

## UNVEILS FIRST CONTENT PRESENTATIONS

**"Presenting GLOBOPLAY"** new GLOBO streaming platform just landed in Europe.

**"Fiction anytime, anywhere: Narrative trends and themes of the future"** Presented by GECA, international audiovisual consultant.

**Lisbon November 8, 2021.- ONSeries Lisbon** unveils new contents of its program with two sessions focused on the international landscape; the presentation in Europe of GLOBOPLAY, Globo's new streaming platform, and the presentation of the latest study by the audiovisual consultancy GECA on narrative trends in fiction worldwide.

**"Presenting GLOBOPLAY"** - A presentation specially designed for the international community, content producers and press participating in **ONSeries**. The new streaming platform, launched in Europe less than a month ago, belongs to the Brazilian giant GLOBO and features original in-house production. The enormous know-how of GLOBO, the world's largest Portuguese-language content producer, and its many years of experience in producing world-famous telenovelas were applied to the production of the series and miniseries that make up the platform's programming.

**Ricardo Pereira**, Director of Globo Portugal: *"The launch of our streaming platform GLOBOPLAY further increases our presence in Portugal and the rest of Europe. GLOBOPLAY is the largest producer of series in Portuguese. Therefore, we took the opportunity to be present at this event to showcase some of our latest productions."*

[LINK TO PICTURES](#)

**"Fiction: Everytime Everywhere, Future Trends and Themes"** - GECA, the international audiovisual industry consultant specialized in content and audience analysis, will present during **ONSeries** its latest study on narrative trends in fiction worldwide. **Gloria Saló**, Director of Production and Content Consulting at GECA, will offer an overview of what is currently happening in the international fiction market, and will delve into what is to come.

A session that will help producers, curators, distributors, and buyers to reflect on the real possibilities offered by the production of a fiction series inspired by books, comics, digital publications, or graphic novels and that aims not only to be broadcast on linear platforms or channels, but also on the web, podcasts, or social networks. A good example of this reality is the fusion between e-sports and video games with audiovisual narrative, something that will also be discussed.

According to **Saló**, *"ONSeries Lisboa offers the possibility of focusing on fiction at a very important moment of creation and production of stories, with a wide range of forms, formats and interesting proposals in the field of new narratives. A significant example is SIC's production "Princípio, meio e fim", a metafiction where creation and visual narrative go hand in hand. ONSeries offers us a great opportunity to show and share our analysis with both the Portuguese industry and international representatives, and we are convinced that*



*it will arouse much interest because it is a truly panoramic and forward-looking vision of how the new ecosystem of fiction is taking shape in today's world.*

---

**ONSeries Lisboa** ONSeries Lisbon has the institutional sponsorship of the Government of Portugal through the Ministry of Culture and the Lisbon City Council. In addition to the support of the Association of Independent Television Producers of Portugal, (APIT), the Association for the Collective Management of Copyright and Film and Audiovisual Producers, (GEDIPE), the Belém Cultural Center Foundation (CCB), the Portugal Film Commission and the Lisbon Film Commission, the Institute of Cinema and Audiovisual, I. P. - (ICA), and RTP the Portuguese public broadcaster.

The Portuguese showcase is designed and produced by Inside Content, the company that has been **organizing Conecta FICTION** in Spain since 2017. The company has also been the host organizing the semifinal of the **Emmy International Awards** for the Short Series category in 2020 (Pamplona, Navarra, Spain) and 2021 (Madrid, Spain).

---

Press & Communication: [communication@onseries.eu](mailto:communication@onseries.eu) / [evzevalve@yahoo.com](mailto:evzevalve@yahoo.com) (Eva Zalve)

[www.onseries.eu](http://www.onseries.eu)

AN INITIATIVE BY



ONSERIES LISBOA IS SPONSORED BY



SUPPORTED BY

