

Wednesday 2 December

- 12:30 – 14:10** ▶ **Lunch with all participants**
- 14:15 – 14:30** ▶ **Welcome words**
 Xavier Bettel, Prime Minister of Grand Duchy of Luxembourg
 Guy Daleiden (Film Fund Luxembourg)
 Yolanda Alonso (CARTOON)
- 14:30 – 15:30** ▶ **Panel discussion on the challenges raised by the new “digital economy”**
 In our increasingly connected world, new media and new uses have transformed the way kids engage in programmes and brands. These new interactions also pave the way for new digital programmes for which financing and monetization models are still emerging. How can producers best benefit from the new synergies offered by the digital economy will be at the core of our panelists’ discussion.
 Speakers: Valérie Bourgoïn (CNC)
 Genevieve Dexter (Eye Present)
 Alexandre Touret (Toonyou.com)
 Moderator: John Lomas-Bullivant
- 15:30 – 16:30** ▶ **Focus on animation in Luxembourg**
 A one-hour presentation by leading animation studios established in Luxembourg to explain what their country can offer in terms of financing, co-production facilities and services.
 Speakers: Norbert Laporte (Film Fund Luxembourg)
 Stephan Roelants (Mélusine Productions / Studio 352)
 Pierre Urbain (Doghouse Films)
 Frédérique Vinel (Fabrique d’Images)
 Moderator: Christophe Erbes
- 16:30 – 17:00** ▶ **Coffee break**
- 17:00 – 17:45** ▶ **Thinking out of the box: Going digital first**
 Already available as an interactive storytelling app, “Mimi and Bibi” is a digital series showcasing twin sisters with polar opposite views on life, sharing their opinions on a variety of subjects with the world at large via their video blog. The subscriber base of UK website Totally Tween will verify the topics that Mimi and Bibi will vlog about, thus authenticating the voice of the series with its target audience. And the progress of the series will be posted on the website to educate subscribers about the process of animation. Each episode is only 2 minutes long so ideal for digital platforms, mobiles etc. The intention is also to help seed the brand for TV development.
 Speaker: Helen Howells (Hoho Entertainment)
 Moderator: John Lomas-Bullivant
- 19:30** ▶ **Welcome Dinner for all participants at Come Prima Restaurant**

Thursday 3 December

9:00 – 10:00

► Panel on (S)VoD / AVoD players and services

With the rise of Internet and mobile consumption, (S)VoD and AVoD services are flourishing in numbers and dominating the digital space. Our panel members will each explain what is their distribution strategy on these platforms, audience interaction learnings and monetization models.

Speakers: Benoit Balagny (Wuaki.tv)
Natasha Khitrova (X-Media Digital)

Moderator: John Lomas-Bullivant

10:00 – 10:45

► Ankama: a truly transmedia company

Ankama, one of the very few transmedia companies, is embracing the entertainment industry at large, creating narratives and universes for online games (Dofus and Wakfu MMORPGs), publishing (manga) and press (Dofus magazine), video games, music, merchandising and animated series and feature films. Having transmedia at its heart is the motto of the company as will be demonstrated by Ankama's latest show "Abraca".

Speaker: Julien Fabre (Ankama Animations)
Moderator: Christophe Erbes

10:45 – 11:15

► Coffee break

11:15 – 12:00

► Ravensburger Digital: Building new cross-category brands driven by hybrid game innovation

An international player acclaimed for its games, puzzles and books, Ravensburger has positioned its digital unit not only to develop its game IPs for major digital platforms but also to create innovative new product lines in the form of hybrid games by merging physical toys with mobile video games. The session will highlight the latest generation of hybrid games and how Ravensburger is building new IP for cross-category development driven by these innovations. This development includes potential partnerships in various segments, including TV animation.

Speaker: Thomas Bleyer (Ravensburger Digital)
Moderator: John Lomas-Bullivant

12:00 – 13:00

► Broadcasters going digital

In the VoD, mobile and Internet space, what are the digital forays made by traditional broadcasters and future plans to keep ahead of the game.

Speakers: Christophe Cluzel (France Télévisions Distribution)
Sheila de Courcy (RTÉ)

Moderator: Christophe Erbes

13:00 – 14:30

► Lunch

14:30 – 15:30

► Panel on financing and investment in digital programmes and new formats

State of the art from some of the most advanced public funds in place for digital and interactive programmes, capital funds investing in intellectual property in digital media, communications and entertainment.

Speakers: Timo Argillander (IPR.VC)
Pauline Augrain (CNC)
Domenico La Porta (Wallimage Creative)

Moderator: John Lomas-Bullivant

15:30 – 16:15

► **Turning YouTube star show into an animation TV series**

Based on the Minecraft avatars of a pair of YouTube stars, “Xephos & Honeydew” is now being developed to become an animation TV series (5x11’). Tapping into some of the content that kids love on the Internet and optioning these properties to bring them up to a higher quality for wider audiences is Genevieve’s challenge... and a big opportunity for content producers.

Speaker: Genevieve Dexter (Eye Present)

Moderator: John Lomas-Bullivant

16:15 – 16:45

► **Coffee break**

16:45 – 17:30

► **Self-learning techniques to increase digital distribution**

With so much content online, are there self-learning tools and techniques which producers can use to check and ensure that their content online becomes viral? And how can this data be used by producers to improve sales and digital distribution of their programmes? Our speaker will illustrate both propositions.

Speaker: Filip Fastenaekels (VRT)

Moderator: Christophe Erbes

17:30 – 18:15

► **“Barabor”: Case study of a transmedia comedy show**

Laurent Witz who won an Academy Award for best animation short in 2013 (“Mr. Hublot”) is developing an original transmedia property about a crew of conquistadors who travel the seas to colonize every piece of land, down to the smallest of pebbles. A presentation of the transmedia construction of the property which includes developments on TV, Internet and mobile.

Speaker: Laurent Witz (Zeilt productions)

Moderator: Christophe Erbes

Free evening for participants

Friday 4 December

9:00 – 9:45

► **The world of tech, media and content through a producer’s eyes**

Activision buys King for 5.9 billion. Social networks will be overtaken by messaging apps. Hulu reveals an ad-free version of its service. Snapchat shuts down original content production. App count in the market and cost-per-install double over the past two years. But what does this all mean for animation producers? Wake up early and join us in interpreting tech news and media forecasts in the first session of the day!

Speaker: Nick Dorra (Nick Dorra Productions)

Moderator: Christophe Erbes

9:45 – 10:30

► **Digital marketing and distribution: The new players**

How can producers profit from the distribution of their shows on platforms such as iTunes, Google Play, Netflix, Amazon and others: from content processing to digital marketing, a few approaches will be featured.

Speaker: Lucas Bertrand (MoMedia TV)

Moderator: John Lomas-Bullivant

10:30 – 11:00

► **Coffee break**

- 11:00 – 12:15** ▶ **Keys to creative financing and transmedia monetization in the digital era**
Who is the digital audience and how can you drive it across cleverly built paywalls? What elements should you include in a transmedia architecture to increase engagement, virality potential and conversions? Theory and benchmarking case studies.
Speaker: Domenico La Porta (Wallimage Creative)
Moderator: John Lomas-Bullivant
- 12:15 – 13:00** ▶ **Case study: “Polo”, a cross-media journey from books, to series and game**
“Polo” is a co-production between book publisher Bayard Jeunesse Animation and Fabrique d’Images that is going beyond the TV show (now in its second season). “Polo” who has his own website and little platform games is now developed as a video game for upper preschoolers by Fabrique d’Images newest internal video game department.
Speakers: Thibaut Auriacombe (Fabrique d’Images)
Franck Girard (Bayard Jeunesse Animation)
Frédérique Vinel (Fabrique d’Images)
Moderator: Christophe Erbes
- 13:00 – 14:30** ▶ **Lunch**
- 14:30 – 15:15** ▶ **Legal session on new media rights**
An overview of what producers need to know regarding new media rights (rights protection and exploitation for different digital distribution models and revenue).
Speaker: Herman Croux (Marx Van Ranst Vermeersch & Partners)
Moderator: Christophe Erbes
- 15:15 – 16:00** ▶ **Key success factors for creating digital kids content**
TaDaKids is a new digital content and IP creation company specialising in pre-school digital content, licensing and merchandising. The company will soon launch a raft of 9 channels on YouTube, followed by a further 21 channels over the next 18 months. Christopher will explain the company’s strategy in content original IP creation and production.
Speaker: Christopher Skala (TaDaKids)
Moderator: John Lomas-Bullivant
- 16:00 – 16:30** ▶ **Coffee break**
- 16:30 – 17:15** ▶ **Case study: “Mr. Carton”, a transmedia web series in co-production with France Télévisions**
Designed from the start to run from a game engine in real time 3D, “Mr. Carton”’s driving adventures offer a perfect setting for a cross-media narrative. An illustration of the synergies between game and TV production by author Michaël Bolufer and the company’s producer Thomas Malmonte.
Speakers: Michaël Bolufer (Tant Mieux Prod)
Thomas Malmonte (Tant Mieux Prod)
Moderator: John Lomas-Bullivant
- 19:30** ▶ **Farewell Dinner with all participants at Brasserie Guillaume**

Saturday 5 December

Departure of participants