

## Conecta FICTION 4



### CONECTA FICTION REBOOT KICKS OFF

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- **Connecting with... Alex Berger “The Bureau” or how to implement successfully the Writer’s Room and the American production process to European TV series**
  - **CROSS TALKS: FINANCING, an optimistic point of view with investors willing to fund different stages of development and production of audiovisual content**
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**Pamplona, September 1, 2020-** The on-site edition of Conecta FICTION Reboot began this afternoon. For 3 days, it will offer a different vision of what is happening and what awaits for the industry in terms of narrative and audiences to more than 470 accredited professionals. Once again, the central theme of the meeting will be Conecta FICTION's Project Pitchings, which have proven to be highly effective due to the volume of projects being developed and produced in only four editions of the event. Practically all the content of this edition can also be followed live online, and the event's platform will continue to offer news, interviews and function as a networking tool until September 11.

### Content summary of the first day of Conecta FICTION Reboot

**CONNECTING WITH... the new space of Conecta has focused on presenting the talent of this edition's Focus Countries, the United States and France.**

**Kate del Castillo**, Mexican actress and producer currently developing her career in the United States (famous for her role in series such as 'La Reina del Sur' and 'Ingobernable') was interviewed by Rodrigo Ross, Content Director at **TodoTVNews**. The interview also offered a personal profile of the actress as a great defender and activist for women's rights. The actress commented on the current status of all her projects and on the agreement of her production company Cholawood Productions with Endemol Shine Boomdog.

Connecting with...Kate del Castillo was a spaced offer in collaboration with **TodoTvNews**.

**Alex Berger** is undoubtedly one of the most prominent figures in French television. The executive producer of '**Le Bureau des Legendes**' ('Office of the infiltrators' in Spain) has also been vice-president of Canal+ Group, president and CEO of CanalNumédia & VivendiNet. The interview, conducted by Steven Bawol (General Director of Helion SPS, France), has served to show the European and Latin American audience how a French series on the human side of French spies ('Le Bureau des Legendes') served to modify the schemes of fiction production in this country. The

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series copied the American production system which facilitates the process and allows a greater transparency between the creative team and the executive production. Above all, this system allows the directors to shorten the decision-making time and, at the production level, to deliver each of the series' seasons faster.

During the interview, he emphasized the excellent results of implementing the "Writer's Rooms" technique, that until this series did not exist in France, and the problem of copyright and its recognition, that in the US differs from the European or Latin system. Finally, acknowledging that the change meant a considerable increment in the budget for the television channel, he gave a detailed explanation about how they were pioneers in embarking a distribution company (Federation Entertainment), and to finance it in what he defined as a new "reinvention of the wheel". In short, it offers a great vision of the role of the new European producer at a time when the audiovisual market requires a thorough review of the role of the producer.

**Connecting with... Alex Berger was a space offered in collaboration with the French Embassy in Spain and the Institute of France in Spain.**

## CROSS-TALKS: FINANCING

Financing as the cornerstone of all audiovisual production took up the rest of the first day at Conecta FICTION Reboot. The workshop, in which financing and private investment experts participated, has aroused great interest among those accredited in Pamplona. Due to its success, the organization implemented two shifts so that all producers and creatives could access the meetings with investors.

**Ignacio Medina. Executive Producer and Head of Business Development at Black Panther Group (Spain)** highlighted that they are looking for projects in the initial development phase. He also emphasized their permanent contact with digital platforms.

**Patxi Ongay. Manager of Elipsis Entertainment (Spain)** The financial advisor and expert in the Navarre tax incentive application in films and television series commented that his company works with investors who are looking for tax deductions and companies (mostly from the industrial sector) that, above all, seek the profitability of the projects and their realization. In fact, they only invest in projects in the final shooting phases. He emphasized that the investors that come from companies in the industrial sector, despite the crisis generated by the COVID-19, are companies that are going to continue giving benefits, and he was optimistic in this sense.

Reiterating the previous comment, **José Ignacio Pérez de Albéniz, General Director of ARPA Lawyers Consultants (Spain)**, commented that if in 2018 and 2019 the investing companies that wanted to invest in projects contacted them in the last quarter of the year, in 2020 that contact to invest in audiovisual contents were moved forward. Since May they began to show interest, reinforcing the idea that the industrial sector sees feasible and counts on being able to make investment in cinema and television series.

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Lastly, the participants of the face-to-face meeting were able to enjoy a pleasant walk through the streets of Pamplona while establishing new professional contacts and discovering the history of this city (guided by a professional from Navarre's industry) in the first of Conecta FICTION's **STREET MEETINGS**. The tour concluded with a gathering in the GARDEN of the **TRES REYES HOTEL**, where all the participants were welcomed to continue with an informal meeting to end the day.

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Conecta FICTION, the most important TV series co-production event between America and Europe, will take place in two spheres of interaction, one virtual and the other on-site. The program was inaugurated online the week of 15 June, month in which the fourth edition of the international event was originally scheduled to take place, while the face-to-face event will be rescheduled to September and will include the presentation of the selected projects to the various pitching sessions of Conecta FICTION 4.

The fourth edition of Conecta FICTION will be held at the Baluarte Conference Centre in Pamplona (Navarre, Spain) on September 1-3, and online from September 1-11. The fourth edition of Conecta FICTION is supported by the Government of Navarre through NICDO (Navarra's Cultural, Sports and Leisure Infrastructure) and SODENA (Navarra's Development Company) and the SGAE Foundation and has the collaboration of CLAVNA (Navarra's Audiovisual Cluster) and NAPAR (Navarra's Association of Audiovisual Producers and Professionals). Inside Content is in charge of the design and production of the event.

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Más información en: [www.conectafiction.com](http://www.conectafiction.com)

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