

# CONTEC México November 2021 CDMX



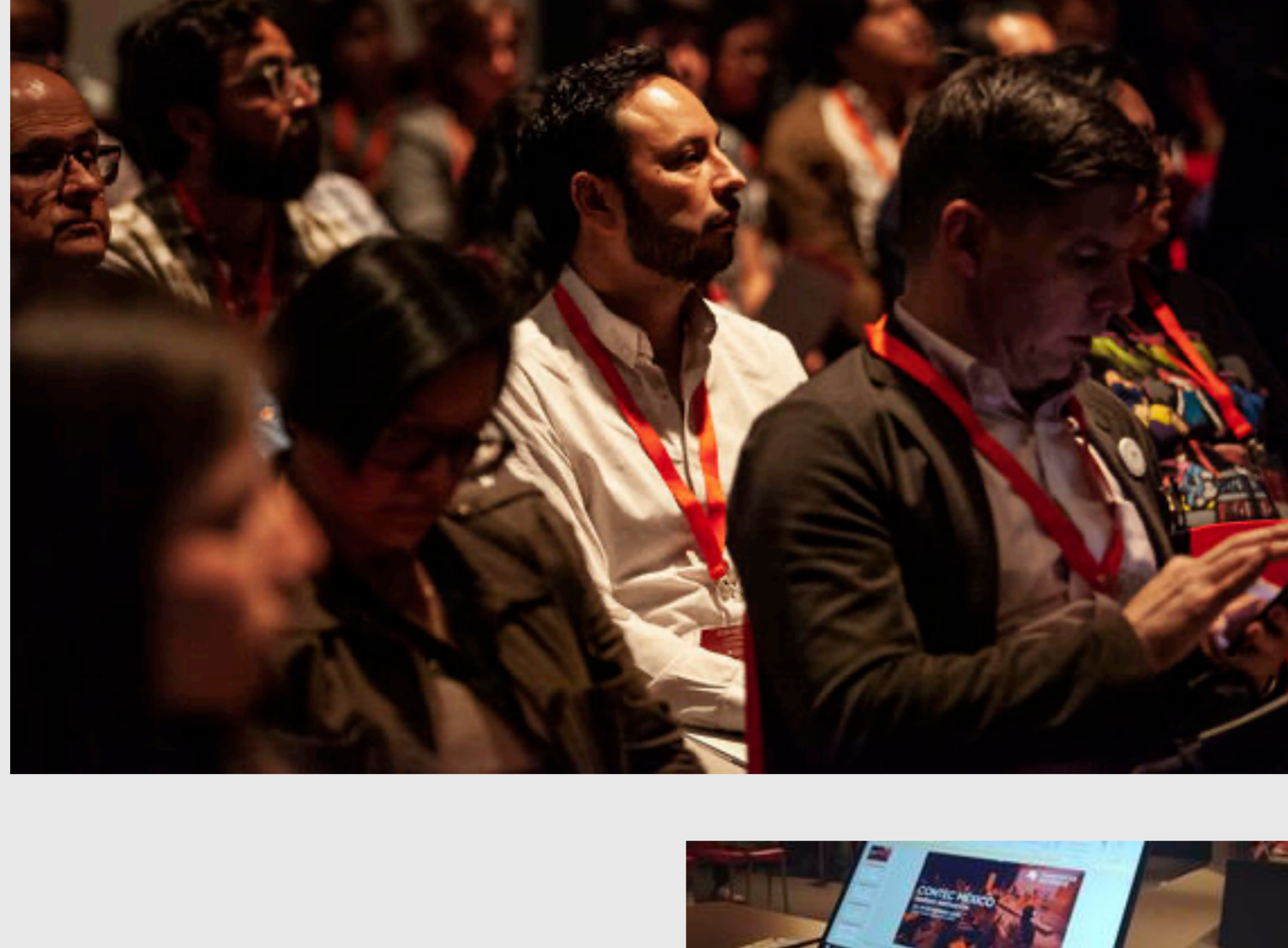
## CONTEC México: Sharing Innovation

The Frankfurter Buchmesse is the place where the key players of the content industry gather to share trends, developments and experiences.

One of the aims of the Frankfurter Buchmesse is to strengthen and consolidate the international book market through seminars, workshops and conferences, bringing the "Frankfurt Experience" to other parts of the world.

CONTEC is a trade mark of the Frankfurter Buchmesse that pursues to create a space for reflection on the challenges and opportunities in the content industry.

It is a meeting point for professionals from publishing as well as cultural and creative industries, a space for exchanging experiences and generating synergies among the players and a hub for exploring new business opportunities.



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**Pasar del libro a la pantalla no es un proceso simple que, sin embargo, los editores deberían intentar probar y convertirse así en guías en un mar de historias para los productores.**

**Taller sobre derechos audiovisuales**  
Quetzalli de la Concha



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### 18 February 2020

10:00 Registration

10:45 Welcome

**Miguel Utray**, [Centro de Cultura de España en México](#), Mexico

**Marifé Boix García**, [Frankfurter Buchmesse](#), Germany

11:00 Keynote: **The use of immersive Storytelling for attracting the audience**

For introducing the star HBO series, Game of Thrones, to its subscribers, Canal+ went for transmedia narrative. The result was a real success. Under the motto "if you live it, it is true" a parallel multimedia universe was created and coordinated among others by Belen Santa-Olalla, an international expert in transmedia storytelling. The core motif of the campaign was the claim 19 Reinos, that contained social media profiles, real events, competitions, a fan site, a mobile app and a web series in which Edwyck had the charge of training the "warriors". As a result of this, [19reinos.com](#), received more than 11,000 views every week and 5,000 people played on this platform.

**Belén Santa-Olalla**, [Transmedia Storyteller Ltd.](#), Spain

11:30 Round Table: **The impact of transmedia narratives on cultural industries**

Each way to tell stories is a possibility to reach new audiences, whether it is through new mise-en-scènes and productions or new strategies on social media. Which business models are latent in the transmedia universe? What are the difficulties and working methods when coordinating and adapting a book-based content? What are the criteria for deciding which written content can work in audiovisual and the other way around? Why do producers see in adaptations a lower risk for their business?

**Belén Santa-Olalla**, [Transmedia Storyteller Ltd.](#), Spain

**Rodrigo de la Calva**, [Stroke14](#), Spain

**Ana Luiza Beraba**, [Film2b/WePlot](#), Brazil

Moderation: **Yael Weiss**, [Revista de la Universidad](#), Mexico

12:30 Coffee Break

13:00 Diálogo: **A new grammar: the contribution of audience and actors to creating new stories**

In traditional theatre plays, writers create characters that are brought to life by actors on the stage. Actors replicate what others created. In Transmedia creation borders are not that precise. In this kind of experience, the actor emerges from an existing text but the interaction with the audience and its grade of intervention can change the course of the plot. The actor plays an even more important role, as he is now co-writers and co-creator of the character. Under this model, creation is conceived as a cooperation so not only writers create characters but actors and the audience do contribute too.

**Rodrigo de la Calva**, [Stroke14](#), Spain

**Rocío Cerón**, [Visual poet](#), Mexico

Moderación: **Gina Jaramillo**, [Ibero 909FM](#), Mexico

14:00 Keynote: **Transmedia narrative as innovation in marketing and business**

Presentation of transmedia project allows many opportunities for marketing and business. As an approach, it offers new business partner windows, which are making as an obligation for the editors and producers to learn and to get in contact with other disciplines and sectors.

**Roger Casas-Alatrste**, [El Cañonazo Transmedia](#), Spain

14:30 Lunch

16:00 Seminar/Workshop: **Audiovisual rights**

In cooperation with CEMPRO

Many writers dream that their book will become a movie, but to get content from the book to the screen is not a simple process.

What is an adaptation option? How much is paid for rights for a film adaptation? What are the most important elements of a contract? Who negotiates and who receives the money: the author, the agent the publisher? Does the author control the content of the movie?

Upon registration

**Quetzalli de la Concha**, [CEMPRO](#), Mexico

Conversations:

**Meet the Experts**

**Belén Santa-Olalla**, [Transmedia Storyteller Ltd.](#), Spain

**Rodrigo de la Calva**, [Stroke14](#), Spain

**Roger Casas-Alatrste**, [El Cañonazo Transmedia](#), Spain

**Rocío Cerón**, [Visual poet](#), Mexico



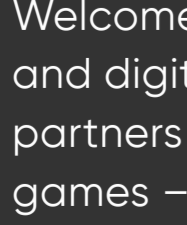
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FRANKFURTER BUCHMESSE 18 - 22 OCTOBER 2023



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