



PROGRAMME

TUESDAY 6TH DECEMBER

13:00 Lunch with all participants

14:20 Opening words

Speakers: Yolanda Alonso (CARTOON)

Daniel Curio (Bavarian Ministry of Economic Affairs and Media, Energy and Technology)

14:30 - 15:15 Keynote speech on entertaining kids today

Lucy Murphy is Head of Kids Content at Sky. She is overseeing the children's section of Sky's on demand library and involved with the development of Sky's new kids app. She shares the belief that kids matter and that they deserve the very best content provided in the most direct and engaging way.

Sky is Europe's leading entertainment company, serving 21 million customers across 5 countries: UK, Ireland, Germany, Austria and Italy.

Speaker: Lucy Murphy (Sky)

Moderation: John Lomas-Bullivant

15:15 - 16:15 Crafting together the future of interactive entertainment

A new generation of interactive producers working in games and VR is developing writing tools and new economic models to further partnerships with the animation community. VR Demo and cooperation opportunities will be presented.

Speakers: Stefan Kreutzer (Remote Control Productions)

Sylvain Joly (Apelab)

Moderation: Christophe Erbes

16:15 - 16:45 Coffee break/VR Demo

16:45 - 17:30 YouTube welcomes innovation

Engaging your audiences to build brands on YouTube requires an innovative approach that content creators need to grasp. The inner workings of YouTube and analytics provided by the platform to ensure successful programming strategies will be described.

Speaker: Cédric Petitpas (Google)

Moderation: Christophe Erbes

19:30 Welcome Dinner at Alter Hof Restaurant



WEDNESDAY 7TH DECEMBER

9:00 - 10:15 Exciting innovation and digital developments from kids' broadcasters

Platform launches including app development, games and web content, hybrid and new formats, shortform projects, webisodes... Entertaining kids in this new digital age is reaching new heights as demonstrated by 3 leading broadcasters in the field.

Speakers Rachel Bardill (CBeebies – BBC Children's)

Christine Reinaudo (France Télévisions)

Orion Ross (The Walt Disney Company - EMEA)

Moderation: Christophe Erbes

10:15 - 10:45 Coffee break

10:45 – 11:30 Ravensburger: let's play!

In Labs like the In-house 'MakeLab', Ravensburger is exploring and creating new concepts and ways for cross platform, digital play and storytelling.

Michael will share insights about context, methods, digital, stories and products.

Ravensburger is a leading international player in puzzles, games and activity products, and the leading publisher of children's and youth books in the German-speaking region. Their 'tipto' products can be found in almost every second kids' house in Germany, and the 'Spielland' has been voted family-friendliest theme park in Germany.

Speaker Michael Rueger (Ravensburger MakeLab)

Moderation: Christophe Erbes

11:30 – 12:00 Azoomee: A new VOD kids' platform

Azoomee, the new kid on the block in the UK, launched early 2016. The multimedia platform is for primary school-aged kids and its motto is 'Watch, Learn and Play' in a safe environment, devoid of in-app purchases and ad-selling to children. It features curated tutorials, shows and games and should interest animation producers. Azoomee can be downloaded on any mobile device and is also available on all O2 kids tablets in the UK for free. Luca will talk about how content is acquired and what he looks for in the digital space.

Speaker: Luca Fiore (Azoomee)

Moderation: John Lomas-Bullivant

12:00 - 12:30 TV and Digital: a finer and thinner borderline

Figures and trends in consumption on TV vs Internet and in particular impact of YouTube and SVOD platforms, moves from major entertainment groups to drive audience engagement in a multi-platform context with content more prevalent than ever, growing content into 360° brands... A summary of how multi-content in a multi-platform world is shaping the future of TV.

Speaker: Avril Blondelot (Eurodata TV Worldwide / Médiametrie)

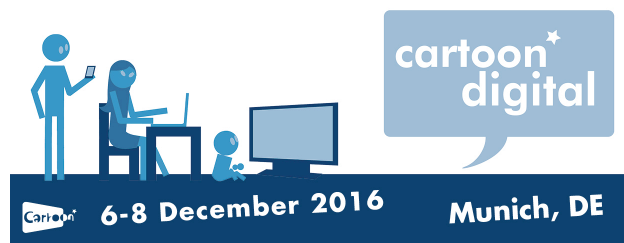
Moderation: John Lomas Bullivant

12:30 – 13:00 Available Funding under Creative Europe/MEDIA programme

How can producers successfully file an application under Creative Europe/MEDIA funding schemes for Development, TV Programming, Video Games and Distribution.

Speaker: Ingeborg Degener (Creative Europe/MEDIA)

Moderation: Christophe Erbes



13:00 - 14:25 Lunch

14:30 - 15:15 How digital kids connect with brands: industry examples (1st part)

The digital media landscape is being completely transformed by the centennial generation. With kids' internet usage growing exponentially, brands can no longer ignore the vital under-13 audience. This age group has grown up with technology at their fingertips and wields enormous power over their parents' purchasing decisions. How can brands and content owners safely connect and engage with a generation who are accustomed to so many media touch points? Dylan gives a rare insight into the minds of this fascinating audience and shares some success stories where IP owners have been able to cut through the noise and captivate a new generation of fans.

Speaker: Dylan Collins (SuperAwesome)

Moderation: John Lomas-Bullivant

15:15 - 16:30 How to create audience for next generation animation & kids content? What are the challenges for existing creative and business paradigms?

Animation on Internet keeps growing more and more popular thanks to dedicated multichannel networks such as Frederator Networks at global scale in English-speaking language and France Télévisions' MCNs in French-speaking language. Global and local video networks bring new opportunities to the animation industry. Multi-talented, creative and technological teams are crossing new frontiers for animation. Our two speakers will talk about their achievements and will look ahead at innovations which have yet to come.

Speakers: Julien Borde (France Télévisions)

Fred Seibert (Frederator Networks)

Moderation: Christian Davin

16:30 - 17:00 Coffee break

17:00- 17:45 VR Space race and the real challenges that face the producer

Virtual Reality is a new entertainment platform that combines space, immersion and interactivity, and with leading production companies spending millions on development, how does the indie animation producer begin the journey in this field.

VR may well launch a revolution in the way stories are told, audiences immersed. Mark will be showing you his journey at VR Arts and will talk of the technological challenges and writing and production opportunities opened up by VR.

Speaker: Mark Ashmore (Future Artists)

Moderation: Christophe Erbes

19:30 Speakers' dinner / Free evening for other participants



THURSDAY 8TH DECEMBER

9:00 – 9:45 Lagardère Active: Understanding new uses and new media

Lagardère Active is the digital branch of the Lagardère Group, a major player in the publishing, sport and retail business. It encompasses 17 TV channels, 27 press titles, approximately 30 Internet websites and 23 radios in the world.

Through a couple of animation case studies, Guilhem will explain the challenges and opportunities of going digital with kids' brands.

Speaker: Guilhem Ravet (Lagardère Active)

Moderation: Christophe Erbes

9:45 - 10:30 Innovation from LEGO

As children increasingly play with electronic devices or like to build their own toys, how is giant LEGO fusing physical and digital to address kids' new playing fields.

Speaker: Daniel W. Mathiasen (LEGO)

Moderation: John Lomas-Bullivant

10:30 – 11:00 Coffee break

11:00 - 11:30 How digital kids connect with brands: industry examples (2nd part)

Coming from a traditional book publishing background, Eric Huang's company who still remains faithful to the kids' realm has diversified its activities to embrace the next-generation of kids' playful, creative and interactive needs.

He will comment on the necessity for book publishers to adapt to digital products to ensure the growth of brands.

Speaker: Eric Huang (MadeInMe)

Moderation: Christophe Erbes

11:30 - 12:00 STARTOON: The Canadian digital talent show for animated characters

Fuelled by Wild Seed Studios and the Canadian Shaw Fund, STARTOON has developed a totally new way of creating cartoon properties with the audience and has resulted in new talents, new ideas getting picked up for pilot funding, etc.

Speaker: Jesse Cleverly (Wildseed Studios)

Moderation: John Lomas-Bullivant

12:00 - 13:00 Digital content: A mixed economy for animation houses

In our increasingly connected world, new media and new uses have transformed the way kids engage in programmes and brands - online comedy and short formats being most popular. TV commissioners are also moving towards shorter and more humorous genres. One of the challenges for producers is to make the original digital content that kids like whilst sustaining and developing this content into bigger Intellectual Properties. Insights from leading animation producers.

Speakers: Bob Higgins (Fremantle Media Enterprises)

Pierre Sissman (Cyber Group Studios)

Moderation: John Lomas-Bullivant

13:00 – 14:25 Lunch



14:30 - 15:15 Case study of an interactive web series 'Pigeons & Dragons'

Reminiscent of Monty Python's humour, this stop motion interactive series is a co-production with Franco-German broadcaster ARTE. The production team engaged with 1500 Internet surfers to help define the evil characters of this 30-episode series which will be broadcast in January 2018. Christophe will take us back to this interactive journey in terms of writing and production challenges.

Speaker: Christophe Abric (La Blogothèque Productions)

Moderation: John Lomas-Bullivant

15:15 - 16:00 Kaiken Publishing and new IPs

Kaiken Publishing, a new affiliate company of Rovio Entertainment, is developing publishing programmes for Rovio's large library but is also looking at more opportunities to publish other's IPs, helping creators to build new stories, worlds and characters for teens and children on all platforms. Tuomas and Ulla will explain their strategy.

Speakers: Tuomas Sorjamaa (Kaiken Publishing)

Ulla Junell (Rovio)

Moderation: Christophe Erbes

16:00 - 16:30 Atomo Network: an alliance for the digital ages

Created through a partnership between Channel Frederator Network and Anima Estudios (Latin America's animation leader), Atomo Network is a new endeavor totally dedicated to animation and aimed at the Spanish speaking audiences worldwide. From original content to adapted global hits along with the best independent creators, José Carlos will explain the global strategy of this new service, the reasoning behind it, the importance of international content and the plans for the future.

Speaker: José Carlos García de Letona (Anima Estudios)

Moderation: Christophe Erbes

16:30 - 17:00 Coffee break

17:00- 17:45 'Will': Case study of a cross-media animation series

The cross-media elements of this 52x2' series are co-produced by an animation house and a game developer and both their representatives will focus on the challenges of co-developing, writing, financing and monetizing on digital platforms.

Speakers: Sam Dahmani (3DDUO)

Jérôme Nougapolis (Cross River Productions)

Moderation: John Lomas-Bullivant

19:30 Farewell Dinner at Paulaner im Tal Restaurant



FRIDAY 9TH DECEMBER

Departure of Participants