

JOHN HOPEWELL

San Sebastian Celebrates Series' Global Impact

Game on. Telefonica, Europe's third biggest telecom, and Atresmedia, the co-originator of "La Casa de Papel" Parts 1 and 2, have announced their intent to launch a joint production-distribution colossus, for fiction series and movies.

The latest milestone move in the Spanish-language content market was unveiled not by chance on the first day of Spain's San Sebastian Film Festival.

The highest-profile movie event in the Spanish-speaking world is going TV. Or, more accurately this Saturday Sept.21. it's not TV, it's HBO. And Movistar+, Netflix and Amazon.

HBO Europe unveils first footage from *Patria*, its signature Spanish series in its lengthy development, artistic ambition - an adaptation of Fernando Aramburu's 646-page novel - and goal: To enhance the HBO viewing experience for Spaniards and beyond by a small-screen version of one of the most acclaimed takes on the biggest conflict in Spain's recent history.

In prime festival real estate - Saturday afternoon and evening - Movistar+ unveils two of its major new titles: the first Movistar+ Original Film, Alejandro Amenabar's *While at War*,



a plea for dialog in a divisive world; and Leticia Dolera's eight-part "Perfect Life," a near-40 women's crisis dramedy.

Fun, frank, sometimes laugh-out-loud funny, "Perfect Life" swept at April's 2nd Canneseries TV festival

both best series and best special performance for its female leads, Dolera herself, Celia Freijeiro and Aixa Villagrán.

That's one sign of the global impact of Spanish series. Others will be discussed at a Saturday afternoon

panel of that title at the San Sebastian Festival. Moderated by La Otra Pantalla's Elene Neira, panelists feature Miguel Salvat at HBO España, "Elite" co-creator Darío Madrona at Zeta Audiovisual, Susana Herreras, at Movistar+, Amazon Prime Video

Spain's Ricardo Carbonero and Diego Ávalos, at Netflix.

One issue Neira will no doubt raise is the transposition into Spanish law of the E.U. Audiovisual Media Services Directive, obliging streaming platforms to carry 30% Spanish or European content and, if Spain's government require it, to invest a percentage of revenues from Spain in local production.

Another subject for debate may well be why Spanish series have begun to achieve such a global impact, and how to take advantage of that.

The round table takes place two months after La Casa de "Papel-Money Heist" - Part 3 was watched by 34,355,956 Netflix household accounts over its first seven days, after a July 19 global launch.

One reason for the impact may be a generation of screenwriters - think Alex Pina, Ramon Campos, Javier Olivares Daniel Ecija - who introduced a U.S. pace and narrative thrust into Spanish fiction from the mid-90s and, once given creative freedom by broadcasters, have brought a cable flair to productions, often for free-to-air networks such as Atresmedia.

They have now been joined by notable film director-writers. Spain has many competitive assets. None greater maybe, however, than its screenwriters.

Zinemaldia & Technology Presents Inaugural Startup Competition

JAMIE LANG

In 2018 Zinemaldia & Technology was launched intent on positioning the San Sebastian Festival as a center of technological and audiovisual innovation in Western Europe.

Back for its second edition, on Sunday the summit will include a masterclass, *Creating Dreamlike Worlds*, by VFX artists from Deluxe Spain and presentations from research and development professionals.

New this year, five European companies will compete in the inaugural Zinemaldia Startup Challenge, dedicated to recognizing entrepreneurs and new or emerging startups in the audiovisual sector.

One of the five will scoop prizes including €10,000 (\$11,200) cash, a year's free access to an incubation space within the Basque technology park network and potential investment funding of up to \$560,000.

Irish startup Volograms' software transforms video taken from various angles into volumetric holograms. These 3D models can then be used in VR and AR programs and experienced from any angle, allowing creators to update how consumers and brands interact, enhance virtual experiences and bring immersive storytelling to a new level.

Shield by Brave, developed in Spain, is an artificial intelligence age verification system which integrates into digital content distribution platforms for any device with a camera. The software will analyze a user's facial features to establish the user's age so that, when appropriate, it can block adult content.

Another Spanish entry, Flow Cut is an immersive video creation tool which utilizes AR technologies to allow users to convert any space into a professional studio with only a few handheld devices, forgoing a standard brick-and-mortar studio.

LargoAI provides data-driven filmmaking strategies to independent producers from the screenwriting process through development and production. The software predicts audience response, and when evaluated on a country-by-country basis can also be used in distribution planning.

The Scenso.tv SVOD service uses proprietary blockchain protocols to identify, secure and distribute revenues to the appropriate rights holders. The blockchain was developed and is maintained by French company Polkatulk.

The section is backed by the Basque government through its Department of Economic Development and Infrastructure and Creative Europe-Media and its European Film Forum with local research center Vi-comtech collaborating. The Tabakalera cultural center as well as Basque companies Petronor and Tecnalia aided the festival in organizing the day-long event.

AGENDA

THE INDUSTRY CLUB

10:00 - 11:30 - KURSAAL, SALA 9

Mesa redonda
Oportunidades MEDIA para el contenido europeo de TV - Organizado por Europa Creativa Desk MEDIA Euskadi, MEDIA España, MEDIA Catalunya y MEDIA Andalucía (Con acreditación de industria)

12:00-20:00 - ESPACIO KELER

Exposición
Navarra Film Commission: 10 años (Acceso libre)

13:00 - ESPACIO KELER

Presentación de la exposición + Cóctel Industria Navarra (Con invitación o acreditación hasta completar aforo)

17:30-19:30 - KURSAAL, CLUB DE PRENSA

Moderadora
Elena Neira | Profesora de los Estudios de Comunicación de la UOC y autora de La otra pantalla

Ponentes
Miguel Salvat | Responsable de Programación Original HBO España

Diego Ávalos | Director de Contenido Original España - Netflix

Darío Madrona | Productor Ejecutivo - Zeta Audiovisual

Ricardo Carbonero | Responsable de Adquisición de Contenidos - Amazon Prime Video Spain

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Donostia Zinemaldia Festival de San Sebastián SSIFF Colaborador

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