

Cartoon Business

Gran Canaria (ES)
09-11 December 2020



PROGRAMME CARTOON BUSINESS GRAN CANARIA (09-11 DECEMBER)

Wednesday 09 December

Arrival of participants in the afternoon

19:30 Welcome Dinner at Segundo Muelle

Thursday 10 December

9:00 – 9:15 Cartoon Business Opening Words

Speaker: John Lomas-Bullivant

Official Guest: Antonio Morales (Cabildo Gran Canaria)

9:15 – 10:00 Keynote: Kids IP and Franchise Building – The Decade Ahead

Competition in the children's animation and IP business is both global and fierce. Brands are king and brand management has never been more important. Lars Wagner will share his insights on successful strategies for the kids & family business. With 10 years of experience gained as General Manager of the Disney Channels and now in his position as CMO at Playmobil, Lars Wagner will deliver his vision of new ways to grow a brand, build futureproof partnership models and develop innovative content strategies.

Speaker: Lars Wagner (Playmobil)

Moderator: Christophe Erbes

10:00 – 11:00 Gran Canaria Focus – Let the Studios Talk!

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 45% tax incentive and a corporate tax rate of 4% for companies established there. Hear from the Gran Canaria Film Commission and three producers, studio Anima, studio Birdland and studio Koyi how setting up a studio in Gran Canaria has worked for them and helped finance their productions.

Speakers: Miguel Aldasoro (Ánima Kitchent)

Guillermo Quintana Ramos (Gran Canaria Film Commission)

Israel Tamayo (Koyi Talent)

Arthur Lener (AMUSE / Studio Birdland)

Moderator: Christian Davin

11:00 – 11:30 Coffee Break

11:30 – 12:30 Beyond 2020 – How Broadcasters See the Future

The challenge to traditional children's broadcasters has never been greater. Speakers from Nickelodeon, TF1 and TVE Spain will talk about how they see the future and the content and brand strategies that will ensure they are still going to viewing platforms for Generation Alpha.

Speakers: Yago Fandiño Lousa (RTVE)

Chris Rose (Nickelodeon International)

Daphné de Beaufort (TF1)

Moderator: Christophe Erbes

12:30 – 13:00 Research Session: What Kids Think about Your Show - You Need to Know!

Audiences are fragmenting meaning brand engagement is different. Understanding how audiences value and engage with brands is critical in de-risking content from funding through to launch. Using case studies from existing, successful IP and KidsKnowBest will explain how testing and research can change the chances of a show's success.

Speaker: Pete Robinson (KidsKnowBest)

Moderator: Christophe Erbes

13:15 – 14:30 Lunch

14:30 – 15:30 TV & Film Distribution – What Do Buyers Want?

The number of platforms for animation grows almost daily. But what are buyers looking for when it comes to new content? Has the rise of OTT services over the last decade changed the market forever and if so how? Three leading distributors share their thoughts on what buyers want now and are likely to be looking for in the future.

Speakers: Simon Crowe (SC Films International)

Diego Ibáñez Belaustegui (Planeta Junior)

Raphaëlle Mathieu (Cyber Group Studios)

Moderator: John Lomas-Bullivant

15:30 – 16:00 Gran Canaria Studios – Making YouTube Work For You

With YouTube rolling out new protection for children viewing videos on its site, including limitations on data collection and advertising, does this fundamentally change how producers and content owners should view the platforms? Speakers from Studio Anima, Studio Birdland and WOW! Unlimited Media will discuss how best to make YouTube work for you.

Speakers: Miguel Aldasoro (Ánima Kitchent)

Arthur Lener (AMUSE / Studio Birdland)

Michael Hirsh (WOW! Unlimited Media)

Moderator: Christian Davin

16:00 – 16:30 Animation in Europe – How to Ensure the Industries Future?

How does the animation industry in Europe need to think and act over the next decade? American OTT services are rapidly changing the children's media landscape while China is far from being an open and easy market. Philippe Alessandri, Chairman of Animation Europe, the French Animation Producers (SPFA) and CEO of his own company Watch Next Media shares his thinking on how Europe must act to maintain a strong and successful animation industry.

Speaker: Philippe Alessandri (Watch Next Media)

Moderator: Christophe Erbes

16:30 – 17:00 Coffee Break

17:00 – 18:00 Doing Business with China

China is the second biggest global market after the US and represents a huge potential opportunity for animation producers. But there are significant challenges. Producers Manuel Cristobal and Jon Rennie share their studio's experience of working with China while Jean Dong outlines the do's and don'ts of working with Chinese rights owners and producers.

Speakers: Jon Rennie (Cloth Cat Animation)

Jean Dong (Zespa Media)

Manuel Cristóbal (Regional Ministry of Culture and Tourism – Region of Madrid)

Moderator: John Lomas-Bullivant

18:15 – 19:30 Cocktail for all participants

Gran Canaria Film Commission kindly invites all participants to a networking cocktail.

20:00 Free evening for participants

Friday 11 December

9:00 – 10:00 Grow Your Own Studio – How?

Taking your studio to the next level is a challenge. Do you develop your own IP? Own and sell more rights? Merge or buy your growth? Three different sized studios share growth strategies and their experiences on taking their studio to the next level.

Speakers: Peter Voelkle (Atmosphere Media)

Alison Warner (Blue Zoo Rights)

Stani Milev (Chase a Cloud)

Moderator: John Lomas-Bullivant

10:00 – 10:45 Learning to Love Tax Credits

With broadcasters' budgets continually under threat, understanding how tax credits can help you finance your production, has never been more important. With over 30 years' experience Léon Perahia will use case studies to highlight both the financial benefits of a tax credit system and how to spot if different countries systems do or don't synch up.

Speaker: Léon Perahia (AV CONSULT)

Moderator: Christian Davin

10:45 – 11:15 Coffee Break

11:15 – 12:15 Licensing 2020 and Beyond!

There was a time when 26 half hours and a strong broadcast platform would almost guarantee licensing interest, but not now. Children worship YouTube Stars and as much as animated characters and kids' viewing is fragmented across multiple OTT and digital services. Now, more than ever, it is vital to understand if and how you can license your show off YouTube and what it takes to make licensing companies sit up and take interest in your new IP.

Speakers: Bettina Koeckler (The DealFactory)

Steve Manners (WildBrain CPLG & WildBrain Spark)

Maca Rotter (La Panaderia Licensing & Marketing)

Moderator: Christophe Erbes

12:15 – 13:00 How to Stop Your First Co-Production Killing You and Your Studio

Embarking on your first co-production is exciting and can take your studio and business to the next level. But it can also be extremely challenging - multiple languages, different business cultures, production pipelines and legal requirements. Two highly experienced animation producers Marion Edwards and Imke Fehrmann discuss the most common pitfalls and how to avoid them.

Speakers: Marion Edwards (Red and Blue Productions)

Imke Fehrmann (Akkord Film Produktion)

Moderator: John Lomas-Bullivant

13:00 – 14:30 Lunch

14:30 – 15:15 Understanding SVOD – How They Think and What They Want?

SVOD isn't going away – ever. It's only going to get bigger. Understanding what SVOD platforms are looking for and how they work before you start developing your next slate of projects is going to be vital if you want to work with them. Boat Rocker Studios Vice President, Production and Development Chapman Maddox and animation veteran Michael Hirsh of WOW share their insights into what SVOD wants and their experiences of working with them.

Speakers: Chapman Maddox (Boat Rocker Studios)

Michael Hirsh (WOW! Unlimited Media)

Moderator: John Lomas-Bullivant

15:15 – 15:45 Case Study: Pocoyo. Planning the Next 15 Years

International pre-school hit Pocoyo is now fifteen. But how do you ensure it will still be entrancing children and making money for another fifteen years? Paul N. Holmes, Zinkia Licensing Manager will discuss the challenges and strategies for delivering brand longevity and continued popularity for Pocoyo.

Speaker: Paul N. Holmes (Zinkia Entertainment)

Moderator: Christophe Erbes

15:45 – 16:15 Believe in The Bible

The show bible is usually seen as a creative tool, but if your bible isn't strong, your IP is going nowhere and if your own IP isn't going anywhere then your studio's growth plan isn't going anywhere either. US Animation Executive Michelle Sullivan and top children's writer Andrew Burrell talk about to make the show bible the strongest document it can be and when to share it with buyers and partners.

Speakers: Andrew Burrell (Freelance Writer)

Michelle Sullivan (Freelance)

Moderator: John Lomas-Bullivant

16:15 – 16:45 Coffee Break

16:45 – 17:30 The Economics of Animated Art and Passion

Animation has always been a cross genre, flexible story telling medium. But what are the economics of animated short films, feature documentaries or hybrid arthouse projects? Eleanor Coleman, producer and distributor for Indie Sales / Blue Spirit Productions looks at the business value and challenges of producing non-traditional animation formats while Nuria González Blanco discusses the value of short films to Cartoon Saloon and where they see the business upside.

Speakers: Eleanor Coleman (Indie Sales / Blue Spirit Productions)

Nuria González Blanco (Cartoon Saloon)

Moderator: Christophe Erbes

17:30 – 18:15 Everything You Wanted to Know About Animation and Kids TV – But Were Too Afraid to Ask!

The final, light-hearted session of the conference gives you the chance to ask four of our conference speakers, a broadcaster, a distributor, a business expert and a

licensing expert any question you like about Kids TV or Animation. Questions can be pre-submitted, be anonymous if you want or asked live in the session. Prizes awarded for the most original and most thought-provoking question!

Speakers: Chapman Maddox (Boat Rocker Studios)

Chris Rose (Nickelodeon International)

Michelle Sullivan (Freelance)

Other speakers to be announced

Moderator: John Lomas-Bullivant

19:00 Farewell Dinner at La Marinera

Saturday 12 December

Departure of participants