



Tuesday 15 November

In the afternoon | Arrival of participants

16:00 > 17:00 | One to one at AC Hotel Iberia

17:00 > 17:30 | Coffee break at Gabinete Literario

17:30 > 18:30 | One to one at AC Hotel Ib

20:30 | Welcome Dinner at Segundo Muelle

Wednesday 16 November

09:00 > 09:40 | Cartoon Business Welcome Words

SPEAKERS Christophe Erbes (Cartoon Business Head of Content)
Antonio Morales (Council President of Cabildo de Gran Canaria)
Nuria Guinnot (Coordinator of Gran Canaria Film Commission)
Rubén Zarauza (President of Clúster Audiovisual de Canarias)

09:40 > 10:20 | Cartoon Saloon: a New, Big Vision for the Growth of a European Animation Studio to Rival Others in North America and Japan

With its rich history in the heritage and animation of Ireland, its award-winning productions, and unique culture, Cartoon Saloon unveils its new, dynamic business plan for the future. It will focus on the creation of an innovative new studio complex bringing everything in house, kick-starting a talent initiative and building a state-of-the-art tourist attraction.

SPEAKERS Gerry Shirren (Cartoon Saloon)
Tomm Moore (Cartoon Saloon)

MODERATOR Vanessa Chapman

10:20 > 11:00 | Brand Building

If it works, the real big animated business is licensing. How many great productions are actually succeeding there? How can an IP become a brand? Which partners, ideas, investment and work do you need to get successful in that game? And what are the pitfalls and shortcuts? Two real world class specialists tell their stories, experiences and precious tips. Can “Pocoyó” and “Muchoyó” be one day as strong as “Peppa Pig” or “PJ Masks”? Let’s try to understand together the potential business opportunities of our hard work.

SPEAKERS Esra Cafer (Entertainment One)
Israel Tamayo (KOYI Talent)

MODERATOR John Lomas-Bullivant

11:00 > 11:30 | Coffee Break @ Gabinete Literario

Tuesday 15 November

Wednesday 16 November

Thursday 17 November

11:30 > 12:15 | “Dickie” – from Local Comics to Global 360 IP

It's not easy to develop and produce animation for young adults. Starting with comics out of a small European territory, developing through short form together with a platform towards ambitious long form. Discover all aspects of the innovative birth of an international IP.

SPEAKERS Peter Rogiers (De Hofleveranciers)
Renaat Van Ginderachter (De Hofleveranciers)

MODERATOR John Lomas-Bullivant

12:15 > 13:00 | Gran Canaria: Let's Service and Expand

Through great incentives and environment, Gran Canaria is now rapidly growing its animation industry with servicing and (co-)productions for very different targets, formats and distribution. But what is different and promising in the island way? 3 great examples to share and discover.

SPEAKERS Jiella Esmat (Amuse Animation)
Miguel Aldasoro (Ánima Kitchent)
Hervé Dupont (Fortiche Production)

MODERATOR Eleanor Coleman

13:00 > 14:30 | Lunch Break at Gabinete Literario**14:30 > 15:15** | Case Study:
View from the Bridge: Business Diversification

Animation entrepreneurship and diversification as seen thru the eyes and careers of two prolific and diverse independent European producers and their studios. Discover the best practices they implemented while maximising resources and taking advantage of animation opportunities from two smaller markets that have gone global in a big way. This panel will illustrate roadmaps for success.

SPEAKERS Sarita Christensen (Copenhagen Bombay)
Janneke Van de Kerkhof (Submarine)

MODERATOR Eleanor Coleman

Tuesday 15 November

Wednesday 16 November

Thursday 17 November

15:15 > 16:00 | **New Innovative Ideas in Animation Financing. Take 3 Fresh Concepts!**

Every producer constantly looks for new inspiration as to how to finance their projects and stay ahead of the competition. Post-pandemic, Cartoon Business talks to three entrepreneurial companies as they seek to find different business solutions to their challenges. Necessity is the mother of invention: is the future brighter for creators as one Irish company looks to attract them with a fairer offer? Why is a French producer pushing the 'crowd funding' envelope to suit her financial imperatives? And what does a 'co-operation model' mean for an under-supported studio, and others, especially in Eastern Europe?

SPEAKERS John Reynolds (Sow You Entertainment)
Sophie Saget (Andarta Pictures)
Mladen Dukić (Aeon)

MODERATOR Vanessa Chapman

16:00 > 16:30 | **Coffee Break @ Gabinete Literario****16:30 > 17:00** | **Where is SVoD Going to?**

After an initial 'gold rush' of commissioning, platforms are now refocusing and streamlining their strategies. In the context of this rapidly evolving ecosystem, in which both full commissions and co-production models face new challenges, Orion Ross will give an insight into Disney EMEA's current animation slate and priorities, with examples and tips for more effective pitching and more efficient development. What are the existing best practices and most promising future opportunities, and what key components will help your idea stand out in today's hyper-competitive landscape? Martin Krieger, CEO of Studio 100 Media, the German leading animation producer and distributor, will review their business relationship with all SVoD platforms.

SPEAKERS Orion Ross (The Walt Disney Company - EMEA)
Martin Krieger (Studio 100 Media)

MODERATOR Eleanor Coleman

Tuesday 15 November

Wednesday 16 November

Thursday 17 November

17:00 > 17:30 | **Master the Fluctuating Business of Loans for your Animated Projects**

Since 1928, Coficiné offers financing solution to the entertainment business, including animation: 1 billion € in managed loans, 150 films and more than 1,000 hours of TV programs financed per year in Europe, North America, Australia and South Africa. How do their experts evaluate your project? In our ever-changing industry, what support and market knowledge do they bring to your company? Armand Thievet will review the main risks, advantages and criteria with few case studies and tips for you to access that needed cash the best possible way.

SPEAKER Armand Thievet (Coficiné)

MODERATOR John Lomas-Bullivant

17:30 > 18:20 | **NFTs – a Commercial Buzzword of our Time: to NFT or not to NFT? That is the Question!**

We have already seen major brands in the kids and family market investing heavily in creating NFT's and even snapping up companies specialising in them. Should you join the NFT band wagon and what does that mean for your business? NFT's presently divide opinion between those who are evangelical converts and those who dismiss them as mere hype? Here today, gone tomorrow. The UK CEO of We Are Family – a specialist, full-service research, creative and marketing agency –, Maurice Wheeler, provides valuable insights and poses important questions.

SPEAKER Maurice Wheeler (We Are Family)

MODERATOR Vanessa Chapman

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

Thursday 17 November

09:00 > 10:00 | Public and Private TV Platforms New Animation Content and Initiatives

Within a globalised competitive environment, public broadcasters are rapidly evolving, using their historical strength to develop new ideas, targets and distribution. We check with two major public channels their animated new needs and strategies. They're intimately linked to their national animation business and have a central role in the animated content developments for all citizens, especially kids and families. And we discuss how the EBU helps the 27 different national voices to become a powerhouse for our European popular animated cultures with innovative ideas and clever coordination. Are the pubcasters the pivotal European animation superheroes of tomorrow? Disney has still a very strong free TV audience: what is their strategy?

SPEAKERS Telidja Klai (VRT-Ketnet)
Yago Fandiño (Radio Televisión Española (RTVE))
Madiana Asseraf (European Broadcasting Union (EBU))
Orion Ross (The Walt Disney Company – EMEA)

MODERATOR John Lomas-Bullivant

10:00 > 10:45 | The Long and Winding Road to Building a Successful Studio and Attracting Private Equity

Phil provides valuable insights into the business and personal decisions he has taken along his journey to build Jellyfish Pictures into the powerful, international studio it is today. He shares what it takes to attract investment into your company, the intricacies of the process (pre and post), what lessons can be learned and what benefits can be gained.

SPEAKER Phil Dobree (Jellyfish Pictures)

MODERATOR Vanessa Chapman

10:45 > 11:15 | Coffee Break @ Gabinete Literario

Tuesday 15 November

Wednesday 16 November

Thursday 17 November

11:15 > 11:45 | **How Research Boost your Business**

How research can be a crucial and effective part of your business' growth. Where can animation studios look to place or pitch content, given the availability of OTT and the issues at Netflix? How can you ensure characters and themes are future proofed and worth investing in? How has discovery of content changed, specifically with the emergence of gaming and social platforms? Understanding future trends and what is going to be big.

SPEAKER Zamil Zareen (KidsKnowBest)

MODERATOR Eleanor Coleman

11:45 > 12:15 | **How to Best Do Business with Platforms and US Kids Networks**

Now independent executive producer for a big German Brand, Lars Wagner has been a seasoned executive for MTV, Universal, Discovery, Disney, Playmobil and lately WarnerMedia. From his experience of the global audiovisual corporate world, he'll give his tips, shortcuts, pitfalls and 'codes' how to best pitch or sell your project, have an educated conversation about your next steps on development or investments with the global players of TV, AVoD and SVoD.

SPEAKER Lars Wagner (The Magic Lili)

MODERATOR Eleanor Coleman

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Wednesday 16 November

Thursday 17 November

12:15 > 13:00 | **Animated Feature Films – Business Strategy**

The post-crisis film market is boiling. The global CG blockbusters and growing European family and art-house animated movies remain a key proposition for a large audience. But full shelves, new distribution ways, cinemas reopening and platforms continuous growth challenge our habits. How can Europe best use its long running traditions to strengthen its position and develop its content for the animated movie market of tomorrow? What are the right budgets for which co-productions? How can diversity with stop motion, 2D and CG, new ideas as well as true European franchise further emerge? A long running and successful international studio in a major territory as well as a very unique and strong feature as orientation case studies.

SPEAKERS Emely Christians (Ulysses Filmproduktion)
Chelo Loureiro (Abano Produções)

MODERATOR John Lomas-Bullivant

13:00 > 14:30 | **Lunch Break at Gabinete Literario**

14:30 > 15:15 | **Animation School Business**

An exploration of how some of Europe's leading animation schools approach the business of animation. Understand how they expand the reach for both their students and their community. Innovation in education is on the forefront of the rapidly changing animation business. Funds, producers and schools have a key role to play together in this arena.

SPEAKERS Christophe Mounié (Ecole de Condé)
Cécile Blondel (Gobelins - L'Ecole de l'Image)
Kasper Kruse (The Animation Workshop)

MODERATOR Eleanor Coleman

15:15 > 16:00 | **Regional Clusters Case Study**

With its exceptional conditions, Gran Canaria is rapidly growing its animation cluster, becoming a strong address on the European map. And there are so many ways to build fruitful cooperation: we review how European regional animation clusters best fit with few case studies and recent development strategies, outlining how you can optimize these complementary resources for co-productions, studio developments and beyond.

SPEAKERS Charlotte Appelgren (Cine-Regio - Regional Film & AV Funds)
Stefanie Larson (Animation Media Cluster Region Stuttgart (AMCRS))
Nuria Guinnot (Gran Canaria Film Commission)

MODERATOR Eleanor Coleman

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Wednesday 16 November

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16:30 > 17:15 | **What is the Gold Star of Financing and Budgeting in Animation Today?
Business Insights from the Backbone of many Animation Companies: the Financial Controllers**

Some might say they're the unsung heroes, working behind the scenes, responsible for the budgeting, finance plans, monitoring of productions, running of the overall business, seeking investment. The list goes on. What are the challenges? What are some of the new ways of looking at their functions? Who's doing what? And what can be learned from a look beneath the bonnet, at the nuts and bolts of financing?

SPEAKERS Paul Deegan (Cartoon Saloon)
Sophie Spilliaert (Superprod)

MODERATOR John Lomas-Bullivant

17:15 > 18:00 | **A New Franchise Phase for "The Smurfs": the Beloved Characters Created by Belgian Artist Peyo**

It started life as a comic book, expanded into films, TV series, games, theme parks and merchandising. Now enjoying a new lease of life with an up-to-date TV series airing worldwide, and a new movie planned for 2025, to be released by Paramount. And, innovatively, venturing into the world of virtual goods. Cartoon Business hears how this evergreen property is constantly being refreshed and reinvigorated and what can be learned from its franchise strategy.

SPEAKERS François Deglain (Peyo Productions)
Sébastien Dumont (IMPS)

MODERATOR Vanessa Chapman

20:30 | **Farewell Dinner at Bodegón del Pueblo Canario**