

cartoon[★] digital

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Transmedia and interactive animation

Top speakers • Market trends • Case studies • Networking
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Bayerische Staatskanzlei

Programme

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Broadcasters Investing In The Digital Arena For Kids' Programmes

- ▶ In response to kids' changing consumption modes, broadcasters are developing new partnerships for cross-platform content. **Japhet Asher**, Editorial Lead, CBBC, **Sarah Muller**, Head of CBBC Acquisitions & Drama Development and **Kirstine Vinderskov**, Head of Children's at DR-TV, will explain how they are engaging kids in online and interactive activities, from desktop to mobiles, apps and tablets.

Designing The Business Model: Digital Exploitation Of Intellectual Property

- ▶ **Lionel Marty**, President Worldwide Distribution of Moonscoop and **Rebecca Harvey**, Marketing Director of eOne will each talk about their companies' very successful forays into digital distribution with Moonscoop's VoD service *Kabillion* claiming 6 million views a month in the US and *Peppa Pig's* apps topping one million downloads in the UK alone. **Cake Entertainment** will talk about the licensing of series to on-demand services such as Netflix.

Creating Interactive Content For Kids: Balancing Gameplay With Storytelling

- ▶ **Juliet Tzabar**, MD of Bafta-winning digital production company Plug-In Media, has been developing interactive content for kids based on well-loved brands such as *Teletubbies*, *Blue Peter*, *Bob the Builder*, *Tree Fu Tom*... Now the company is evolving towards its own IP to address the expanding online market. Juliet will explain how to link strong narrative with engaging gameplay and why she believes the time has come to deliver content online first!

Trends And Opportunities In The Evolving Market For Video Games

- ▶ **Laurent Michaud** is Head of Consumer Electronics and Digital Entertainment at IDATE, a research and consulting institute specialised in digital markets. He will present facts and figures on the increasing size yet fragmentation of the video game market. His findings will highlight, in particular, what may become the future of video gaming in a multi-device world (on smart TVs, social gaming platforms, tablets and mobile phones). More importantly for content producers, he will address the convergence of media, editorial and brands interests.

Entertainment Brands On The Internet And Mobile Markets: A Roadmap For Content Producers

- ▶ Because audiences are no longer confined solely to TV, stories need to be experienced, as well as viewed, on different platforms. **Nuno Bernardo**, CEO of BeActive, and a recognised transmedia pioneer will talk about the challenges and opportunities for content producers who want to create multiplatform entertainment brands and tap new revenue streams.

Designing Engaging Mobile Gaming And Apps Experiences For Kids

- ▶ **Carla Engelbrecht Fisher**, Ed.D., Founder and President of the American company *No Crusts Interactive*, is a leading designer and producer of interactive entertainment for children. With a background in instructional media and child development, she designs innovative game mechanics that balance education and entertainment for kids. She will provide development guidelines for mobile games and app design for children.

Crossing The Chasm: Creating IP For The Web, Mobile, TV And Back

- ▶ How can you create IP and entertainment that is sensitive to the growing mobile and digital audience? **Richard Glynn**, CEO at Powwow Entertainment, **Petter Lindblad**, Producer at Copenhagen Bombay, **Sergi Reigt**, CEO at Imira Entertainment, **Pierre Sissmann**, Chairman/CEO at Cyber Group Studios; 4 strategies and case studies to illustrate leading-edge business practice.

Joining Forces and Talent With Game Developers

- ▶ **Michael Luda**, CEO of Family Entertainment TV, **Maxence Devoghelaere**, CEO 3DDUO, **Thomas Langhanki**, CEO of Experimental Game are a new breed of entertainment developers with a transmedia approach linking technology and creativity with a solid knowledge of the many digital platforms.

And more...