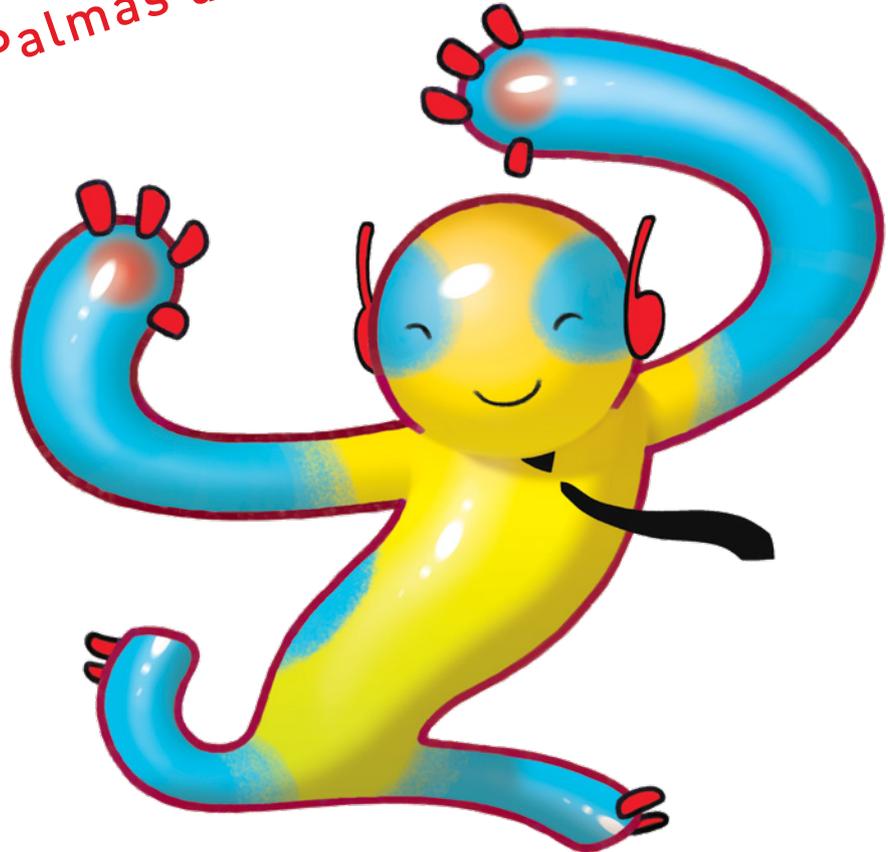


Cartoon Business

7-9 May 2018, Las Palmas de G.C. (Gran Canaria - ES)



Conference → New Emerging Business Models in Animation



Programme

Monday 7 May

Arrival of participants in the afternoon

19:15 ■ Welcome Dinner at Gabinete Literario

Tuesday 8 May

9:00 – 9:15 ■ Welcome Words

Speakers Yolanda Alonso (CARTOON)
Antonio Morales (President of Cabildo de Gran Canaria)
Raúl García Brink (Counselor of Economic Development, Energy and R+D+i at Cabildo de Gran Canaria)
Cosme García Falcón (Managing Director at Sociedad de Promoción Económica de Gran Canaria / SPEGC)

9:15 – 10:00 ■ Keynote on Trends in Animation for Kids

Jackie Edwards is Head of Children's Acquisitions and Independent Animation for CBBC, whose channel CBeebies was voted Best Channel of the Year at Kidscreen 2018. Jackie will talk of what is 'on and in the air' for kids animation programmes.

Speaker Jackie Edwards (BBC Children's)

Moderator Christophe Erbes

10:00 – 10:45 ■ Focus on Gran Canaria: The Island for Animation

Gran Canaria has one of Europe's most attractive tax incentives for audiovisual productions (both fiction and animation). With a special tax system, the Canary Islands offer a 40-45% tax incentive and a corporate tax rate of 4% for companies established there. The great quality of life that Gran Canaria offers is one of its major attractions. Its incipient ecosystem with qualified talent makes this island the ideal set up for the animation industry.

Speakers Miguel Aldasoro (Ánima)
Nuria Guinnot (Gran Canaria Film Commission)
Jaime Sanz

Moderator Christophe Erbes

10:45 – 11:15 ■ Coffee Break

11:15 – 12:00 ■ European Tax Shelters and Incentives for Animation Programmes

Finding the best financial deal for your programme when it involves structuring different tax and co-production models, protecting your IP, and monitoring exploitation revenues can be tricky. Mariano Arrieta and Isabel Mariscal, experts in the difficult art of making European tax systems work together, will give a detailed overview of the main tax shelters and tax incentives in Europe.

Speakers Mariano Arrieta (Singular Law)
Isabel Mariscal (Singular Law)

Moderator John Lomas-Bullivant

12:00 – 13:00 ■ Broadcasters' Challenges and New Policies

Broadcasters are adapting their strategies of co-production and acquisition to respond to an increasing competitive landscape. Whilst continuing with their existing channels and services, they are also catering for their online audiences. Our panel will discuss how they manage linear and online models, when co-producing and acquiring animation programmes and how the new demographics and platforms are changing their policies for kids programmes.

Speakers Yago Fandiño Lousa (Radio Televisión Española (RTVE))
Telidja Klai (Ketnet / VRT)

Moderator Christophe Erbes

13:00 – 14:25 ■ Lunch

14:30 – 15:00 ■ Attracting Private Investment to Fund and 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 and companies make their IP and business proposition attractive to investors, venture capitalists will be the focus of this session.

Speaker Nick Dorra (Haruworks)

Moderator Christophe Erbes

15:00 – 15:30 ■ EU Guarantee Facility Fund

Made and funded by the Cultural and Creative Sector Guarantee Facility of the European Union, the agreement provides a guarantee fund for loans made to small and medium-sized businesses in the creative and cultural sectors. It will support loans to regional lending institutions up to 150 M€. In Spain, CREA SGR is the company that administers the scheme.

Speaker Mónica Carretero (CREA SGR)

Moderator John Lomas-Bullivant

15:30 – 16:30 ■ Building International Business around Moving Markets

The media landscape has changed dramatically to become a more global and competitive place. Large entertainment groups have adapted their production and business models to increase their footprint on the global markets. A demonstration by 2 of these audiovisual groups.

Speakers Brenda Maffuchi (De Agostini Editore)
Alison Warner (Technicolor)

Moderator Christophe Erbes

16:30 – 17:00 ■ Coffee Break

17:00 – 17:45 ■ Case study: The Global Success of “Masha and the Bear”

Annalisa Woods, Commercial Director at the Ink Group will explain how they have built the brand success of “Masha and the Bear”, together with Russian producer Animaccord. Licensing and merchandising, selected partnerships on all the different media with over 500 license contracts, from YouTube to Netflix, Annalisa will illustrate how a brand can be leveraged to grow commercially.

Speaker Annalisa Woods (Ink Group)

Moderator John Lomas-Bullivant

20:00 ■ Free evening for participants



Wednesday 9 May

9:00 – 9:30 ■ How Evolving Technology & Trends Within the Kids Animation Business are Affecting Deal-making & in What Way

A more in depth look at the evolving “viewni-verse”. An overview of new and upcoming viewing platforms, new technologies, content trends, kids viewing habits and European legislation and the way they are affecting definitions, deal terms and negotiations for producers, distributors and broadcasters.

Speaker Justine Bannister (JUST B)

Moderator John Lomas-Bullivant

9:30 – 10:30 ■ Managing IPs Across a Range of Platforms and Media

Two seasoned IP experts, working on TV sales, TV and consumer products will talk from a licensing agent’s and an in-house perspective of how small to medium sized producers can handle L&M, exist in the retail market and be profitable. Case studies of brands will be presented.

Speakers Erick Rouillé (Futurikon)

Damian Treece (Libero Licensing)

Moderator John Lomas-Bullivant

10:30 – 11:00 ■ Coffee Break

11:00 – 11:30 ■ New Exploitations of Kids’ Books in the Digital World

Twice winner of the Bologna Ragazzi Digital Award in 2016 and 2017, Step In Books extends physical picture books to digital and interactive experiences using immersive techniques like AR, making the best of the digital publishing world!

Speaker Aksel Køie (Step In Books)

Moderator Christophe Erbes

11:30 – 12:00 ■ YouTube: Helping you to Analyse and Monetize

In charge of strategic partnerships at YouTube SEEMEA, Elias will detail which are the most successful animation shows on the platform and how animation producers can use YouTube to generate analytics and monetization for their shows.

Speaker Elias Moreno Vasco (Google)

Moderator Christophe Erbes

12:00 – 13:00 ■ Financial Plans, Budget and Cash Flow Management

Financing and managing the cash flow of productions, tapping soft and market money, implementing tax credits and dealing with third parties, sales and ancillary revenue streams... This is the daily routine of CFO and Heads of Development. Vision and techniques at work to ensure the company’s viability.

Speakers Emilie Frelon (Koala Media Consulting)

Gerry Shirren (Cartoon Saloon)

Moderator John Lomas-Bullivant



13:00 – 14:25 | Lunch

14:30 – 15:30 | **The Licensing Market: Facts and Figures on Kids' Behaviour (Europe and Mexico)**

It is considered that in 5 years' time the number of properties on the market will double. To cut through the noise, licensees and licensors need to build the models of success that will engage with kids' new consumption patterns. Hints and Tips on how to build popularity, awareness and merchandise appeal for your existing and forthcoming property will be the focus of this session, animated by Ivan Colecchia, General Manager Europe of Kidz Global and Maca Rotter, CEO of Mexican company La Panadería.

Speakers Ivan Colecchia (Kidz Global)
Maca Rotter (La Panadería Licensing & Marketing)

Moderator John Lomas-Bullivant

15:30 – 16:15 | **Building Growth and Producing for Multiplatform Distribution**

Both Gigglebug Entertainment and Imira Entertainment have built their business on the creation of original IP, multiplatform distribution and growth potential. A discussion on business strategies from an independent content producer and a large distributor.

Speakers Anttu Harlin (Gigglebug Entertainment)
Paul Robinson (Imira Entertainment)

Moderator Christophe Erbes

16:15 – 16:45 | Coffee Break

16:45 – 17:30 | **Lightbox Animation Studios: A Success Story**

Since 2012, award-winning Lightbox Animation Studios has won 6 Goya Awards for 2 of its animated features: "Tad, the Lost Explorer" and "Tad, the Lost Explorer 2". Both films were distributed in over 26 countries by Paramount Pictures and combined over 80 M\$ in international box office. Award-winning Lightbox Animation Studios is now setting up its own animation school Lightbox Academy to respond to the increasing need of talent in CGI for films, illustration and video games. Nicolás Matji, Founder will explain the business strategy of his company.

Speaker Nicolás Matji (Lightbox Animation Studios)

Moderator John Lomas-Bullivant

19:30 | Farewell Drinks and Dinner at La Marinera

Thursday 10 May

Departure of participants