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**FULL LINE UP FOR SPAIN COUNTRY OF HONOUR CELEBRATION ANNOUNCED
AHEAD OF MIPCOM CANNES**



Media Mastermind Keynote to Feature Acclaimed Filmmaker J.A Bayona

World Premiere of Highly Anticipated Royal Period Drama 'Ena. La reina Victoria Eugenia'

Increase in Spanish Presence for 40th Edition of World's Biggest TV Content Market

Paris – 8 October 2024 – MIPCOM CANNES today confirmed full details of the comprehensive programme to mark Spain as the Country of Honour at the forthcoming 40th edition of the International Co-Production & Entertainment Content Market in

Cannes (21-24 October 2024) including a special creativity-focused keynote with one of Spain's most accomplished and globally renowned filmmakers Juan Antonia (J.A) Bayona.

The prominent series of events at the annual flagship entertainment content market spans keynotes, premieres, panels and networking events to both celebrate Spain's impact on television globally and promote further international collaboration. The programme will have a particular focus on the country's creativity and talent from behind and in front of the camera, echoing the themes of Audiovisual from Spain's recently launched campaign [Spain, Where Talent Ignites](#).

The Country of Honour recognition comes with Spain's content sector having experienced significant growth in recent years as a major international production hub, and as a proven provider of quality content to global audiences that consistently ranks amongst the most viewed worldwide. Spain currently sits [second only to the UK in scripted TV commissions in Europe from global streaming platforms](#)¹. Meanwhile, Spain's entertainment sector, which includes OTT video services such as Netflix, Amazon, HBO, and Disney+, has been experiencing remarkable growth. According to the 2024 [Spain AVS Hub report](#)², the sector surged by an impressive 408% between 2018 and 2022, with a projected growth of 31.6% from 2023 to 2027.

The growth since 2021 has been driven by a major three-year public investment initiative of 1.6 billion euros for the film and television sector, led by the Ministry for Digital Transformation and Civil Service. ICEX Spain Trade and Investment has played an active role in the internationalization of the Spanish audiovisual industry under the brand Audiovisual From Spain.

An increased presence is expected in Cannes next month from the Spanish creative sector with a rise of over 50% in Spanish companies accredited year on year to date.

Country Of Honour 2024 Programme highlights include:

MEDIA MASTERMIND KEYNOTE - SPAIN: WHERE TALENT IGNITES. A fireside conversation with multiple award-winning Spanish Director and Showrunner J.A Bayona, (*A Monster Calls, Society of the Snow*) and Creative Producer Diego Betancor (*Elite, Todas las veces que nos enamoramos, Respira*).

In addition to exploring trends and generational shifts in filmmaking with the pair, the session will feature insights from the cornerstone of the new promotional campaign for

the country's creative sector '**Spain, Where Talent Ignites**' – which includes an innovative fashion-led short film, '**The Cause of the Accident That Set the Fire**'. An unprecedented commission from a public institution, the ambitious high-end feature celebrates the creative process boasting cameos and contributions from multiple high-profile Spanish creatives including Bayona. The keynote session will be staged **16:00 – 16:30** on **Tuesday 22 October**.

WORLD PREMIERE SCREENING - ENA. LA REINA VICTORIA EUGENIA. Jury-selected from multiple submissions, RTVE's highly anticipated royal period drama chronicling the era-defining life of Victoria Eugenia of Battenberg (Queen of Spain by marriage to Alfonso XIII and Granddaughter to Great Britain's Queen Victoria) will premiere on the market's first night on **Monday 21 October from 18.00**. Staged in the world-famous Grand Auditorium, main actors Kimberley Tell and Joan Amargós and Executive Producer Luis Hernández will be present in Cannes. The ambitious all-female-directed piece (6 x 60') is produced by RTVE in collaboration with 'Ena La Serie AIE', 'La Cometa TV' and 'Zona App'. It is set to air on RTVE's channel LA1 in Spain with global distribution rights handled by the largest public audiovisual group in Spain, RTVE.

PRODUCERS HUB PANEL: IGNITING GLOBAL HITS - THE ULTIMATE AUDIOVISUAL HUB. A special session on **Tuesday 22 October at 09:45 – 10:30** in the gathering point at the market for producers and commissioners will focus on the breadth of location and co-production opportunities within the Spanish sector, told through the experience of filmmakers and recent productions including Marc Dujardin, Producer, *Le Collectif 64 (Zorro)*, Nina Hernández, Content Director, *Portocabo (Weiss & Morales)* and Susanne Frank, Director Drama, ZDF Studios (*Stories to Stay Awake*).

In addition, two of MIP's signature events will have a Spanish flavour this year with a themed **Opening Night Party** (Monday 21 October from 19.00) encouraging further networking, and a dedicated separate Spanish edition of the **FRESH TV** content showcase curated and hosted by Virginia Mouseler, CEO of The WIT International Services (Tuesday October 22 at 14.30).

"Talent exists in every country, but not all value it equally. Our goal in positioning the Spanish audiovisual sector on the international stage is to elevate talent to the highest level, both through the activities we carry out at major festivals and markets worldwide and with our new campaign, 'Spain, Where Talent Ignites.' said Elisa Carbonell, CEO of ICEX Spain Trade and Investment.

"EVERYBODY loves Spain and we're planning a Gran Fiesta in celebration of Spanish content" said Lucy Smith, Director of MIPCOM CANNES and MIP LONDON. *"A cultural powerhouse, and a major European audiovisual hub, the Spanish creative sector has*

never been so prolific, or their output enjoyed by so many, globally. Its been an honour in itself for us to curate this special programme in celebration of one of the world's most formidable production countries.”

The Country of Honour forms part of a week-long MIPCOM CANNES conference programme which helps define the TV industry year through keynotes from leading global players and thought leaders, screenings of highly anticipated series, future facing summits and exclusive insight presentations. Past Countries of Honour have included Japan, Türkiye, Mexico, Argentina, South Korea and most recently China in 2023.

MIPCOM CANNES was attended by over 11, 000 delegates from over 100 countries in 2023. The 40th edition takes place in Cannes 21-24 October 2024.

¹Audiovisual fiction production in Europe 2022 figures, p.23. European Audiovisual Observatory: updated 15/11/2023

²Informe 2024 del Spain AVSHub, p.156

Further Information

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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

About ICEX

ICEX Spain Trade and Investment is a public business entity that falls under the Ministry of Economy, Commerce and Business whose mission is to promote the internationalization of Spanish companies in order to contribute to their competitiveness and add value to the economy as a whole, as well as to attract foreign investment to Spain. Audiovisual from Spain is the brand created by ICEX to promote talent and content within the sector internationally at major trade fairs around the world.

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