



## CARTOON DIGITAL PROGRAMME

### Tuesday 13 November

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#### Morning Meeting between producers and students

9:30 – 9:45 VAF presentation by An Feyfer (VAF)

9:45 – 10:00 Presentation of Cartoon Springboard by Annick Maes (CARTOON)

10:00 – 12:15 Presentation of internship offers by the registered Production companies to the registered students

#### 12:45 Lunch at Oude Vismijn

#### 14:15 Opening Words

Sven Gatz (Flemish Minister for Culture, Youth, Media and Brussels)

Mathias De Clercq (City of Ghent)

Erwin Provoost (CEO, VAF)

CARTOON

#### 14:30 – 15:15 Keynote Speech: Marc Goodchild, Turner EMEA

Marc Goodchild is Head of Digital Content Strategy and Product at Turner EMEA, the cartoon empire that runs Cartoon Network, Boomerang, Boing, Cartoonito and Toonami. Digital and gaming businesses, digital extensions of brands, Turner is re-imagining TV to stay relevant to kids' new patterns of consumption. What has worked so far and what is the future will be the focus of his keynote.

Speaker: Marc Goodchild (Turner EMEA)

Moderator: John Lomas-Bullivant

#### 15:15 – 16:15 Animation in Flanders

A presentation of the landscape of animation in Flanders and in particular the benefits when working there in terms of infrastructure, production capacity, talent and financial incentives, through tax shelter and public funding.

Speakers: Annemie Degryse (Lunanime)

Ives Agemans (Cyborn)

Jan Roekens (Screen Flanders / VAF)



Michela Ritondo (Federal Public Service Finance)  
Moderator: Eric Goossens

#### **16:15 – 16:45 Coffee Break**

#### **16:45 – 17:45 European Broadcasters' offensives on OTT**

Whilst in the US, 70% of homes are now connected to OTT platforms such as Netflix, Amazon and Hulu, European broadcasters (who will be confronted soon to the same competition), need to reflect upon the ways they can establish their own OTT partnerships at European level and help producers maintain a large production capacity and their IP rights.

Speakers: Tiphaine de Ragueneil (France Télévisions/France)

Luca Milano (RAI Ragazzi/Italy)

Orion Ross (Walt Disney EMEA/UK)

Moderator: Christian Davin

#### **19:30 Welcome Dinner**

### **Wednesday 14 November**

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#### **9:00 – 10:00 Financing Digital Content**

Public and private funds are adapting to the new digital forms and formats of animation shows and will present their funding policy and requisites to help animation producers get their interactive projects out on the digital platforms.

Speakers: Fiona Béliier (La Fabrique des Formats)

Tanu-Matti Tuominen (IPR.VC)

Moderator: Christian Davin

#### **10:00 – 10:45 VR : A State of the Industry**

Michel Reilhac is a narrative architect and long-time transmedia and VR pioneer with international expertise in innovation, including hybrid storytelling across participatory, interactive and immersive experiences.

He is also Head of Studies at the Venice Biennale College, the VR competition curator for the Venice Biennale International Film Festival. A great advocate of VR, Michel will talk of the creative and economic dynamics at play when developing VR programmes, animation being the genre that is most successful on VR.



Speaker: Michel Reilhac (Submarine Channel/NL)

Moderator: John Lomas-Bullivant

#### **10:45 – 11:15 Coffee Break**

#### **11:15 – 12:00 Global Trends for Kids Entertainment in Europe**

Senior Research Manager at Dubit, Peter Robinson generates data and intelligence conducted from fieldwork on kids' consumption of entertainment at large (programmes, video games, VR, etc...). Carried out to help the business decisions made by media owners, publishers and content creators, Dubit analysis provides digital trends and includes device and platform usage, who audiences are engaging with, how to make programmes discoverable, and parents expenditure on kids' entertainment.

Speaker: Peter Robinson (Dubit)

Moderator: John Lomas-Bullivant

#### **12:00 – 12:45 Convergence of Game and Animation: Case Study on '11:11: Memories Retold'**

Game play mechanics, a unique visual style and great storytelling are the necessary ingredients to craft unique games such as '11:11: Memories Retold', co-produced by iconic Aardman and DigixArt.

Speakers: Yoan Fanise (DigixArt /FR)

Bram Ttwheam (Aardman/UK)

Moderator: Yuri Loedts

#### **12:45 – 14:25 Lunch**

#### **14:30 – 15:30 Inventing New Ways to Retain Audiences**

Whilst linear animation programmes still deliver for the mass market, public and private broadcasters are constantly looking for ways to offer audiences more interactive content for their growing multiplatform offers. A showcase of their best practices and ambitions in the field.

Speakers: Daphné De Beaufort (TF1/FR)

Sascha Hartmann (ARTE/FR/DE)

Telidja Klai (Ketnet / VRT/BE)

Moderator: Christian Davin



### **15:30 – 16:15 Game session 2: ‘Trüberbrook’, a Stop-Motion Game**

A beautifully crafted game using stop-motion with a visual style and narrative that blends with animation techniques and storytelling.

Speaker: Hans Böhme (Btf/DE)

Moderator: Ben Allossery

### **16:15 – 16:45 Coffee break**

### **16:45 – 17:45 Developing for the Linear and the Non Linear Platforms**

From digital to linear and linear to digital, what are the creative and economic advantages of both routes from 2 independent production and digital animation production houses Plug-in-Media and Pikkukala. Both are pro-active and experienced in this digital ecosystem.

Speakers: Pablo Jordi (Pikkukala/FI)

Dominic Minns (Plug-in Media/UK)

Moderator: John Lomas-Bullivant

### **18:00 Free evening for participants**

**Screening of FUNAN, Cristal for Feature Film 2018 at Annecy Festival**

**Speaker’s dinner**

## **Thursday 15 November**

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### **9:00 – 9:45 Managing Rights in the Digital World**

Producers and right owners need to protect their IP when it comes to negotiating and exploiting their rights in the digital media. With the increasing number of outlets, is there one model for multiplatform contracts? Julian will advise producers on how to structure digital deals in your best interest.

Speaker: Christos Michaels (Lee & Thompson/UK)

Moderator: Christian Davin

### **9:45 – 10:30 ‘Subway Surfers’: The Journey to Become a Global Brand**

Record-breaking ‘Subway Surfers’, a mobile app property launched in 2012, has marked its debut as an animated series on YouTube and is rolling out a larger Consumer Products programme across the Atlantic.

A key group of like-minded creators, animators, producers, writers, directors and licensing experts from Denmark, Canada and the USA have been converging to create this global phenomenon with over 400 million downloads for the mobile game in 2017, reaching



one billion downloads on Google Play earlier in 2018 (becoming the first game to ever to do so), and breaking the two-billion download mark across iOS and Android. Brent, co-writer of the 'Subway Surfers' digital series and Michael, director of the show have brought together their extensive experience in games, shows and movies to create this global brand. Insights on how to create digital properties that become global brands.

Speakers: Brent Friedman (Schizophrenic Thinking/USA)

Michael Hegner (SYBO/DK)

Moderator: John Lomas-Bullivant

#### **10:30 – 11:00 Coffee break**

#### **11:00 – 12:00 Connected Children's Publishing Today**

Publishers today are all looking to embrace the new ways they can expand their brands into the digital and interactive world. This can be achieved through digital enhancements, technologies or new ideas in distribution. Presenting publisher offers who have featured at the Bologna Children's bookfair Digital Hall, this panel will talk over the issues of bringing innovation for brands, animated characters.

Speakers: Daiva Rodyte (Tikra Knyga/LT)

Stéphanie Simonin (Bayard Group/FR)

Moderator: Neal Hoskins

#### **12:00 – 12:30 Creating Short Form Content Across Mobile Platforms**

Wonderz is a tech company mixing technical know-how and kids' content experience. Their Mediabox framework enables creators to publish any form of content (audio, video, e-books, AR, etc.) in their own apps directly to the end-user. Thanks to built-in analytics the Mediabox is equipped to provide learnings from data and users' feedback. A presentation of this direct-to-consumer approach.

Speaker: Sebastian Wehner (Wonderz/Germany)

Moderator: John Lomas-Bullivant

#### **12:30 – 13:00 Online Distribution: Discoverability and Audience Measurements**

Whilst online distribution is 'technically' accessible to all, well-known online platforms have now set format requirements and a reservoir of preferred content aggregators they wish to work with. In turn, these intermediaries between right-owners and online platforms can ensure visibility and monetisation because of their large-scale presence. DOCO Digital will explain how they can assist rights-owners in the digital distribution of their IPs and also in the protection and monetisation of their content.

Speaker: Sjef Pijenburg (DOCO Digital/Netherlands)



Moderator: John Lomas-Bullivant

**13:00 – 14:25 Lunch**

**14:30 – 15:15 Producing Immersive Formats and VR**

Engaging audiences and creating emotional links through the power of VR is the ambition of Atlas V, a new Franco-American VR studio which has presently 3 projects of animation in production and development. Storytelling techniques, production and monetization will also be presented.

Speaker: Corentin Lambot (ATLAS V/FR)

Moderator: John Lomas-Bullivant

**15:15 – 16:00 Game session: 'Crossing Souls', Crowd-funding and Audience Engagement**

Following a successful Kickstarter campaign, and an accessible demo on STEAM and the Playstation Store, 'Crossing Souls' revives the 1980's nostalgia, strong cinematographic references and gameplay that have seduced a large audience. Advantages of going viral first.

Speaker: Daniel Benítez Gómez (Fourattic/ES)

Moderator: Youri Loedts

**16:00 – 16:30 Coffee break**

**16:30 – 17:15 Techniques and Direction of 'ANOTHER DAY OF LIFE'**

Damian Nenow, co director and co-screenwriter with Raúl de la Fuente of 'Another Day of Life' will explain the artistic choices that led to the use of 3D CGI techniques, motion capture-based imagery, to make this animated and documentary film, co-produced with Spain, Poland, Belgium, Germany and Hungary.

Speakers: Eric Goossens (Walking The Dog)

Damian Nenow (Platige Image)

Moderator: John Lomas-Bullivant

**19:30 Farewell Dinner**

**Friday 16 November**

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Departure of participants