



CARTOON DIGITAL PROGRAMME

Tuesday 13 November

Morning Meeting between local 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)

Yolanda Alonso (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 the future will be the focus of his keynote.

Speaker: Marc Goodchild (Turner EMEA/UK)

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/BE)

Ives Agemans (Cyborn/BE)

Jan Roekens (Screen Flanders / VAF/BE)



Michela Ritondo (Federal Public Service Finance/BE)

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/FR)

Luca Milano (RAI Ragazzi/IT)

Moderator: Christian Davin

19:30 Welcome Dinner

Wednesday 14 November

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 Béliet (La Fabrique des Formats/FR)

Tanu-Matti Tuominen (IPR.VC/FI)

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/UK)

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: Youri 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

Speaker's dinner

Thursday 15 November

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 Rudyte (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/GE)

Moderator: John Lomas-Bullivant

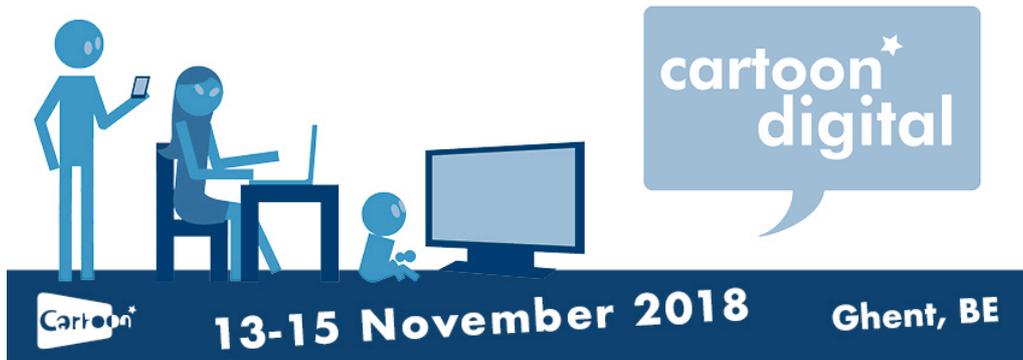
12:30 – 13:00 Online Distribution: Discoverability and Audience Measurements

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 Pijnenburg (DOCO Digital/NL)

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: Arnaud Colinart (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/BE)

Dominik Wawrzyniak (Platige Image/PL)

Moderator: John Lomas-Bullivant

19:30 Farewell Dinner

Friday 16 November

Departure of participants