

Cartoon Business

9-11 May 2017
Belfast (Northern Ireland, UK)



PROGRAMME CARTOON BUSINESS BELFAST 2017

Tuesday 9 May

Arrival of participants in the afternoon

18:30 Visit of TITANIC Belfast Museum

19:15 Welcome Dinner at TITANIC Belfast

Wednesday 10 May

8:45 – 9:00 Welcome Words

Yolanda Alonso (Cartoon)

Cllr Aileen Graham (Belfast City Council)

Ian Maye (Department for Communities)

Richard Williams (Northern Ireland Screen)

9:00 – 9:45 Keynote from Patricia Hidalgo (Cartoon Network)

With all-around harsh competition and the fragmentation of kids audiences, how is Cartoon Network leading the way in content creation and audience engagement? From short-form original content to iconic brands and multiplatform viewings, Patricia Hidalgo (Chief Content Officer, EMEA Kids & International Kids Strategy at Turner) will deliver this year's keynote from one of the BIG 3!

Speaker: Patricia Hidalgo (Turner International)

Moderator: Christophe Erbes

9:45 – 10:45 Focus on Northern Ireland Animation Companies

4 leading animation companies will present the landscape of animation in Northern Ireland and in particular the benefits when working there in terms of location, talent and financial incentives, through NI Screen and the Tax Credits.

Speakers: Fionnuala Deane (Dog Ears)

Richard Gordon (JAM Media)

Gráinne McGuinness (Paper Owl Films)

Andrew Reid (Northern Ireland Screen)

Colin Williams (Sixteen South)

Moderator: Christophe Erbes

10:45 – 11:15 Coffee break

11:15 – 12:00 Structuring Financial Deals for European Animation Programmes

Finding the best financial proposition for your programme when it involves structuring different tax and co-production models, protecting your IP, and monitoring exploitation revenues can be tricky. John Gleeson, Head of Media and Entertainment at Grant Thornton will provide a detailed overview of how you can elaborate the best tax and business model for your programme.

Speaker: John Gleeson (Grant Thornton)

Moderator: Mike Robinson

12:00 – 13:00 International Strategies of European Groups

The media landscape has changed beyond recognition as a more global and competitive place. ITV Studios and m4e/Studio100 are among the largest entertainment groups in their respective fields and the discussion will highlight how they are cutting through the noise of media concentration when producing and exploiting their programmes at a global level.

Speakers: Jo Daris (m4e/Studio 100)

Giles Ridge (ITV Studios)

Moderator: Christian Davin

13:00 – 14:25 Lunch

14:30 – 15:15 Attracting Private Investment to Grow your Business

As public and TV support is more difficult to secure, animation producers and companies need to look at raising finance from other sources. How can producers make their IP and business proposition attractive to investors and venture capitalists will be the focus of this session.

Speakers: Vanessa Chapman (VJC Media/Essential Lifestyle Group)

Michael Hirsh (WOW! Unlimited Media)

Moderator: Mike Robinson

15:15 – 16:00 Brexit: Understanding What May Come Next

The discussion will focus on the issues linked to Brexit and what it means for the UK animation industry. Scenarios will envisage how cooperation models can be put into place to maintain UK and European joint works in the animation field.

Speakers: Helen Brunsdon (Animation UK)

John Gleeson (Grant Thornton)

Moderator: Christian Davin

16:00 – 16:30 Coffee break

16:30 – 17:15 Case study: Creating and Launching Internationally an Original Animation Show

“Grizzy and the Lemmings” (78*7’) was the most viewed show at last MIP Junior! An original creation thought for an international audience, the show co-produced by Cartoon Network USA is now broadcast on Boomerang and France Télévisions. Josselin Charier, Co-founder of Studio Hari and Executive Producer will deliver an inspiring talk on the creative and financial journey that have propelled this series to the top 3 shows on Boomerang, focusing on the series development, financing, planning of brand strategy and international distribution.

Speaker: Josselin Charier (Studio Hari)

Moderator: Christophe Erbes

18:30 Cocktails and Jazz at Sixteen South Studios

22:00 Entertainment Musical Show at Bullitt Hotel

Thursday 11 May

9:00 – 10:00 New Business Opportunities: Online Strategies and Monetization Models

The Internet offers disruptive ways to produce and distribute animation shows and the fact that the online platforms as a whole (social networks, AVoD and SVoD, mobile...) can now yield significant revenues is big news!

Our 2 speakers will detail which business models are emerging and how they are managing that the right content is on the right platforms in terms of brand exploitation, territorial rights, audience feedbacks, etc.

Speakers: Michael Hirsh (WOW! Unlimited Media)

Roch Lener (Millimages)

Moderator: Christian Davin

10:00 – 11:00 The Distribution Market: Who is buying Animation Programmes

More content, more viewers but fragmented across even more platforms... The distribution market has changed tremendously and so has the distributor’s job! Two very experienced independent distributors and a large British group who buys and sells animation, will give an overview of how to best distribute animation content, reflecting on the main buyers (traditional, digital, OTT services) on the international market, the different business and revenue models and the importance of owning TV and non-linear rights to exploit brands. Useful and practical advice!

Speakers: Marie Congé (GO-N Productions)

Nick Gawne (Entertainment One)

Nathan Waddington (BBC Worldwide)

Moderator: Mike Robinson

11:00 – 11:30 Coffee break

11:30 – 12:30 Structural Challenges Facing Broadcasters

Broadcasters are redefining their windowing perimeters and strategies. Whilst continuing with their existing channels and services, they are also innovating in the digital space making content that is more in tune with their new online audiences. Our panel will discuss how linear and online strategies are managed hand-in-hand, how and which animation programmes are now financed as digital extensions (with the new demographics and platforms), where the new creators come from and how they respond to kids' demands.

Speakers: Sarah Muller (Channel 5)

Cheryl Taylor (BBC Children's CCBC)

Moderator: Christophe Erbes

12:30 – 13:00 Kids' On demand and Online Services: Surveying a New Landscape

As children increasingly consume content online and on demand, a new generation of providers is emerging, and traditional models of funding new productions are under threat. Drawing on new research, IHS Markit will survey the landscape of services from established players and newcomers and what it means for producers.

Speaker: Tim Westcott (IHS Markit)

Moderator: Christophe Erbes

13:00 – 14:25 Lunch

14:30 – 15:00 Are Digital Platforms Market Changers for Kids Entertainment

Hopster TV, the ad-free TV and learning app, has found homes in over 100 countries and gathered along the journey a lot of useful knowledge on online kids' audiences, tastes and competition. A discussion on why digital platforms think that the online market is changing kids' entertainment and how lucrative it can be for producers.

Speaker: Nicholas Walters (Hopster)

Moderator: Christophe Erbes

15:00 – 15:30 How to Create Shows that Inspire Play/Toy Sales

Rob Hudnut, Executive Producer and Vice President at Multinational toy company Mattel will explain how his company assesses the toy/play potential of animation IPs.

Speaker: Rob Hudnut (Mattel)

Moderator: Christophe Erbes

15:30 – 16:30 The Best Time to Launch Licensing and Merchandising

Is the timeline for licensing and merchandising still very dependent on the exposure of the TV show or is the changing landscape beneficial to earlier partnerships with L&M? As a producer how do you handle these rights? And how can you define a consumer products plan around your brand? Illustrations with case studies from main players TF1 Entertainment and Zodiak Kids.

Speakers: Marina Narishkin (TF1 Entertainment)

Jean-Philippe Randisi (Zodiak Kids)

Moderator: Mike Robinson

16:30 – 17:00 Coffee break

17:00 – 18:00 Crowdfunding and Crowdfunding

The alternative finance industry is a vibrant industry that is developing very quickly and sometimes even with the banks' support. The UK is the largest crowdfunding market in Europe with reportedly over 2237 M GBP raised in 2015 in comparison with fast-growing France (140 different platforms raised 300 M EUR). Three forms of crowdfunding will be described in this session: equity, reward-based and donation, with volumes, levels of activities, existing regulations and consumer protection as highlights for each.

Speakers: Jean-Samuel Kriegk (KissKissBankBank)

Carlos Silva (Seedrs Europe)

Moderator: Mike Robinson

19:30 Farewell drinks and Dinner at City Hall

Cartoon thanks Belfast City Council for their kind generosity for the use of City Hall.