



PROGRAMME

TUESDAY 28TH NOVEMBER

Arrival of Participants

12:45 Lunch with all participants in Bar Tomate

14:15 Opening Words

**Speakers: Yolanda Alonso (CARTOON)
Representative from the Comunidad de Madrid**

14:30 - 15:15 Keynote Speech: The Way Forward for Animation

Disney is a world leader in kids programmes as broadcaster and media company. Orion Ross, VP Content-Animation-Digital & Acquisitions at the Walt Disney Company EMEA will explain the vision and strategy of the different channels and how they are fostering innovation, using latest technologies to create the new digital Disney brands.

Speaker: Orion Ross (VP Content-Animation-Digital & Acquisitions, The Walt Disney Company EMEA)

Moderator: Christophe Erbes

15:15 - 16:15 Digital Animation in Spain

A selection of the best of Digital Animation in Spain, powered by Diboos, the Spanish federation of Associations of animation producers.

**Speakers: Jonas Ojeda de Vicente (Head of Digital Rights and VoD Distribution, Zinkia)
Carlos Biern (Presidente Diboos)**

Moderator: Manuel Cristobal

16:15 - 16:45 Coffee break

16:45 - 17:30 Alternative Sources of Financing for Digital Content

Raising private funds through the 'High Networth Individuals' and the EIS Scheme, The Ingenious Group is a key partner when it comes to gap financing, cash flow management and contract discounting. With her Financing and Distribution experience, Emilie Frelon has joined with Caroline Percy to raise alternative sources of financing for animation programmes (series and films). Both speakers will showcase 'Bottersnikes and Gumbles', an original TV series made for the BBC and Netflix and will go through the steps of funding, exploiting and managing rights for the different digital windows.

**Speakers: Emilie Frelon (Director, Koala Media Consulting)
Caroline Percy (Investment Manager, The Ingenious Group)**

Moderator: John Lomas-Bullivant

19:30 Welcome Walking Dinner at Restaurant Arzabal Museo Reina Sofia



WEDNESDAY 29TH NOVEMBER

9:00 - 10:15 Exciting Innovation and Digital Developments from Major European Broadcasters

With kids' entertainment at the core of their activities, the main European public broadcasters have anticipated the shift from linear to digital broadcasting and commissioning. All-content VoD and SVoD services for France Télévisions, iPlayer for the BBC and app and game developments from all 3 leaders will be showcased.

Speakers: Julien Borde (SVP Digital Programming, France Télévisions)
Jackie Edwards (Head of BBC Children's Acquisitions and Independent Animation, BBC)
Yago Fandiño Lousa (Head of Children Content at TVE, RTVE)

Moderator: Christophe Erbes

10:15 - 10:45 Coffee break

10:45 - 11:45 Digital Platforms for Kids and Adults' Content

As they are becoming main viewing windows, VoD and SVoD platforms are being funded by large groups like Vivendi for Studio+ and resorting to Crowdcube to raise investment as is the case for Azoomee. They offer a wealth of prime video and game content to their subscribers. From premium short mobile series geared toward 15+ audiences and safe apps for primary-aged kids, our 2 speakers will talk of the kids and adult markets for these new digital audiences

Speakers: Estelle Lloyd (Co-founder, Azoomee)
Aline Marrache-Tesseraud (SVP International Acquisitions & Prebuys, Canal+ Group/Studio+)

Moderator: John Lomas-Bullivant

11:45 - 12:30 Digital Strategy: How Smart Design Creates your Community

With digital strategy on everyone's lips and a strong business focus on revenue opportunities, marketing, discoverability and multiple-entry points, an approach to digital can feel like the wild wild west. Alison Norrington, CEO & Founder of storycentral, Exec Producer of the VR Thread for Children's Media Conference, Storyteller and Experience Designer, will talk about how circling story with smart design can help guide a digital strategy. By framing it with a different 'why', looking at how the illusion of interactivity and 'magic' works, narrative design can meet experience design and emotional design. Alison will walk you through some case studies of new and traditional animation storytelling that has helped to create a digital ecosystem, informing digital strategy with a heartbeat of experience design that engages fans in ways that go beyond simply 'digital' and creates a loyal and excited community.

Speaker: Alison Norrington (CEO & Founder, storycentral)

Moderator: John Lomas-Bullivant



12:30 – 13:00 Case study: ‘Studio Killers’, a Social Media Phenomenon

‘Studio Killers’ is an animated virtual band made up entirely of fictional characters portrayed through both animated videos and stunning original artwork. Its unique quality is that no one really knows where they come from or who is behind them! They have, however, attracted a large and loyal fanbase in Nordic countries and the USA, being present on Facebook, Twitter, YouTube, Sound Cloud and Tumblr. Their interaction with fans has enabled a successful Kickstarter campaign to fund live shows at festivals in Finland, using multiscreen animated visuals. Plans are being made to develop the ‘Studio Killers’ to globally known phenomenon.

Speaker: Eliza Jäppinen (Creator, Studio Killers)

Moderator: Christophe Erbes

13:00 - 14:25 Lunch at Bar Tomate

14:30 - 15:15 Augmented Reality: Bringing A New Life to your Story and Characters

Seeing in real time the live video of your favourite characters in your own environment is now possible with AR as more and more book publishers and filmmakers integrate digital technologies into story development giving new heights to story and character immersion.

Japhet will demonstrate the ambitious endeavours of famous names in the field.

Speakers: Japhet Asher (Digital Director, Carlton Books)

Moderator: Christophe Erbes

15:15 - 16:00 Connecting Print and Digital in the Mobile World

How to connect brands with developers, publishers and animation producers is the focus of this session which will highlight innovative moves across the multi-media industry. Successful case studies will be showcased as inspirational models.

Speaker: Neal Hoskins (Director, WingedChariot)

Moderator: John Lomas-Bullivant

16:00 - 16:30 Coffee break

16:30 - 17:30 Digital Distribution: Opportunities, Pitfalls and Revenues

The digital distribution of animation programmes can become a lucrative business model for both animation producers as they distribute their own digital titles (Xilam) or resort to full-service companies that offer solutions for global and local VoD distribution (MoMedia TV). However, commercial revenues need to be balanced against costs to deliver, rights management and VoD deals with partners such as Netflix or Amazon. Both Morgann and Lucas will go through the different economic models that will give producers the best possible deal.

**Speakers: Lucas Bertrand (CEO & Founder, MoMedia TV)
Morgann Favennec (EVP Global Sales and Development, Xilam)**



Moderator: John Lomas-Bullivant

18:00 Cocktail drinks offered by Anima Kitchent

Free evening for all participants / Speakers' Dinner at Montes de Galicia

THURSDAY 30TH NOVEMBER

9:00 - 9:45 Storytelling Through Interaction using Digital Technologies

Nexus Studios create inspiring, talked about work in film and interactive media. Be it handcrafted or high-tech, they create heartfelt stories and experiences that transform brands and engage audiences through the power of entertainment and culture. The studio's reputation for innovation is pushed forward via the Interactive Arts team who explore new technologies and techniques, to bring crafted and engaging storytelling into experiential, interactive, VR and AR spaces. Alex will speak about the art of creating narratives through interaction and the possibilities that technology brings for re-inventing how we deliver stories what we consider storytelling to be.

Speaker: Alex Jenkins (Creative Director, Nexus Studios)

Moderator: Christophe Erbes

9:45 - 10:30 Building your Fan Base: Tools to Connect and Empower Them

The minute your show is released, it takes on its own life, embraced or trashed by fans. Those fans will determine your story's success in the world, but are too often overlooked by the industry. Fans, however, easily spend ten times as much time and money on their crush in your show than on the show itself. That's amazing. That's the basis of success and as producer you need to be part of that conversation: listening to them, learning from them to recognize and empower them. Having a great show is not enough. You need the fans to keep it alive and in the world well beyond its drop date. Tom Vedel, a producer and storyteller at heart, has produced all kinds of animated stories and has focused on developing tools allowing storytellers to keep their characters and their stories alive between episodes and between seasons, and in the process, discovered the awesome powers of fans.

Speaker: Tom Vedel (Producer & Storyteller, Animgram)

Moderator: John Lomas-Bullivant

10:30 - 11:00 Coffee break



11:00 – 12:00 Multi-content for Multi-platforms: How are Animation Houses Adapting?

Branding and creating IPs with multi-content for the many platforms is not an easy move for animation houses as funding mostly comes from traditional sources. But revenues streams are changing as content is increasingly user's driven. 2 production companies will explain how they are structuring the potential of their content to match the different platforms, markets and digital audiences.

**Speakers: Véronique Desroques (Head of Digital, Millimages)
Sarita Christensen Founder, CEO and Executive Producer at Copenhagen Bombay)**

Moderator: Christophe Erbes

12:00 - 12:45 Mobile games: A State of the Industry

As animation producers are looking at mobile games (for tablets and smartphones) as other touch points for their brands, the digital games market is experiencing fierce competition whilst players also expect to be engaged longer with added content. What are the trends in the mobile games market will be the focus of this session presented by Torulf Jernström, CEO of Tribeflame, one of the first game tablet companies in the world whose game 'Benji Bananas' has been downloaded over 70 million times.

Speaker: Torulf Jernström (CEO, Tribeflame)

Moderator: Christophe Erbes

12:45 - 14:25 Lunch at Bar Tomato

14:30 - 15:15 Digital Marketing in an Animation World

When at Disney, Adam Rubins has worked on all the marketing digital strategies of their animation films: from the 'Lion King', to 'Toy Story' to 'Finding Nemo' and continued from his global creative communication agency Way to Blue to follow the networks of today to create the digital strategies of 'Frozen', 'Despicable Me' and 'Minions'. An inspirational talk from one of the most powerful communication professionals today.

Speaker: Adam Rubins (CEO, Way to Blue)

Moderator: John Lomas-Bullivant

15:15 - 16:00 VR Mobile apps: The Next Big Trend?

Dubit Research on VR acceptance by kids, parents and broadcasters has led to the creation of its subsidiary company XRGames, a VR games developer which is creating VR games for well-established IPs with a safe child-approved VR content. Having raised Venture Capital funding for his company, Bobby will explain the business value of creating apps for the VR Apple Store which has no less than 2 million downloads for their VR games.

Speaker: Bobby Thandi (CEO XRGames, Dubit Limited)



Moderator: John Lomas-Bullivant

16:00 - 16:30 Coffee break

16:30 – 17:15 Short Form Digital = Long Term Success

Stephen and Lee will talk about how Toon Goggles has successfully thought out-of-the-box regarding the partners and distribution for short form content in a digital world. Lee will address how to create compelling short form content that fuels this business model - and more importantly how both sides have to work together, adapt daily and think uniquely to achieve success in a very competitive digital landscape.

Speakers: Lee Adams (CCO, Toon Goggles)

Stephen L. Hodge (CEO and Founder, Toon Goggles)

Moderator: Christophe Erbes

19:30 Farewell Walking Dinner at Platea

FRIDAY 1st DECEMBER

Departure of Participants