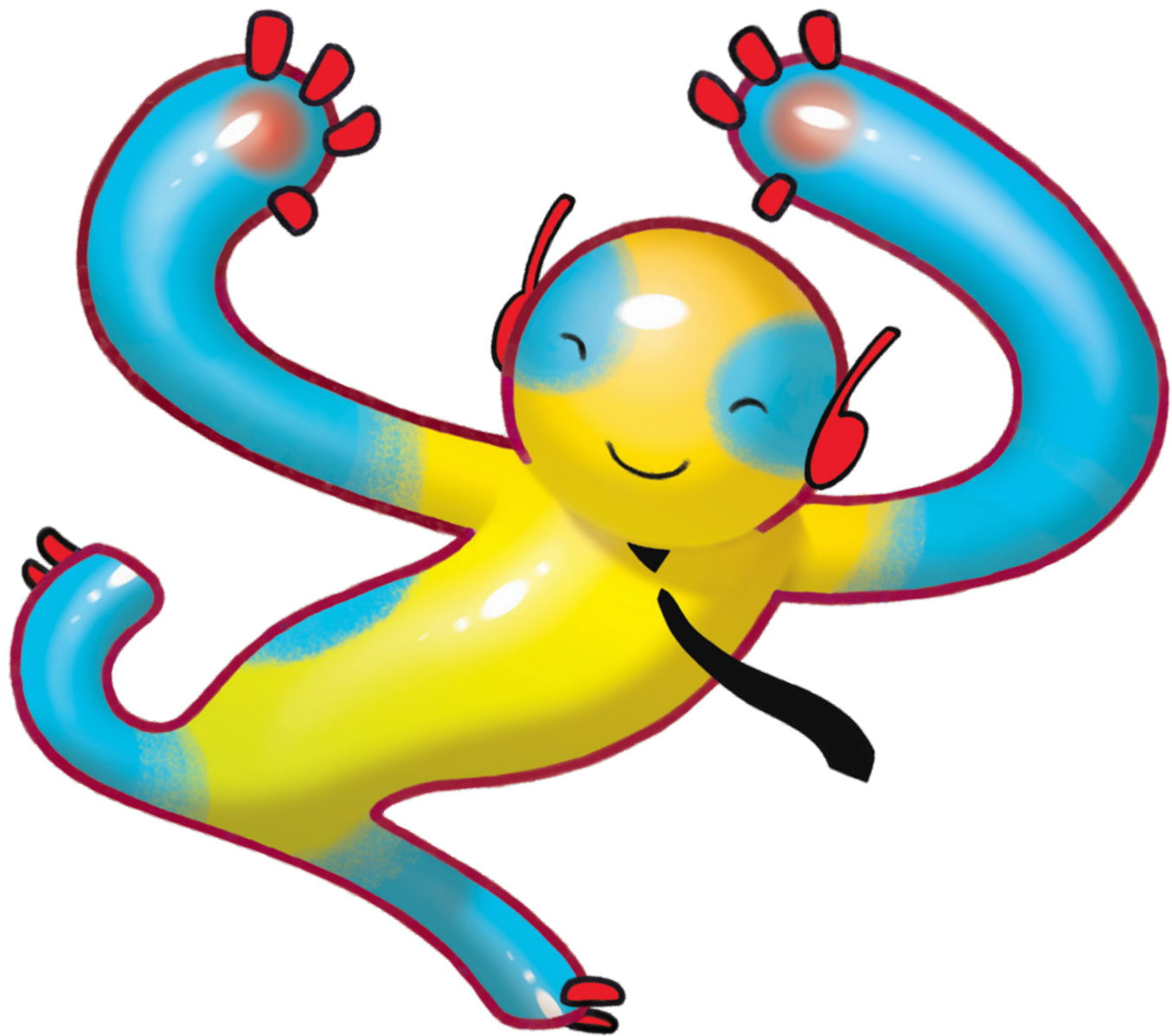


Wednesday 8 December

Thursday 9 December

Friday 10 December



Wednesday 8 December

In the afternoon | Arrival of participants

19:30 | Welcome Dinner at Segundo Muelle

Thursday 9 December

9:00 > 9:10 | Cartoon Business Welcome Introduction

SPEAKER John Lomas-Bullivant (Cartoon Business Content Director)

9:10 > 10:00 | Opening Keynote: Brand Building in an OTT-Digital World

Competition in the children's animation and IP business is both global and fierce. New OTT platforms are battling it out for children's and families eyeballs and there has never been a greater demand for content. Caroline Audebert, Managing Director of Ellipsanime Production / Dargaud Media / Dupuis Audiovisuel shares her thoughts on how one of Europe's leading producers and IP companies see the future.

SPEAKER Caroline Audebert
(Ellipsanime Productions)

MODERATOR John Lomas-Bullivant

10:00 > 11:00 | How Do Traditional Linear Broadcasters See Their Future?

The challenge to traditional children's broadcasters has never been greater. Speakers from TF1, TVE Spain and HR will talk about how they see the future and the content and brand strategies that will ensure they are still go to viewing platforms for Generation Alpha.

SPEAKERS Yago Fandiño Lousa (RTVE)
Daphné de Beaufort (TF1)
Patricia Vasapollo (Hessischer Rundfunk (HR))

MODERATOR Christophe Erbes

11:00 > 11:30 | Coffee Break

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11:30 > 12:00 | **Can New Indie Shows Still Go Global in an OTT World?**

It's a producer's dream to create a hit show that turns into a global brand. But is an OTT world making it easier or harder to achieve such a dream? TBI magazine has been asking key industry players what they think!

SPEAKER Mark Layton (Television Business International)

MODERATOR John Lomas-Bullivant

12:00 > 12:10 | **Gran Canaria Welcome Words**

SPEAKER Antonio Morales (Cabildo Gran Canaria)

12:10 > 12:20 | **Gran Canaria Presentation**

SPEAKERS Cosme García Falcón (Gran Canaria Film Commission)
Nuria Guinnot (Gran Canaria Film Commission)

MODERATOR Christian Davin

12:20 > 13:15 | **Gran Canaria – Let the Studios Talk!**

Gran Canaria has one of Europe's most attractive tax incentives for audiovisual productions (both Fiction and Animation). With a special tax system, the Canary Islands offer a 50-45% tax incentive (Tax Rebate for international productions & Tax Credit for national productions & co-productions) and a corporate tax rate of 4% for companies established there. Hear from the Gran Canaria Film Commission and three local producers how setting up a studio in Gran Canaria has worked for them and helped finance their productions.

SPEAKERS Miguel Aldasoro (Ánima)
Israel Tamayo (Koyi Talent)
Rubén Zarauza (Birdland)
Nuria Guinnot (Gran Canaria Film Commission)

MODERATOR Christian Davin

13:15 > 14:30 | **Lunch**

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14:30 > 15:15 | **Making YouTube Work For You**

YouTube has rolled out new protection for children viewing videos on its site, including limitations on data collection and advertising. So has this fundamentally changed how producers and content owners should view the business opportunities on the platform? Speakers from *Ánima Kitchent*, *Amuse* and *Wildbrain Spark* discuss what YouTube can do for you.

SPEAKERS Miguel Aldasoro (*Ánima*)
Nick Young (*Wildbrain*)
Arthur Lener (*Amuse*)

MODERATOR Christian Davin

15:15 > 16:00 | **Attracting Studio Investment – When? Why? Who? How?**

The idea of bringing outside investment into your studio can seem very appealing. It can increase your ability to develop your own IP or help you exploit more rights in house. But when is the best time to do this? How do you make our very subjective industry appealing to an outside financial investor? What will you have to give up to secure financial backing? Two veteran producers share their thoughts on what it takes to get the cash and what price you are likely to have to pay.

SPEAKERS Philippe Alessandri (*Watch Next Media*)
Reginald de Guillebon (*Hildegarde*)

MODERATOR John Lomas-Bullivant

16:00 > 16:30 | **Coffee Break**

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16:30 > 17:15 | **Grow Your Own Animation Talent!**

In 2018, TeamTO launched France's first ever comprehensive free 3D character animation school at the world-renowned Cartoucherie campus in Bourg-lès-Valence, near one of TeamTO's own studios. The project, established for students with no prior experience or qualification, who might otherwise not have access to an high end educational program, has been a huge success. Guillaume Hellouin, CEO of TeamTO will discuss where the idea came from and the benefits of nurturing new talent.

SPEAKER Guillaume Hellouin (TeamTO)

MODERATOR Christian Davin

17:15 > 18:00 | **The Business of Diversity & Inclusion**

Animation is the international currency of children's programming. How much more should our production teams and the animated content they create be reflecting the diversity of the world to our audiences? Is putting diversity and inclusion at the heart of your business culture purely for the socially minded, or is it also smart business practise that ensures you aren't going to end up being the cultural dinosaur that nobody will work with?

SPEAKERS Charlie C. Henniker (The LEGO Group)
Andrew Kavanagh (Kavaleer Productions)
Karen Vermeulen (Gaumont)

MODERATOR Christophe Erbes

18:00 | **Cocktail offered by Gran Canaria Film Commission for all participants at Rocktop La Peregrina**

20:00 | **Free evening for participants**

Friday 10 December

9:00 > 10:00 | Understanding SVOD – How They Think and What They Want?

SVOD isn't going away – ever. It's only going to get bigger. Understanding what SVOD platforms are looking for and how they work before you start developing your next slate of projects is going to be vital if you want to work with them. Boat Rocker Studios Vice President, Production and Development Chapman Maddox and Alison Warner from Blue Zoo Rights share their insights into what SVOD wants and their experiences of working with them.

SPEAKERS Chapman Maddox (Boat Rocker Media)
Alison Warner (Blue Zoo Rights)

MODERATOR Christophe Erbes

10:00 > 10:45 | Business Growth Strategies for Animation Studios

Taking your studio to the next level is a challenge. Do you develop your own IP? Take on bigger projects and a bigger overhead? Own more rights, take more risk? Merge or buy your growth? Two different sized studios share growth strategies and their experiences on taking a studio to the next level.

SPEAKERS Stani Milev (Chase a Cloud)
Peter Voelkle (Atmosphere Media)

MODERATOR John Lomas-Bullivant

10:45 – 11:15 | Coffee Break

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11:15 > 11:45 | **Animation in Europe –
How to Ensure the Industries Future?**

How does the animation industry in Europe need to think and act over the next decade? American OTT services are rapidly changing the children's media landscape while China is far from being an open and easy market. Annemie Degryse, CEO/Producer at Lunanime, and Claude-Yves Robin (MultStage) share their thinking on how Europe must act to maintain a strong and successful animation industry.

SPEAKERS Claude-Yves Robin (MultStage)
Annemie Degryse (Lunanime)

MODERATOR Christian Davin

11:45 > 12:30 | **Animated Series –
What Do Buyers & Co-Producers Want?**

The number of platforms for animation grows almost daily. Has the rise of OTT services over the last decade changed the market forever? What are key players looking for when it comes to new content? Are there development deals, distribution investments to be had? Are co-production deals changing? Executives from two leading producers share their thoughts on what buyers are likely to be looking for in the future.

SPEAKERS Diego Ibáñez Belaustegui (Planeta Junior)
Karen Vermeulen (Gaumont)

MODERATOR Christophe Erbes

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12:30 > 13:15 | **How to Stop Your First Co-Production Killing You and Your Studio**

Embarking on your first international co-production is exciting and can take your studio and business to the next level. But it can also be extremely challenging - multiple languages, different business cultures, production pipelines and legal requirements. Two highly-experienced animation producers Kristine M.I. Knudsen and Imke Fehrmann discuss the most common pitfalls and how to avoid them.

SPEAKERS Imke Fehrmann (Akkord Film Produktion)
Kristine M.I. Knudsen (Den Siste Skilling)

MODERATOR John Lomas-Bullivant

13:15 > 14:30 | **Lunch**

14:30 > 15:30 | **The Economics of European Animated Features**

The pandemic hit Europe's film industry hard. Production might have continued remotely but with cinemas closed, national film funds have suffered. How fast can they recover? Have new sales opportunities with OTT platforms helped offset this? Are the streamers bringing new money into productions or simply cherry-picking acquisitions? Experienced producer Antti Haikala and veteran distributor Solveig Langeland share their thoughts on the current and future economics of producing European animated features.

SPEAKERS Antti Haikala (Anima Vitae)
Solveig Langeland (Sola Media)

MODERATOR John Lomas-Bullivant

15:30 – 16:15 | **Profile: Sesame Workshop Europe**

Sesame Workshop opened their European office approximately one year ago. How does the non-profit organization behind the iconic brand Sesame Street see the future? How are they using animation to expand their educational impact and engage viewers? What new IP are they bringing to the market? And how does this all feed into their mission of helping kids grow smarter, stronger and kinder?

SPEAKER Stefan Kastenmueller (Sesame Workshop)

MODERATOR Christophe Erbes

16:15 – 16:45 | **Coffee Break**

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16:45 – 17:30 | **Case Study: Pocoyo. Planning the Next 15 Years**

International pre-school hit Pocoyo is now over fifteen years old. But how do you ensure it will still be entrancing children and making money for another fifteen years? Paul N. Holmes, Zinkia Licensing Manager will discuss the challenges and strategies for delivering brand longevity and continued popularity for Pocoyo.

SPEAKER Paul N. Holmes (Zinkia Entertainment)

MODERATOR Christian Davin

17:30 – 18:15 | **Everything You Wanted to Know About Animation and Kids TV – But Were Too Afraid to Ask!**

The final, light-hearted session of the conference gives delegates the chance to ask a selection of our conference speakers any question they like about Kids TV or Animation. Questions can be pre-submitted, can be anonymous or asked live in the session. Prizes awarded for the most original and the most thought-provoking question.

SPEAKERS Multi-speakers Session

MODERATOR John Lomas-Bullivant

20:30 | **Farewell Dinner at Gabinete Literario****Saturday 11 December** | **Departure of participants**