

**cartoon^{*}
digital**

21-23 May 2019, Cagliari (Italy)



PROGRAMME CARTOON DIGITAL (21-23 May 2019)

Monday 20th May (afternoon) and Tuesday 21st May (morning)

Italian Days in Manifattura Tabacchi

Tuesday 21st May

9:00 – 13:00 One-to-one meetings between Italian producers and international buyers in Manifattura Tabacchi

13:00 – 14:15 Lunch with all participants in Manifattura Tabacchi

14:15 Opening Words

Autonomous Region of Sardinia

City of Cagliari

Yolanda Alonso (CARTOON)

14:30 – 15:15 Keynote Speech on Animation in the On-Demand World

Michael Hirsh is a global entrepreneur who has helped shape today's era in animation production and distribution. Today he is CEO of WOW! Unlimited Media, a leading next-generation kids and youth animation business that focuses on digital platforms and content. The company's key assets include: the world's Number 1 digital animation network, Frederator Networks, which consists of an animation production company Frederator Studios, as well as VOD channels on digital platforms; the world's first Hispanic animation network, Atomo Network,

a joint venture with Anima Estudios; and one of Canada's largest, multifaceted animation production studios, Rainmaker Entertainment. What does this global business tell us about the state of animation in today's on-demand world and expected impact on today's European digital market.

Speaker: Michael Hirsh (WOW! Unlimited Media - Canada)

Moderation: Christian Davin

15:15 - 16:00 Sardegna, The Island of Sustainability

Since 2014, Sardegna Film Commission Foundation is encouraging green production practices on the island, pushing for an audiovisual industry that commits to be sustainable from an environmental, social and economic perspective. Filmmakers and production companies are introduced to simple and practical solutions to limit their carbon footprint on set while reducing their budgets.

Speakers: Nevina Satta (Sardegna Film Commission - Italy)

Moderation: Christophe Erbes

16:00 - 17:00 European Broadcasters' OTT Challenges

As European broadcasters are taking on more duties that include the management of their own digital platforms, they face growing competition as their audience is also shifting to (other) OTT/SVoD services. To stand up to this global competition, they are creating joint streaming platforms which are local and language-based. How can they co-exist with giant American platforms to create a differentiated and more diversified offer of content will be the focus of this session.

Speakers: Tiphaine de Ragueneil (France Télévisions - France)

Yago Fandiño Lousa (RTVE - Spain)

Luca Milano (RAI Ragazzi - Italy)

Moderation: Christian Davin

17:00 - 17:30 Coffee Break

17:30 - 18:15 Case study of "Warriors": 400 million views on YouTube

The US #1 best-selling series, "Warriors" is a series of fantasy adventure novels for 8-13 yo that follow the adventures of four Clans of wild cats in their forest and lake homes. With over 40 million books sold to date, licensed in over 30 languages, Coolabi, a leading independent international media group and rights owner is now taking the brand beyond the books to a global level: a feature film option with Alibaba Pictures with David Heyman (the "Harry Potter" and "Paddington" film series producer). Since the launch of the book series, fans across the globe have created fan art, animation and fiction, with user-generated content receiving over 400 million views collectively on YouTube. There are also over 500 dedicated Warriors YouTube channels... Jeremy and Maurice will explain how the brand has been scaled to grow exponentially.

Speakers: Jeremy Banks (Coolabi - UK)

Maurice Wheeler (Kids Industries - UK)

Moderation: John Lomas-Bullivant

19:30 Welcome Dinner Convento San Giuseppe

Wednesday 22nd May

9:00 – 10:00 Turning Eyeballs into Profitable Business Models

As audiences are accessing more video and interactive content through their own devices and at their chosen time, the direct relationship between content creators and their viewers will continue to grow. For the content industry, it is a great opportunity to reach and engage audiences in real time, expand their brands and connect with their fans. However, how can content companies target and turn these eyeballs into profitable business models?

Speakers: **Cristiana Buzzelli (Rainbow - Italy)**

Morgann Favennec (Xilam Distribution - France)

Moderation: **John Lomas Bullivant**

10:00 – 11:15 Driving Kids' Audiences in a Multiplatform World

As a complement to their linear offers, broadcasters have created digital and OTT experiences that give access to their content on personal computers, smartphones, other mobile devices as is the case with BBC iPlayer, KiKA Player, Ketnet App, Clan App for instance. As kids' internet usage is growing, engaging with a generation accustomed to so many media touch points is a challenge for both TVs and IP owners who must connect their programmes with their audiences wherever they are. A thoughtful session led by main European broadcasters.

Speakers: **Rachel Bardill (BBC - UK)**

Sebastian Debertin (KiKA - Germany)

Yago Fandiño Lousa (RTVE - Spain)

Telidja Klai (Ketnet / VRT - Belgium)

Moderation: **Christophe Erbes**

11:15 – 11:45 Coffee Break

11:45 – 12:30 Impacts of Audience Massive Shifts to OTT/SVoD in Europe

In 2023, it is forecast that nearly 70% of households will have a subscription to one OTT service or another with revenues for OTT in Europe reaching 23 billion dollars in 2023, i.e. more than double the figure for 2017.

The UK is the largest consumer of these services, followed by Germany and France. In total SVoD services' subscriptions have exploded with nearly 100 million subscribers in Europe (vs 50 million in 2017). Even if Netflix and Amazon Prime Video are in the lead, European producers, distributors and broadcasters, as they are strongly impacted by these developments, are developing new strategies to take advantage of the future ecosystem of the OTT/SVoD landscape.

Speaker: **Florence Le Borgne (IDATE - France)**

Moderation: **John Lomas-Bullivant**

12:30 – 13:00 Azoomee: An Online Premium Service for Kids

Azoomee is an award-winning and BAFTA-nominated fun learning platform for

kids 5+. Available on any device, it provides unlimited access to premium games, videos and activities selected by educators around 21st Century skills. Its mission is to make screen time meaningful for every child. Luca, Head of Media and Education, will explain the business model, marketing and content policy for this high-growth app, available in 110 countries.

Speaker: Luca Fiore (Azoomee - UK)

Moderation: John Lomas-Bullivant

13:00 – 14:25 Lunch

14:30 – 15:30 Shifts in Deal-Making: New Content, New Players

A number of factors are disrupting the present business models with the buying power of giant OTT players bigger than linear broadcasters', growing competition for more global content, new direct-to-consumer platforms and kids' new consumption patterns. All play a role in the evolution of the financing and sales process of animation shows and trigger a new approach to deal making. 2 European leaders in entertainment involved in the international production, distribution, financing and brand development of kids' and family properties will explain how the new international and digital landscape affects their commercial approach.

Speakers: Monica Levy (Federation Kids & Family - France)

Tom Van Waveren (CAKE Entertainment - UK)

Moderation: John Lomas-Bullivant

15:30 – 16:15 VR: Tools and Methodology to Create, Produce a VR Immersive Experience

Michel Reilhac is a reference in transmedia narration and a VR pioneer with international expertise in innovation, including hybrid storytelling across participatory, interactive and immersive experiences.

He is also the VR competition curator for the Venice Biennale International Film Festival. A great advocate of VR, Michel will talk of the tools that help create and produce VR and immersive experiences.

Speaker: Michel Reilhac (Venice Biennale International Film Festival – Italy)

Moderation: Christophe Erbes

16:15 – 16:45 Coffee break

16:45 – 17:45 Creating and Growing Content in the Digital Space

Practices of digital content producers developing original and third party programmes for the new platforms and social networks. Going direct to consumers helps brand owners establish a special connection with viewers and requires the creation of compelling and challenging content. Hints and Tips.

Speakers: Bruna Capozzoli (Popcorn Digital - UK)

Roch Lener (Millimages - France)

Moderation: Christophe Erbes

18:00 Aperitooon

Free evening for participants & Speaker's dinner

Thursday 23rd May

9:00 – 10:00 Animation in Italy

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

Speakers **Iole Maria Giannattasio (Directorate General Cinema of the Italian Ministry of Cultural Heritage and Activities and Tourism - Italy)**

Cristian Jezdic (BeQ Entertainment - Italy)

Daive Tromba (Animoka Studios - Italy)

Caterina Vacchi (Atlantyca - Italy)

Moderation: Christophe Erbes

10:00 – 11:15 From graphic novels to Mobile and TV Screens

A true media on their own, graphic novels are also re-inventing themselves to transform into new interactive formats and immersive experiences for their public. Dupuis Publisher with its new platform, Webtoon Factory, Bachibouzouk with its interactive animated documentary on “Panama Al Brown” and Igort, famous Italian comics artist and illustrator are doing just that. Challenges to overcome to remain true to the property’s core values and transmedia strategies will be discussed.

Speakers : Laurent Duret (Bachibouzouk - France)

Julien Louis (Éditions Dupuis - Belgium)

Igor Tuveri (Igort) (Oblomov - Italy)

Moderation: Christophe Erbes

11:15 – 11:45 Coffee break

11:45– 12:30 Creating AR Experiences to Connect with Audiences

The AR market has been growing lately and illustrations of AR developments will be showcased with one case study: “Robot Trains” the animated TV series which premiered on Cartoonito Italy, is also developing a free AR app using 3D recognition to allow viewers to unlock games. What does AR as an interactive medium bring to audiences will be the focus of this session.

Speakers: Maria Bonaria Fois (Mondo TV Iberoamérica - Spain)

Moderation: John Lomas-Bullivant

12:30 – 13:00 MegaWow, The Channel of Eppy, the First Puppet Creator

Eppy was born in December 2018 but is already a star on YouTube. It has a channel for children and families that tells stories while playing.

Around him he has gathered a crew of young creators who, each with its own channel, make up a real syndication.

MegaWow is the new editorial project of Showlab and its digital content factory specialized in kids content.

Speaker: Alfio Bastiancich (Showlab - Italy)

Moderation: Christophe Erbes

13:00 – 14:25 Lunch

14:30 – 15:15 Taking Kids and Family Entertainment to the Next Level with “Playmobil the Movie”, the VR Adventure

Immersive experience producer at ON Kids and Family, Voyelle is developing several VR interactive experiences to be launched before the release of “Playmobil the Movie” this summer. This project is a co-production between Canada and Luxembourg, and will be launched in June for the kids and family entertainment immersive market, to let them unleash their inner Playmobil hero. Formerly Head of France Télévisions digital storytelling department, Voyelle always focuses on innovation and new uses with emphasis on cutting edge user experience, strong storytelling and emerging technologies.

Speaker: Voyelle Acker (ON Kids and Family - France)

Moderation: Christophe Erbes

15:15 – 16:00 Growing Online Hits into Global Brands

Global kids’ Entertainment company Moonbug has acquired online hit animation properties such as “Little Baby Bum”, “KiiYii”, “My Magic Pet Morphle” which is in the top 100 most viewed shows in Kids Entertainment and Animation on YouTube, with over 3.7 billion views. It enables the company to drive rapid growth and further diversify Moonbug’s kids slate of content to grow these properties into global entertainment brands.

Speaker: Nellie McQuinn (Moonbug Entertainment - UK)

Moderation: John Lomas-Bullivant

16:00 – 16:30 Coffee Break

16:30 – 17:15 Case study: ‘The Bond’: Pushing the VR medium

Written and directed by Olly Reid, this VR film makes the most of VR’s powerful tools, allowing viewers to assume the roles of multiple characters and engage with the world from a variety of dynamic perspectives. Axis Studios is well-known for its real-time technology know-how and storytelling expertise. Michael will explain the design and production journey.

Speaker: Michael Zaman (Axis Studios - UK)

Moderation: John Lomas-Bullivant

19:30 Farewell Dinner at Frontemare

Friday 24th May

Departure of Participants