

Tuesday 14 November

Wednesday 15 November

Thursday 16 November



## Tuesday 14 November

In the afternoon | Arrival of participants

16:00 > 17:00 | One-to-one meetings  
at Sercotel Hotel Parque

17:00 > 17:45 | Coffee Break at Sercotel Hotel Parque

17:45 > 18:45 | One-to-one meetings  
at Sercotel Hotel Parque

20:30 | Welcome Dinner at Segundo Muelle

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## Wednesday 15 November

09:00 > 09:30 | Cartoon Business Welcome Words

09:30 > 9:55 | Presentation Gran Canaria Film Commission

**SPEAKER** Nuria Guinnot (Gran Canaria Film Commission/ES)

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09:55 > 10:25 | How Innovative Thinking in Robotics is Creating Fresh and Exciting Opportunities for Animation Businesses.

Meet MIROKAI, the new generation of robots, blending world-class engineering, with captivating character design and animation, changing the face of robots and creating new business and creative collaborations. Cartoon Business talks to Cyril Le Pesant, Head of Animation, at premier French Studio Gaumont, about the ground-breaking partnership between Gaumont and Robotics company, Enchanted Tools. Combining Gaumont's character and story skills, with Enchanted's industrial design, to create entertaining animated content, making the experience of working and living with robots, more enjoyable and relatable.

**SPEAKER** Cyril Le Pesant (Gaumont Animation/FR)

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**MODERATOR** Vanessa Chapman

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## 10:25 > 11:00 | Animation Business Beyond Europe: Greener Grass or a Familiar Story?

How an animation studio does business is strongly affected by a number of factors, local broadcaster support, local financial and tax support, neighboring sales markets as well as access to talent. Cartoon Business will hear what business animation life is currently like in Canada and Israel, the challenges, opportunities and how these countries view European collaborations.

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**SPEAKERS** Amit Russell (The Hive Studio/IL)  
Bert Van Brande (Stellar Creative Lab/CA)

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**MODERATOR** John Lomas-Bullivant

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## 11:00 > 11:30 | Coffee Break at Gabinete Literario

## 11:30 > 12:00 | Making your Studio a Force for Good!

Cartoon Business talks to COO Daniel Isman, from leading UK studio Blue Zoo – the first animation studio in the world to be awarded a prestigious B-Corp certificate. Being B-Corp accredited, goes a stage further than being eco-friendly. In order to become certified, companies must complete a rigorous assessment in five impact areas: governance, workers, community, environment and customers. Daniel will talk about the many benefits this business initiative is having on the studio environment, the well-being of their team, their ability to attract new talents and clients, as they discover that Blue Zoo is a well-run company, with genuine ethical values and principles.

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**SPEAKER** Daniel Isman (Blue Zoo/UK)

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**MODERATOR** Vanessa Chapman

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## 12:00 > 12:30 | How Green is Your Studio?

Cartoon Business examines how award-winning French studio, Foliascope, is leading the way and reducing its carbon footprint within its stop-motion studio. Producer and CEO Ilan Urroz demonstrates how the move is making a positive impact on the environment and the company. He will provide tangible examples of how becoming more sustainable can make a real difference to your business.

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**SPEAKER** Ilan Urroz (Foliascope/FR)

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**MODERATOR** Cristina Angelucci

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## 12:30 > 13:00 | Digital First: How to Specialise in the Development, Production and Distribution of 'Audience-Centric, Digital-Led Content'.

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**SPEAKER** TBC

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**MODERATOR** Vanessa Chapman

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## 13:00 > 14:30 | Lunch at Gabinete Literario

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## 14:30 > 15:30 | Building Your Animation Business Within Europe: New Partnerships.

The animation business has always been in the vanguard of building international partnerships. New studios' relationships are vital from both a commercial and a creative perspective. Cartoon Business sheds a light on partnerships possibilities within Poland and Sweden and hears from a local Gran Canaria Studio on what their strategy is for developing new partnerships in Europe and beyond.

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**SPEAKERS** Anna Mroczek (WJTeam-Likaon/PL)  
Jakub Karwowski (Lekto/PL)  
Simon Österhof (Soja/SW)  
Ariana Villalobos (Ánima Kitchent/ES)

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**MODERATOR** John Lomas-Bullivant

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## 15:30 > 16:00 | When IP Breaks Out! From Movie Theatres to School Yards: The 'Mavka' Success Story.

Iryna Kostyuk, Producer of Kyiv-based Animagrad (FILM.UA Group) and Tetiana Ruban, licensing expert and CEO of The Nerd Agency reveal how 'Mavka. The Forest Time', an animated fairy tale which has enchanted theatres across Europe this year, broke out into merchandising and... will soon morph into a TV series. How does the FILM.UA Group coordinate IP creation from concept to production and distribution through to brand management? And what does the future hold for animation in one of the largest Eastern European media groups in these challenging times?

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**SPEAKERS** Iryna Kostyuk (Animagrad/UA)  
Tetiana Ruban (The Nerd Agency/UA)

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**MODERATOR** Cristina Angelucci

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## 16:00 > 16:30 | Coffee Break at Gabinete Literario

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## 16:30 > 17:00 | TeamTO's Ground-Breaking Series «Behind The Beats»: The Challenge of Bringing Pop Music to the Whole Family.

Animated series 'Behind The Beats' tells the stories of how talented musicians came together, creating new musical genres, from New Wave to G-Funk, from Reggae to Electro Pop, and more. Music is always expensive in a production – and even more so if the songs are well-known classics. In this case study, Corinne Kouper, Co-founder and SVP of Development and Production at TeamTO will explain how music rights negotiation and clearances determined the entire pipeline of the series, and how France Télévisions' and YouTube's investments in the show changed the game.

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**SPEAKER** Corinne Kouper (TeamTO/FR)

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**MODERATOR** Vanessa Chapman

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## 17:00 > 17:50 | Will A.I. Be the Biggest Game Changer in our Industry – Ever?!

Controversy continues to circle revolutionary A.I. technology. Is it a question of short-term financial upsides versus the longer-term industry destruction? Can A.I. deliver true creativity? Could A.I. truly automate animation and if so... does anyone want that? Cartoon Business hears from two leading animation professionals who share their experiences and thoughts on how A.I. will affect animation production over the next decade.

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**SPEAKERS** Olivier Lelardoux (Blue Spirit Productions/FR)  
Colin Williams (Sixteen South/IE)

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**MODERATOR** John Lomas-Bullivant

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## 17:50 > 18:20 | How to Conquer the Tween/Teen Market?

What does it take in terms of content, business alliances and distribution strategy to reach the elusive 11+? How can European producers and content buyers surf on the current trend set by Japanese anime, and still, remain true to their original European touch?

This session is a case study of the 'JOY ETERNAL' teen TV series by its creative producer, Helsinki-based Juha Fiilin, with an interview of Tania Pinto da Cunha, Vice-President of the Spanish sales agency Pink Parrot Media who will explain the challenge of co-producing and distributing such original content in Europe, Canada and worldwide. We will also learn about the co-production process between Finland and Canada, discover who the respective broadcasters are in each territory, and look into a possible sequel.

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**SPEAKERS** Juha Fiilin (Fiilin Good Films/FI)  
Tania Pinto da Cunha (Pink Parrot Media/ES) – (pre-recorded interview)

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**MODERATOR** Cristina Angelucci

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19:00 | Cocktail offered by Gran Canaria Film Commission at Azotea de Benito

20:30 | Dinner for Speakers at Casa Montesdeoca

## Thursday 16 November

09:00 > 10:00

### | The Current State of Traditional Linear TV Broadcasting Holding Fast? Gaining Share? Or...

Big streamers are cutting budgets and cancelling shows left right and centre. While this is painful for many producers, is this equally an opportunity for Europe's traditional linear TV broadcasters, perennial, and stalwart supporters of local animation, to strengthen and grow their market positions with increased content production. Or is this simply a moment of respite from an inalienable shift of viewing habits of children and their care givers towards digital and streaming platforms. Cartoon Business hears from leading European broadcasters in Spain, Portugal and Germany about how they see the current market and what they think the content future holds.

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**SPEAKERS** Alessia di Giacomo (RTVE/ES)  
Andrea Basilio (RTP/PT)  
Sebastian Debertin (KiKA/DE)

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**MODERATOR** John Lomas-Bullivant

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10:00 > 11:00

### | Temtem - A New European Franchise, Following on from Pokemon, Offering an Alternative to its Army of Fans.

Cartoon Business showcases a fresh creative and business approach to transform a character-driven, multi-player game, Temtem, into an international, cross-platform franchise. We hear from co-founder and Creative Director, Guillermo Andrades, at Spanish games studio, Crema, about how they developed a compelling gaming concept, financed it with the help of crowd funding, before turning it into a successful creative and business proposition. How it caught the eye of former Ubisoft alumni, Jean-Julien Baronnet, the founder of Marla Studios in LA, specialising in video game adaptation, and why French producer, Arthur Colignon, from Somewhere Animation, part of Mediawan, has joined the trio of business partners, looking to turn the game into a successful TV series. What can be learned, as games, animation and production companies increasingly look to become more aligned and benefit from each of their creative and commercial skills? Why meaningful collaboration is a key to success.

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**SPEAKERS** Arthur Colignon (Somewhere Animation/FR)  
Guillermo Andrades (Crema/ES)  
Jean-Julien Baronnet (Marla Studios/US)

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**MODERATOR** Vanessa Chapman

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

11:30 > 12:00 | Interview: Why A.I.'s a Legal Minefield, Challenging our Copyright and IP's?

Across all creative development and all platforms, we see generative A.I. taking a hold. What's not clear are the legal implications. Whether copyright infringement, ownership of A.I.-generated works, or unlicensed content in training data. Several cases have been filed, but courts haven't determined how intellectual property laws should be applied. Speaker Clara Benyamin, a specialist copyright lawyer, will advise producers on how best to navigate the present A.I. minefield and avoid the current legal traps.

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**SPEAKER** Clara Benyamin (CBLF Avocats/FR)

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**MODERATOR** Cristina Angelucci

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12:00 > 13:00 | A View on How Animation is Doing in the Theaters

2022 was a bad year everywhere (the BFI announced -33% in the B.O. that year), but 2023 seems to announce the return of successful IPs and big box office for animated features (with the likes of SUPER MARIO, SPIDERMAN, PUSS IN BOOTS, ELEMENTAL, the Cannes Film Festival's discovery ROBOT DREAMS and just recently Miyazaki's return with THE BOY AND THE HERON). Can we expect long-lasting growth again in the feature film industry? And how are European film producers and sales agents resisting in such competitive context?

Producer and co-founder of the French studio TAT productions, David Alaux and SVP, International Sales & Acquisitions Klaus Rasmussen, from Munich-based sales agency Global Screen, tell us how European films survived the pandemic crisis and still conquer market shares as you read these lines.

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**SPEAKERS** David Alaux (TAT productions/FR)  
Klaus Rasmussen (Global Screen/DE)

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**MODERATOR** Cristina Angelucci

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

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## 14:30 > 15:15 | 'Cleo & Cuquin' vs. 'The Gruffalo': How to Manage Your Brands in the Long Run.

Everybody remembers the marvelous Christmas stand-alone 'The Gruffalo', commissioned by the BBC a few years back. But do you know what the TV special has unleashed in its footsteps? Alexandra Sanson, Senior Brand Manager at Magic Light Pictures, will explain how the Gruffalo has grown outside of the UK into many territories, Germany and Italy in the first place, and from a 30' special into sequels, audiobooks and apps, theme parks and live events...

Next to her is Miguel Aldoroso, International sales and co-production Director with the Gran Canaria-based studio *Ánima Kitchent*, who will take us on a brand development journey with their IP 'Cleo & Cuquin'. What do those two have in common or, on the contrary, what do they do differently, and what would you do with your own IP, in the long run...?

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**SPEAKERS** Miguel Aldasoro (*Ánima Kitchent/ES*)  
Alexandra Sanson (*Magic Light Pictures/UK*)

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**MODERATOR** Cristina Angelucci

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## 15:15 > 16:00 | Your New IP - Narrative vs. Gameplay? Costs, Timeframes & Discoverability.

So, you have a great idea for a new IP but now there is a choice to make. Do you build your IP world through narrative storytelling or through game playing? Could you maybe connect the two? How easy will it be to migrate fans from one experience to the other? Does the games audience synch naturally with the narrative audience. What about the costs and time frames and perhaps most importantly...how will people discover your great new IP? Cartoon Business hears from two highly experienced speakers on what consider when you face the Narrative vs Gameplay question for your new IP.

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**SPEAKERS** Anna Shchur (*ZeptoLab/ES*)  
Juan Martín Bartomioli (*Red Wolve Studios/AR*)

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**MODERATOR** John Lomas-Bullivant

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## 16:00 > 16:30 | Coffee Break at Gabinete Literario

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## 16:30 > 17:00 | Can You Scale Up Your Business and Still Keep Control?

Cartoon Business talks strategy with Giorgio Scorza, CEO and Creative Director of Movimenti Production, which has experienced an extraordinary period of growth, creating the animation network FORFUN MEDIA, and then engineering a sale to European powerhouse, the Banijay Group joining the Kids & Family division. Is this all part of an ambitious master plan or just well-managed, organic growth? Giorgio will share insights on the challenges of managing such sizeable studio expansion, and whether you can still remain master of your own destiny!

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**SPEAKER** Giorgio Scorza (Movimenti Production/IT)

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**MODERATOR** Vanessa Chapman

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## 17:00 > 18:00 | Cartoon Business – The Final Word!

An interactive audience Q&A with a multitude of our talented Cartoon Business Speakers, all with an entertaining twist!

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**SPEAKERS** Full line-up of Speakers to be revealed

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**MODERATOR** John Lomas-Bullivant

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## 18:00 | Farewell Words

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