

PROGRAMME

CARTOON BUSINESS 2025 PROGRAMME - SUM UP

Wednesday 12 November		Thursday 13 November	Friday 14 November
Arrival of participants		9:00 - 9:15 Welcome Words	9:00 - 9:55 Discover the empowering Business Investment & Support available in Ireland for animation, across platforms. Speakers: Nicky Coyle (Northern Ireland Screen, IE), Melissa Feddis (Enterprise Ireland, IE), Kevin Davoren (IDA Ireland, IE) Moderator: Christian Davin
		9:15 - 10:15 Discover the key business milestones happening in animation in Belgium! Speakers: Jan Hameeuw (The Pack, BE), Sebastien Dohogne (Waooh, BE) Moderator: Christophe Erbes	9:55 - 10:55 Cartoon Business explores why edutainment programming is so important for children & parents in our world today. Speakers: Joe McCulloch (BBC, UK), Telidja Klai (VRT-Ketner, BE) Moderator: John Lomas-Bullivant
		10:15 - 10:55 How BBC Studios Kids & Family is growing the next generation of global animated hits? Speaker: Cecilia Persson (BBC Studio, UK) Moderator: John Lomas-Bullivant	10:55 - 11:35 Working with a world-beating anime franchise! A childhood dream come true! Speaker: Samy Therain (Sekai, FR) Moderator: Emmanuèle Pétry
		10:55 - 11:10 Presentation of Business Clinic Consultant Moderator: Christophe Erbes	
		11:10 - 11h35 Coffee break	
		11:35 - 12:15 The Creator Economy means Business! Speaker: David Kleeman (Dubit, UK) Moderator: Emmanuèle Pétry	11:55 - 12:55 The great YouTube debate Speakers: Alfonso De Ascanio (Amuse Studios, ES), Jiella Esmet (8 Lions, UK) & Charles Courcier (Soupir, FR) Moderator: John Lomas-Bullivant
		12:15 - 12:55 Partnering with the creator economy to build the next generation of kid’s franchises: How Mediawan is transorming digital first content into dynamic cross-media IP’s Speaker: Nicolas Fisch (Mediawan Kids & Family, FR) Moderator: Christian Davin	
		12:55 - 13:05 Screening: <i>Beautiful Men</i>	
		13:05 - 14h20 Lunch	
14:00 - 15:00 Job Fair: Presentation of Belgian companies to Young Talents	14:00 - 16:00 Business clinic	14:20 - 15:25 In the Footsteps of the talented Women shaping Animation! Speakers: Kristine Knudsen (Knudsen Pictures & Den siste skilling, DE & NO), Marta Alonso Lisbona (Teidees Audiovisuals, ES), Perrine Gauthier (Thuristar & La Cabane, BE & FR) Moderator: Emmanuèle Pétry	14:20 - 15:00 Cartoon Business marks the impressive growth and diversified business of Submarine, the largest animation studio in the Netherlands & multiple award-winner. Speakers: Bruno Felix (Submarine, NL) Moderator: Christian Davin
15:00 - 16:00 Job Fair: Networking session between young talents and company representatives		15:25 - 16:15 From Traditional to Digital: The ever-evolving Face of Distribution Speakers: Charles Courcier (Soupir, FR), Lucia Dubravay Trautenberger (Animation Hub, SK) Moderator: Christophe Erbes	15:00 - 16:05 How the business of animation is developing and growing in the CEE, even attracting private investment, bucking some of the trends elsewhere in Europe. And why navigating the commercial & “real world” challenges in the region requires resilience & fresh thinking. Speakers: Jiri Mika (Progressive PFX/CZ), Jakub Karkowski (Letko/PL) & Olga Cherepanova (UA) Moderator: Emmanuèle Pétry
16:00 - 16h30 Coffee break		16:15 - 16h40 Coffee break	16:05 - 16h20 Break
16:30 - 18:30 One-to-one meetings Sponsored by Ampla		16:40 - 17:25 Cartoon Business celebrates the 25th anniversary of leading UK studio, Blue Zoo! Speakers: Tom Box, Adam Shaw, Oliver Hyatt (Blue Zoon Animation, UK) Moderator: Emmanuèle Pétry	16:20 - 16:55 Think Eco! Go Green! Sustainability as a Competitive Edge in Animation. It makes good business sense. Speakers: Alissa Aubenque (Ecoprod, FR) Moderator: Christophe Erbes
		17:25 - 18:20 The Strategy to attract Teens and Young Adults. How public service broadcasters are focusing on targeting this hard-to-come by older demographic and what it means for producers and audiences.	16:55 - 17:45 Grand Finale Moderator: John Lomas-Bullivant
19:00 - 20:00 Free visit of BELvue Museum		Speakers: Pierre Siracusa (France Télévisions FTV, FR), Ellen Ramstad (NRK, NO) Moderator: John Lomas-Bullivant	17:45 - 17:55 Final Words
20:00 Welcome dinner		Free Evening	17:55 Farewell Cocktail

CARTOON BUSINESS PROGRAMME

Wednesday
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Wednesday 12 November

14:00 - 15:00

Job Fair • Presentation of Belgian companies to young talents

Offered by

AMPLO

Companies:

- Vivi Film, Studio Souza & Creature (Jonathan De Mulder & Liesbeth Stas)
- Submarine (Stijn de Schepper)
- nWave Pitcure (Vincent Philbert)
- Dreamwall (Olivier Auquier & Emilie Harmegnies)
- Amplo (Leen Van Goitsenhoven)

15:00 - 16:00

Job Fair • Networking session between young talents and company representatives (upon registration)

Offered by

AMPLO

14:00 - 16:00

Business Clinic • Individual coaching sessions with industry experts offering tailored advice on specific business topics (upon registration)

Offered by

AMPLO

Consultants:

- Nea Simone (Marketing, US)
- Anaïs Pirenne (HR, BE)
- Stéphane Lieser (Legal, FR)
- Arkadi De Proft (Law & Legal, BE)
- Lucas Sauvan (Finances, FR)
- Naïrye Apelian (Management & Strategy, FR)
- Olja Rudic (Investments, BE)

CARTOON BUSINESS PROGRAMME

Wednesday
12 November**Thursday**
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14 November**16:00 - 16:30**

Coffee Break

16:30 - 18:30**One-to-one meetings** • Networking session between participants
(upon registration)

Offered by

AMPLO**19:00 - 20:00**

Free visit of BELvue Museum

20:00

Welcome Dinner at BELvue Museum

CARTOON BUSINESS PROGRAMME

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Thursday 13 November

09:00 – 09:15

Welcome Words

09:15 – 10:15

Panel • Discover the key business milestones happening in animation in Belgium!

With a focus on two enlightening case studies, unveiling cool, new technical advances & efficient business practices, fuelling innovation in creativity and production. What are the insights the animation industry, across platforms, can takeaway from these local commercial initiatives?

Speakers: Jan Hameeuw (The Pack, BE), Sébastien Dohogne (Waooh, BE)

Moderator: Christophe Erbes

10:15 – 10:55

Keynote • How BBC Studios Kids & Family is growing the next generation of global animated hits?

A behind-the-scenes look at how content powerhouse, BBC Studios, is blending creative innovation with commercial strategy to grow the next generation of global animated hits. Whether you're a creator with a fresh idea or an IP owner seeking to scale, this keynote from Cecilia Persson, MD of BBC Studios Kids & Family, will unpack what BBC Studios has to offer.

Speaker: Cecilia Persson (BBC Studios Kids & Family, UK)

Moderator: John Lomas-Bullivant

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10:55 – 11:10

Presentation of Business Clinic Consultant

Consultants: Nea Simone (Marketing, US), Anaïs Pirenne (HR, BE), Stéphane Lieser (Legal, FR), Arkadi De Proft (Law & Legal, BE), Lucas Sauvan (Finances, FR), Naïrye Apelian (Management & Strategy, FR), Olja Rudic (Investments, BE)

Moderator: Christophe Erbes

11:10 – 11:35

Coffee Break

11:35 – 12:15

Keynote • The Creator Economy means Business!

User-generated content (UGC) on gaming platforms like Roblox has evolved from kids' games to powerful business tools. With a diverse, growing user base and wide-ranging new and known IP, these universes now support brand activations, fandom-building, and real-world commerce. This Cartoon Business session will use Dubit research and game-building case studies to explore how animation studios, producers and creators can test or launch IP, expand storytelling, invite fans to interact with content, host in-game events, and sell "verchandise." There are untapped opportunities on platforms many still underestimate.

Speaker: David Kleeman (Dubit, UK)

Moderator: Emmanuèle Pétry

CARTOON SPRINGBOARD PROGRAMME

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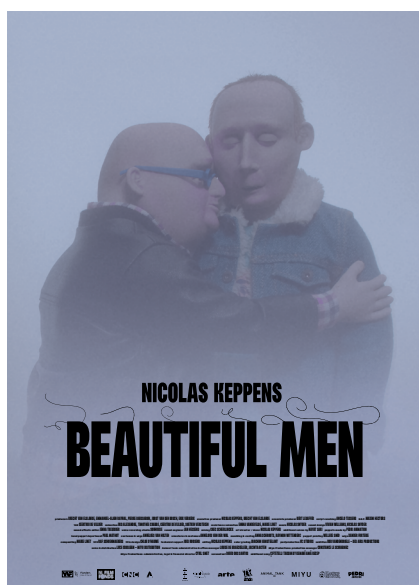
12:15 – 12:55

Case Study • Partnering with the creator economy to build the next generation of kid's franchises

Discover the leading kids and family company's exciting new strategy deployed by Mediawan Kids & Family to partner up with up-and-coming talent from the creator economy and develop original transmedia projects. The first with the Claynosaurz NFT brand. Imaginatively created by 3 artists using Web3 technology and then shortform videos, it's now attracting over 450 million views and 200 million impressions across digital platforms, as well as an online community of over 530,000 subscribers. Digital First Producer Nicolas Fisch, specialising in partnering with the creator economy, explains how they're scaling the IP & financing a series of 39 x 7..

Speaker: Nicolas Fisch (Mediawan Kids & Family, FR)

Moderator: Christian Davin



12:55 – 13:05

Screening of *Beautiful Men*

Directed and written by Nicolas Keppens

Produced by Animal Tank (BE), Miyu Productions (FR), Ka-Ching Cartoons (NL)

13:05 – 14:20

Lunch

CARTOON SPRINGBOARD PROGRAMME

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14:20 – 15:25

Panel • In the Footsteps of the talented Women shaping Animation!

Cartoon Business celebrates the female founders and female entrepreneurs, who are shaping our animation industry. We hear how they started out, how they finance their companies, the challenges and the opportunities, with their advice for those looking to follow in their inspiring footsteps.

Speakers: Kristine Knudsen (Knudsen Pictures & Den siste skilling, DE/NO), Marta Alonso Lisbona (Teidees Audiovisuals, ES), Perrine Gauthier (Thuristar & La Cabane, BE/FR)

Moderator: Emmanuèle Pétry

15:25 – 16:15

Panel • From Traditional to Digital: The ever-evolving Face of Distribution

Cartoon Business explores the latest distribution models being employed today and the increasing importance of digital, complimenting traditional methods, as part of a company's tool kit. We talk to Charles Courcier, co-founder and commercial director of Soupir Distribution, about their strategies and the software / the technological tools they've developed to showcase IP owner's content on YouTube and across other platforms, grow audiences and maximise revenues. And we hear how an innovative and ambitious Animation HUB, with new business tools to service content, distribution, and sales, is being launched in CEE, with the support of Creative Media Europe.

Speakers: Charles Courcier (Soupir, FR), Lucia Dubravay Trautenberg (Animation Hub, SK)

Moderator: Christophe Erbes

16:15 – 16:40

Coffee Break

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16:40 – 17:25

Case Study • Cartoon Business celebrates the 25th anniversary of Blue Zoo!

Discover how the business has grown into creating multi-Emmy & Bafta award-winning, character-driven content, diversifying into successful digital content, games, brand licensing and much more! Founded by three friends from University, Blue Zoo prides itself on constantly experimenting, exploring & being entrepreneurial, with a motto 'Animation as a Force for Good', in the way they foster a positive work environment. Hear how they're riding the present market challenges, producing top-performing shows like Mojo Swoptops, and creating franchises from the Alphablocks & Numberblocks edutainment series.

Speakers: Tom Box (Blue Zoo Animation, UK), Adam Shaw (Blue Zoo Animation, UK), Oliver Hyatt (Blue Zoo Animation, UK)

Moderator: Emmanuèle Pétry

17:25 – 18:20

Panel • The Strategy to attract Teens and Young Adults

This year there's news from France Télévision and RAI about the importance of offering content for teenagers and beyond, joined by a new strategy from YLE to engage with young adults, Cartoon Business asks what kind of initiatives might be deployed and what opportunities might this present for producers and other content creators. France Télévisions has already experienced success with Slash for the 18–30-year-olds, Pierre Siracusa explains more about their forthcoming strategy, and we hear about a break-out animated hit from NRK, which has taken the channel by storm. Developed by 2 influencers, it's edgy, cool, and funny - constantly pushing the boundaries.

Speakers: Pierre Siracusa (FTV, FR), Ellen Ramstad (NRK, NO)

Moderator: John Lomas-Bullivant

20:00

Free evening

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09:00 – 09:55

Panel • Discover the empowering Business Investment & Support available in Ireland for animation, across platforms.

As strong promoters & investors in animation, across TV, Film, Gaming & Tech, Cartoon Business highlights the grants, training and mentoring available in the Island of Ireland, from enlightened organisations, such as Enterprise Ireland and Northern Ireland Screen. They've helped the sector grow exponentially and provided valuable opportunities also for European co-producers looking to work with their local talent. But that's not all, there's support for overseas animation studios and gaming businesses to set up in Ireland, thanks to organisations like the Foreign Direct Investment Agency, the IDA. There's much to take away from their inspiring work & exciting opportunities too!

Speakers: Nicky Coyle (Northern Ireland Screen, IE), Melissa Feddis (Enterprise Ireland, IE), Kevin Davoren (IDA Ireland, IE)

Moderator: Christian Davin

09:55 – 10:55

Panel • Why edutainment programming is so important today?

Learn how key broadcasters are serving their needs and why there's a growth in successful content to address this critical market. Joe McCulloch, Producer at the BBC will take us on a journey through their innovative Edutainment offerings, starting with CBeebies for pre-schoolers and their CBeebies Parenting initiative, helping little ones learn and grow through play; to CBBC and Bitesize, for school children up until their late teens, entertaining and supporting both children and their parents through each stage of their development. Meanwhile Telidja Klai, Content Manager & Developmental Psychologist at VRT-Ketnet, will inspire with their strategy to "Stimulate & To Inspire the Dreams of the Do-ers of tomorrow." Supporting & nourishing the development of children from pre-school to teens, with entertaining shows that add value & include implicit educational benefits. Find out what kind of content works & what opportunities might exist.

Speakers: Joe McCulloch (BBC, UK), Telidja Klai (VRT-Ketnet, BE)

Moderator: John Lomas-Bullivant

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10:55 – 11:35

Keynote • Working with a world-beating anime franchise!

Discover how an inspiring French entrepreneur & start-up company secured a licensing agreement with one of the biggest of anime franchises, NARUTO. Stand by for entertaining & interactive mobile apps & experiences! At a time when the value of known IP is at its highest and with a market more risk averse, Samy Therain, from Sekai, reveals how he and his team persuaded the NARUTO IP owners to entrust them with a license, to develop and produce new interactive products, based on the 27- year-old cult IP. With Sekai's mission to create great entertainment experiences for anime fans around the world, this is a must for anybody looking to work in the Japanese market and learn how to work with a cult IP.

Speaker: Samy Therain (Sekai, FR)

Moderator: Emmanuèle Pétry

11:35 – 11:55

Coffee Break

11:55 – 12:55

Panel • The great YouTube debate

Many producers today see YouTube as the “Holy Grail”. More companies than ever before are talking about pivoting to shortform and digital first, YouTube content. But are they too late to the party and, importantly, do they have the wherewithal, the resources, the skills and the flexibility to adapt to this new production and distribution model? YouTube has grown exponentially and some of the original paradigms are under examination. We debate the business of YouTube with leading exponents and specialists in the digital and YouTube space, with valuable takeaways for producers and others, looking to move onto the platform.

Speakers: Alfonso De Ascanio (Amuse Studios, ES), Jiella Esmet (8 Lions, UK), Charles Courcier (Soupir, FR)

Moderator: John Lomas-Bullivant

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12:55 – 13:05

Screening of *In Thousand Petals*

Directed and written by Louise Bongartz

Produced by Camera-etc (BE), Ozù Productions (BE)

13:05 – 14:20

Lunch

14:20 – 15:00

Keynote • Cartoon Business marks the impressive growth and diversified business of Submarine

Now part of the Mediawan group, thanks to a majority acquisition in 2023, we explore the strategy behind the creative and business development of the company, the process of being acquired, & what the investment means for the running of the business & the opportunities it can bring. Co-founder, Bruno Felix, also shares his insights into the present market conditions.

Speaker: Bruno Felix (Submarine, NL)

Moderator: Christian Davin

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14 November**15:00 – 16:05**

Panel • How the business of animation is developing and growing in the CEE?

Cartoon Business talks to some of the inspiring Founders and CEO's as they forge ahead with new strategies, new approaches to financing, and tangible examples of success. We ask what can be learned from their experience. Jiri Mika from PFX in the Czech Republic, talks about his business expansion via acquisition of complimentary companies, across Europe and further afield. Jakub Karwowski of Letko, Poland, shares his company vision, resulting in an award-winning pre-school IP & successful co-production, followed by a new show, fully financed out of Poland. And Olga Cherepanova explains how she is launching a new business venture from the Ukraine, building on her experience in animation, publishing, and advertising, with a focus on growing new-generation multi-media projects for children, both B2C and B2B, with innovative approaches to formats, monetisation and distribution.

Speakers: Jiri Mika (Progressive PFX, CZ), Jakub Karwowski (Letko, PL), Olga Cherepanova (Independent, UA)

Moderator: Emmanuèle Pétry

16:05 – 16:20

Break

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16:20 – 16:55

Keynote • Think Eco! Go Green! Sustainability as a Competitive Edge in Animation

Cartoon Business discovers why sustainability is not just important for the environment, but for your company & the industry. Increasingly, Animation Studios will need to demonstrate sustainable practices. To comply with regulations; To satisfy broadcasters and even their banks. We talk to the taskforce behind the Green Animation Standards. Find out what's being done to reach unified, international sustainability guidelines; how eco initiatives will impact your businesses and how they can save you money, in the long run. With expert insights into strategy and implementation.

Speaker: Alissa Aubenque (Ecoprod, FR)

Moderator: Christophe Erbes

16:55 – 17:45

Panel • Grand Finale

An entertaining and informative “End of the Show” Round Table, with surprising questions and revealing answers from a cross section of Cartoon Business’ eminent speakers. With audience participation and Q&A.

Moderator: John Lomas-Bullivant

17:45 – 17:55

Final Words

17:55

Farewell Belgian Cocktail at Autoworld