

Partnerships for European audiovisual content production in a global environment



Hikers know it: together you reach further, and better. And the audiovisual sector knows of success stories in which alliances, the sum of forces and united arms have made better, bigger, more ambitious projects possible, or projects able to reach larger and more international audiences. A politically and economically united Europe must also be united in the cultural, industrial and audiovisual fields. Through the analysis, with their protagonists, of some successful alliances in the form of co-productions or partnerships, this roundtable explores joint work as a way for Spain to be a key pillar for building a more ambitious European audiovisual industry, capable of competing better in a global market.



Concepción Cascajosa Virino | Acting President of RTVE

PhD in Audiovisual Communication by the University of Seville with Extraordinary Prize. Professor of Audiovisual Communication in the Department of Communication at the Universidad Carlos III de Madrid, of which she is director, with two six-year research periods recognised, and Excellence Award from the Social Council. She has also been Director of the Master's Degree in Film and TV Scriptwriting; Vice-Dean of Journalism and Audiovisual Communication Studies; author or editor of nine books and a hundred academic publications; and contributor to media such as El País, Fotogramas and Serielizados. She is a member of the Board of Directors of RTVE, elected by the Spanish Parliament in March 2021. Since July of the same year, she was also the president of the Observatorio de Igualdad de RTVE, the body made up of representatives of workers, management and social organisations to work for equality between women and men in the Corporation and to promote the obligations of the public broadcaster in terms of equality.



Sandra Tapia | Arcadia Motion Pictures

With a degree in Audiovisual Communication from the Universitat Autònoma de Barcelona, she joined Arcadia Motion Pictures as an executive producer in 2009, becoming a partner ten years later. Among her titles are the winners for Best Film at the Goya Awards: 'Blancanieves' (Pablo Berger, 2012) and 'As Bestas' (Rodrigo Sorogoyen, 2022) and the nominee for Best Animated Film at the Oscars 2024: 'Robot Dreams' by Pablo Berger; which also won the Goya for Best Animated Film in 2024. This year's San Sebastian Festival will feature 'Los pequeños amores', the second film by Celia Rico Clavellino, in the 'Made in Spain' cycle, and will premiere '¿Es el enemigo? La película de Gila' directed by Alexis Morante.

Partnerships for European audiovisual content production in a global environment



Alfonso Blanco | CEO and Executive Producer of Portocabo

Considered one of the most important showrunners in our country, Alfonso Blanco is the CEO and Executive Producer of Portocabo. In Portocabo's more than 10 years of experience, he has managed to position the company in the main European co-production markets and establish an extensive network of alliances to produce fiction for the global market. With Portocabo, Alfonso Blanco has co-produced with countries such as Germany, Italy, France and Portugal and has produced fiction for RTVE, ZDF, Movistar Plus+, Disney Italy, RAI, RTP, TV3, TVG, Movistar Plus+, ARTE France, Paramount+ and Atresmedia. Some of the latest series he has produced with Portocabo are: the two seasons of 'Hierro' (Movistar Plus+ and ARTE France); the three seasons of 'Rapa' (Movistar Plus+); the two seasons of 'Auga seca' (RTP and TVG); 'Honor' (Atresmedia); 'Weiss & Morales' (RTVE and ZDF) 'Los Enviados' (Paramount+), 'Los Argonautas' (RTVE); 'Vidago Palace' (RTP and TVG); and the films 'Cuñados' and '+Cuñados'. Alfonso Blanco has become the first Galician member of the International Academy of Television Arts & Sciences and has been selected as one of the 50 most influential leaders of Ibero-American fiction. In 2023, he was also elected president of the Galician Audiovisual Cluster. In 2024, his production company, Portocabo, received the Galician Culture Award in the Audiovisual category, as well as a Corporate Livewire Global Award for best audiovisual production company.



Jérôme Vidal | Senior Producer at Noodles Production

From 2004 to 2008, he was a member of the Lazennec & Associés team, and was director and producer at Quo Vadis Cinéma for ten years. In 2008, he became Senior Producer at Noodles Production. Founded in 1997, Noodles Production is a producer of short and feature films. The company focuses on the development and production of first and second feature films, as well as co-productions, mainly French-Spanish. Alongside his work as a producer, Jérôme Vidal has also taught production since 2013 at the ESRA (École Supérieure de Réalisation Audiovisuelle), at the ESG in Paris since 2015, and at the ECAM (Escuela de cine y del audiovisual de Madrid) and the ESCAC (Escuela Superior de Cine y Audiovisuales de Cataluña).

Partnerships for European audiovisual content production in a global environment



Arne Helsingen | Secretary-General at Nordvision

For 17 years he has been Head of TV at the Norwegian NRK, with responsibility for both streaming and broadcasting. During these years he has also been heavily involved in Nordic cooperation, and has also participated in European public service cooperation as a member of the EBU TV Committee for two terms. This summer, he became Secretary-General at Nordvision, an association that has brought together all Nordic public broadcasters for 60 years in a project of collaboration and cooperation.



Moderator

Henar León | Head of Innovation and Grants at PRISA AUDIO

She is a technophile and technologist specialising in the cultural field, dedicated to researching and advising on how to incorporate emerging technologies in PPIs. She has participated in various initiatives to support entrepreneurship and innovation in the publishing, music, animation, video games, audiovisual, etc. industries, and in several projects funded with state and European aids. She also works as a teacher and was a technical advisor at the Spain Audiovisual Hub of the Ministry of Economy and Digital Transformation. She currently works as Head of Innovation and Grants at PRISA AUDIO.