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Conecta Fiction: a Co-Production Bridge Between Europe and Latin America



by @todotvnews the 13/01/2017

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This Thursday in Madrid, the first edition of Conecta Fiction was launched, an event that will take place on June 21-23 in Santiago de Compostela, with the goal of promoting co-productions between US Hispanic, Latin America and Europe.

The world of TV co-production will have a new important platform to develop this June, where two similar yet distant worlds will come together: Latin America and Europe.

This will be the main goal behind the first edition of Conecta Fiction, an event that will take place from June 21 through the 23 in Santiago de Compostela (Spain), designed to promote co-production opportunities between Latin America, US Hispanic and Europe.

The event, which will take place in the City of Culture in Galicia and in Santiago, will offer many networking opportunities, roundtables, conferences, one-to-one meetings, speed dating and screenings for premiere series in Spain.

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In addition, there will be a project pitching contest, which will receive pitches between February 15 and April 15, to choose 10 finalists who will have a standout spot during the three days of the event.

Between 200 and 300 executives from both regions are expected to attend, while the event will focus on having "decision makers" from the represented companies.

The first edition will have Argentina as its Country of Honor, thus a large number of producers and leading executives from the country are expected to attend.

"It will be an international event devoted exclusively to co-production of fiction content, mainly series and miniseries, between Europe, Latin America and US Hispanic," said Géraldine Gonard, CEO of Inside Content and Director of Conecta Fiction to **ttvnews**.

"It's an event that will allow both worlds to connect and discuss co-production projects in one place, exchanging ideas, scripts, financing and sign new deals," she added.

The event is backed by the Axencia Galega das Industrias Culturais (Agadic) of the Xunta de Galicia, ICEX España Exportación e Inversiones, Fundación SGAE and produced by Inside Content.

The idea, Gonard said, is to replicate it every year, although the second edition hasn't been confirmed yet.

Gonard believes that given the current TV industry situation, there is a great opportunity for co-productions between Latin America and Europe, boosted by new fiction formats popping up all over Latin America.

"The opportunities are in fact new in the TV industry, because now Latin American networks are changing some production formats. Until now, we had very long telenovela formats and now many networks are starting with shorted formats. 20 episodes and even 10, more like event miniseries."

"This opens a new field for co-production. Given that Europe doesn't develop long formats like telenovelas, we've now found a new arena to produce content together in. We've noticed there is a great demand in Latin America and Europe to meet and see what these opportunities are, which can be financial, talent and even authors," she said.

"It's a good moment for these two continents to meet and study the opportunity to produce together," she concluded, citing the Golden Age of Television and the great international appetite for quality fiction content.

<http://www.todotvnews.com/news/Conecta-Fiction-a-Co-Production-Bridge-Between-Europe-and-Latin-America.html#sthash.qm78wA88.dpuf>

Un comité editorial de expertos profesionales seleccionará diez proyectos audiovisuales, que tendrán que tener algún "vínculo" con España y alrededor de un 10 o 20% de financiación asegurada, como proyectos que se adapten a una coproducción internacional.

Además, el público podrá disfrutar de actividades nocturnas como proyecciones de series y miniseries inéditas en España, con la presencia de "algunas celebridades" que las protagonizan.

Uno de los objetivos de la iniciativa es "poner en valor la materia prima española", según ha apuntado Xosé Luis García Canido, director general de Fundación SGAE, una de las entidades impulsoras de Conecta Fiction.

Ha comentado que las series españolas se emiten en "más de 80 países, desde Finlandia, Tailandia, o Irán", pasando por Estados Unidos, México o Italia, y que un "festival" como este es una "manera de ayudar a creadores" a exportar su talento a otros países.

"Las series de televisión y el sector audiovisual ayudan de una manera literal y evidente a eso que algunos llaman imagen de un país, a crear marca, que otros llaman", ha precisado.

<http://agencias.abc.es/agencias/noticia.asp?noticia=2414107>