tour of 2024 So Far as Live Music Growth Settles Down

Film

'Inside Out 2' Surpasses 'Dune 2' as Highest-Grossing Movie of Year With $724 Million Globally

Sign Up for Variety Newsletters

Enter Your Email Address

Sign Up →

By providing your information, you agree to our Terms of Use and our Privacy Policy. We use vendors that may also process your information to help provide our services. // This site is protected by reCAPTCHA Enterprise and the Google Privacy Policy and Terms of Service apply.

VARIETY VIP+
APPLE VISION PRO + ENTERTAINMENT
GET THE REPORT

ADVERTISEMENT

ALERTA DE LIQUIDEZ
1/6
Este número es indicativo del riesgo del producto, siendo 1/6 indicativo de menor riesgo y 6/6 de mayor riesgo.
FONDO DE GARANTÍA
El banco está adscrito al Fondo de Garantía de Depósitos de Entidades de Crédito (RD 16/2011, de 14 de octubre). Para depósitos en dinero, el importe garantizado es de 100.000 € por depositante en cada entidad de crédito.
ALERTA DE LIQUIDEZ
El reembolso,rescate o la devolución anticipada de una parte o de todo el principal invertido están sujetos a comisiones o penalizaciones.
WiZink Un banco. Infinitas posibilidades
EVOLUCIONA
Depósito WiZink a 6 meses
DESCUBRE MÁS

Finke, SkyShowtime chief content officer, was asked this Conecta Fiction keynote. "We want to be realistic about the budget, though we're looking definitely at commissioning a whole number of projects in the market," he replied. Any viewer hoping for homegrown epics from Max in Spain, which launched April 21, may be disappointed. Max will target adult audiences with brands – such as "Pekin Express," "Naked Attraction" – or IPs, stories based on real-life events, given their media impact, and Spanish stars, said Alberto Carrullo, head of Max Iberia and Italy. 2025 will see many smaller projects, a Conecta Think Tank predicted. Many titles announced this year at Conecta Fiction bore out this forecast.

CONECTA
conecta

SkyShowtime Keynote
Courtesy of Conecta Fiction

The Beauty of Smaller Series

There are other reasons why smaller series may be in favor. "We're very open to producers who want to maintain IP, our only concern. Is to keep exclusivity for Spain," Movistar Plus+' Susana Herreras said at Conecta Fiction. Global streamers are acquiring just local rights – Max for example on Iberian eco-thriller "Lume" and Spain's "Favoritix" – opening doors for producers to look to them to occupy a traditional pay 1 window, covering a sufficient chunk of budgets. On big budget series producers still need a streaming partner which covers 100% of a budget and takes 100% IP, when retaining IP is the order of the day.

Shunt Towards the Mainstream

Netflix stunned the world over 2107-18 launching big, big plays out of international which were high on not only production values but also artistic ambition. Think "Money Heist" with its unreliable narrator, or "Dark's" play on Higgs boson models . Those days are gone. Originality comes these days from just how far series deviate, genre bend and blend away from classic formats, often in stories set in novel contexts. Results can be exciting, as in "Red City," one of the forum's big buzz titles. But Conecta Fiction caught the move both to standard genres – over 60% of titles profiled in Conecta Fiction's Co-pro and High-End pitch titles could be described as either procedural or thrillers, or both. Many project, notwithstanding, explore large social concerns.

ADVERTISEMENT

Brazilian Producers Move Into IP, Co-Production

As Conecta Fiction welcomed Brazilian producers as a Focus Country, Brazilian president Luiz Inácio Lula da Silva unveiled plans at Rio's Quanta Studios last week to invest R$1.6 billion ($295 million) in Brazilian films and series in 2025. The sector is already receiving $516 million in Paul Gustavo Law funding, in a measure greenlit before Lula came into power. A global steamer investment quota, now being bitterly debated in Congress, would pour further hundreds of millions of dollars into the sector. Brazil is truly making ambitious series – Netflix's "Senna," for instance – and movies – Carlos Saldanha's "100 Days"– and bids fair to become the new film-TV locomotive of Latin America. Many shows will be brought onto the open international market. "Our main goal is to retain IP. Our future is being IP holders," Boutique Filmes' Tiago Mello told *Variety.* Many other producers share that sentiment.

ADVERTISEMENT

IONIQ 5. 100% eléctrico.

Cárgalo en casa, y disfrútalo en la ciudad con su etiqueta cero emisiones.

Hyundai Abrir ›

A Move To "Lighter" Entertainment

Conecta Fiction was won by two music-sluiced titles about young women chasing their dreams whether competing at the pop folk Balkavision Song Contest, – flamboyant musical dramedy "The Adventures of a Turbo-Folk Princess," winner of a €50,000 ($53,500) Council of Europe Series Co-Production Development Award – or becoming a Kpop star, as in "K-Dream." Series have to be lighter," says Nadermann, instancing his own "Weiss & Morales," an episodic procedural set in the spectacularly lush Canary Island of Gomera as well as Gran Canaria, whose landscapes offer "escapism" for viewers, he argued.

Weiss Morales

Credit: Fernando Torres

Portugal: Land of Opportunity

A shout-out for Portugal. A decade ago, it made domestic series and telenovelas. This year at Conecta Fiction, the good and great of Portugal's new TV scene rolled into town with new shows, from broadcasters RTP, TVI and SIC to producers SPi, Caracol Studios, Coral Europa, Plural Ent., Fado Filmes, Glaz, Shine Iberia Portugal and Ukbar Filmes and auteurs Edgar Medina and Leonel Vieira. Portugal has an expansive internationally ambitious industry. It makes the lowest cost of one minute of TV in Western Europe, has talent and a supportive government, "an alternative to American/Brazilian markets [for companies] looking to produce great content in a more cost-effective way," Glaz's Carolina Alckmin told *Variety*.

Deals and Business News at Conecta Fiction:

*Israel's Yes has boarded "Red City," from "Lupin" co-creator François Uzan and Ofer Seker, behind HBO Max's "Uri & Ella," a neo-Western set in 1957 Israel about how its South was won.

*"The Last Kingdom's" Dominic Barlow is teaming with writer-EP Brendan Foley on "The Angolan Clan," one of the highlights of this year's Conecta Fiction pitch sessions.

*Brazil's Ventre Studio and Disney are set to go into production on Carlos Saldanha's live action epic "100 Days," shaping up as one of the biggest Brazilian movies ever.

*Studiocanal has rolled out further sales on "The Vow," a trailblazing premium daily series from Bambu Producciones ("Velvet," "Cable Girls") and RTVE, which has energized the Spanish pubcaster's ratings.

*Amazon Studios Latin America's Javiera Balmaseda says in a Conecta Fiction keynote that Amazon Studios is "finally getting bigger" in the region, in terms of audience impact, and will probably stick to "more action thrillers and true crime that will get the most play across the region," "balanced with prestige drama."

*Presented at Conecta Fiction, "Weiss & Morales" shows one way forward for cost-crunched European series.

*Greta Molas, creator of the original Argentine version of The Cleaning Lady," has signed with Madrid-based Hispánica Audiovisual and Uma Films, in Córdoba, Argentina to develop "Escorts" set in a world of luxuried sex-workers, and organized crime.

ADVERTISEMENT

Santa Engracia 96 - Madrid

Viviendas de lujo de 1 y 2 habitaciones. Edificio clásico reformado en Madrid. Un lujo.

Boho 96 Abrir ›

*Banijay Branded Entertainment strikes strategic deals with Launchmetrics and IMA, broadening Banijay's services and revenue streams.

*Also part of Conecta Fiction's Brazil Focus, '3%' producer Boutique Filmes announces "Seven Women," with Portugal's SP1, as well as a new sci-fi show from 3% creator Pedro Aguilera.

*Portugal and Brazil-based Glaz Entretenimiento is teaming with Boat Rocker to develop Azores-set fantasy mystery series "Human Nature," Glaz's entry into English-language scripted, Glaz announced at Conecta Fiction.

*In more Conecta news from Ventre, it unveiled "Coligay," a scripted series on an extraordinary example of courage and resistance, the flamboyantly gay soccer supporters collective of the title, which blossomed under Brazil's military dictatorship. Catnip for international partners.

*Secuoya Studios launches a European Sales and Global Co-Production Division, tapping María García-Castrillón as its director.

*Onza Distribution amps up its sports doc sales slate, playing off Spanish soccer IPs, such as Real Madrid keeper Thibout Courtois.

*Iberian wildfire thriller series 'Lume' nails down international cast after Max pickup.

*Germany's Pixable Studios has boarded TV Series "Finisterra," which Portuguese producer Take It Easy talked up at Conecta Fiction.

Read More About: Conecta Fiction, Max, SkyShowtime

Jump To Comments ↓

Want to read more articles like this one?
Subscribe Today →

More from Variety

'Here' Trailer: Tom Hanks and Robin Wright Get De-Aged and Play Teenagers to 80-Year-Olds in 'Forrest Gump' Reunion With Robert Zemeckis

PlayStation State of Play Underscores Muted Release Year Ahead of Summer Game Fest

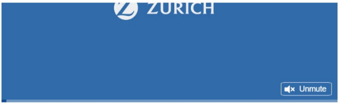
dish • NETFLIX
MEET YOUR
match

Dish Bundles Netflix for Free With New Two-Year Offer

NBA Draft 2024 Livestream: How To Watch the Player Selection Event Online

New Bundles Point to Broadband's Growing Power in SVOD Packaging

Manu Chao to Release First Album in 17 Years, 'Viva Tu'



Contrata ya con Zurich y participa en el sorteo de 10.000€ #HagámosloÉpico
ZURICH SEGUROS

Sponsored

Sponsored Stories

Destinos perfectos para disfrutar del verano en la ciudad.
MELIÁ HOTELS Reservar Ahora

If you own a mouse, play it for 1 minute.
COMBATSIEGE

What happens when I die in Spain?
COMPARE FUNERALS Learn More

Sponsored Links by Taboola

Destinos para tener un verano inolvidable. Ha…
Siéntelo. Verano 2024. Disfruta del calor del bienestar en …
Meliá … | Sponsored Reservar Ahora

How do funerals in Spain differ to other…
In Spain, Funerals tend to take place much quicker than mo…
Compare… | Sponsored Learn More

Descúbrelo con una oferta increíble
Prepárate para llamar la atención con el Nuevo Juke
Nue… | Sponsored Obtén información

0 Comments

Comments are moderated. They may be edited for clarity and reprinting in whole or in part in Variety publications.

Leave a Reply

Leave your comment here

Your email address will not be published. Required fields are marked *

Name *

Email *

Website

Post Comment →

More From Our Brands

Rolling Stone

Childish Gambino Sets July 2 Release for Single ‘Lithonia,’ Calls Rap Beef ‘Fun’

Robb Report

OneRepublic’s Zach Filkins Lists Revamped Colonial Home in Illinois for $3.75 Million

Sportico

NBA Draft 2024: Rookie Contracts for Every First-Round Pick

SPY

The Best Loofahs and Body Scrubbers, According to Dermatologists

TVLine

Jared Padalecki Reflects on His 24-Year TV Run (‘I’m Pretty Tired’) and What’s Not Next After Walker Ends

VARIETY
WHAT WENT WRONG?

VARIETY

The Business of Entertainment

SUBSCRIBE TODAY

Variety is a part of Penske Media Corporation. © 2024 Variety Media, LLC. All Rights Reserved. Variety and the Flying V logos are trademarks of Variety Media, LLC. Powered by WordPress.com VIP

Have a News Tip? Let us know