



KEYNOTE SPEAKERS MIPTV 2010



CHRIS ALBRECHT
President and CEO
Starz, LLC



JEREMY DARROCH
Chief Executive
Sky



TIM KRING
Executive
Producer/Creator
Heroes



JONATHAN MILLER
Chief Digital Officer,
Chairman and CEO
Digital Media Group
News Corporation



BEN SILVERMAN
Founder and CEO
Electus



KEVIN SLAVIN
Managing Director and
co-Founder
Area/code



JEFFREY COLE
Digital VIP Summit Keynote
Director
USC Annenberg Center for the
Digital Future



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12 - 16 April 2010

Palais des Festivals - Cannes - France

MONDAY 12 APRIL

PRODUCERS' FORUM

9.00 - 16.15

WELCOME BREAKFAST

9.00 - 10.00

Conference Networking Room, Level 5, Palais des Festivals

MIPTV welcomes the international production community to Cannes. Join hundreds of the industry's top creators, producers and commissioners for the Producers Forum kick-off event. Get to know who's who, whilst fueling your creative energy for the week ahead. Continental breakfast buffet included. Let the networking begin!

10.00 - 11.30

ENTERTAINMENT MASTER CLASS: HOW TO MIP YOUR FORMAT*

Esterel Room, Level 5, Palais des Festivals

You may have a good idea. You may even have created a great moment of television. But do you have a format that can drive your business? The format business is, for most producers, a labyrinth ruled by a few big players. *HOW TO MIP YOUR FORMAT* will unravel and explain the tricks of the format trade. This session will kick-off the Producers' Forum in order to explore how you can market your format in a crowded marketplace at MIPTV.

Speakers

HOW TO SELL IT

David Lyle, President, **Fox Look** and Founding Member of **FRAPA**, USA

HOW TO DISTRIBUTE IT

Tim Crescenti, President, **Small World IFT**, USA

HOW TO PROTECT IT

Christoph Fey, Entertainment Lawyer, **Unverzagt von Have**, Germany

*A transcript of this session will be prepared for delegates by [Take 1 Transcription](#)

11.30 - 13.00

FOCUS ON SINGAPORE*

Auditorium A, Level 3, Palais des Festivals

In association with



OPENING SPEECH

by **Mr Lui Tuck Yew**

Acting Minister for Information, Communications and the Arts

Introduction

Dr Christopher Chia, Chief Executive Officer, **Media Development Authority of Singapore**

Singapore's media sector has one of the most comprehensive capabilities within the emerging territories of the new decade. This special spotlight will explore the new opportunities around co-production, financing and distribution in the region.

Moderator

Marlene Edmunds, Journalist and Media Consultant, France

Panel 1 - CO-PRODUCING WITH SINGAPORE

Speakers

Paul Barron, Producer, **Great Western Entertainment**, Australia

Peter Schube, President, **The Jim Henson Company**, USA

Kenneth Tan, Director, Film, Animation & Publishing, **Media Development Authority of Singapore**

Dr Wong Kok Cheong, Chief Executive Officer, **Sparky Animation**, Singapore

Followed by Q&A with the audience

Please visit www.miptv.com for further information
Information contained in this programme is subject to change



Panel 2 – FROM SINGAPORE TO THE WORLD

Speakers

Bernard Macleod, Asia Pacific Strategy Consultant, **FremantleMedia Enterprises**, UK
Raymond Neoh, Managing Director, **ACDN and TQ Global**, Singapore

Justus Verkerk, Chief Commercial Officer, **FCCE Distribution**, The Netherlands

Yeo Chun Cheng, Director, Broadcast & Music, **Media Development Authority of Singapore**

Followed by Q&A with the audience

**A transcript of this session will be prepared for delegates by [Take 1 Transcription](#)*

13.00 – 14.30

VIP SINGAPORE LUNCH

By invitation only

Hosted by



13.00 – 14.00

FRESH TV AROUND THE WORLD

Grand Auditorium, Level 1, Palais des Festivals

Join the WIT's Virginia Mouseler for "Fresh TV around the World", the highly-anticipated annual showcase of the planet's 30 most talked about TV formats aired or commissioned.

Based on the monthly "The WIT Fresh TV Report" selecting new shows launched worldwide, this special screening will offer you the freshest programme clips of the season.

Speaker

Virginia Mouseler, CEO, **The WIT**, France

14.00 – 15.00

FRESH TV NETWORKING: MEET THE PRODUCERS (NEW THIS YEAR)

La Verrière Grand Auditorium, Level 1, Palais des Festivals

Join the producers behind the Fresh TV selection and be the first to identify properties in development!

14.30 – 15.30

GOING GLOBAL: Brazil's producers seek out international co-productions

Conference Networking Room, Level 5, Palais des Festivals

The Brazilian television market is undergoing rapid growth and the country has become one of the largest production hubs in Latin America. It is a huge market to explore and MIPTV is organising this workshop to expose the new opportunities in the region.

Part conference part social, this special session will feature a panel discussion followed by a networking event to meet the major players from Brazil.

Moderator

Jacques Bensimon, CEO-President, **Adajove Communications**, Canada

Speakers

Marco Altberg, President, **ABPI**, Brazil

André Breitman, CEO, **2D Lab**, Brazil

Raphael Correa Netto, Head of International Sales, **Globo TV International**, Brazil

Diana El-Osta, Manager, Development and Production, **National Geographic Channels**, USA

Bilal Joa Silar, Vice President & Channel Director/US Hispanic Networks, **Discovery**, UK

Josh Selig, President, **Little Airplane Productions**, USA



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15.00 – 16.15

THE SEVEN SECRETS OF A SUCCESSFUL PITCH*

Auditorium A, Level 3, Palais des Festivals

Paul Boross — aka The Pitch Doctor — is a recognised authority in the “art and science” of corporate communication. Drawing on a career that has taken him from front-of-camera primetime TV, music and stand-up comedy to behind-the-scenes production, development, consultancy and motivational psychology, Boross works regularly with such media power players as the BBC, Google and MTV, training executives in communication, presentation and pitching. His frontline experience of performance — his credits include a 12-year stint at London’s legendary Comedy Store — coupled with a strong commercial grounding enable him to deliver effective and focused skills to international clients from across the industry spectrum. The session is open to all MIPTV participants.

Speaker

Paul Boross, The Pitch Doctor, **Big Sky**, UK

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DIGITAL VIP SUMMIT

13.00 – 16.00

Majestic Hotel, Cannes

By invitation only

MIPTV’s first-ever **Digital VIP Summit** takes place on Monday, April 12, 2010 in Cannes, France. This invitation-only gathering on the first day of MIPTV convenes 40 senior executives from the highest ranks of digital entertainment for three-hours of structured brainstorming, debate and peer-to-peer invention.

For the full list of Digital VIP Summit participants [click here](#)

13.00 – 14.00

NETWORKING LUNCH & OPENING COMMENTS

14:00 – 14:30

KEYNOTE

CONSUMER DIRECTIONS AND IMPACT ON MEDIA BUSINESSES

Jeffrey Cole, Director, **USC Annenberg Center for the Digital Future**, USA

Introduced by

Kate Bulkley, Journalist & Media Commentator, UK

Followed by Q&A

14.30 – 15:30

WORKING GROUPS

1 - Future of Content Business Models

- New monetization models (dual revenue streams, freemium, ad-supported, hybrid, micro-payment, virtual sales)

2 - Future of Content Business Models

- New monetization models (dual revenue streams, freemium, ad-supported, hybrid, micro-payment, virtual sales)

3 - Impact of Social Media and Real Time Media

-Marketing and Distribution

4 - Impact of Social Media and Real Time Media

- Storytelling and Content Creation

5- How will new technologies and devices drive the future of content?

- Connected TV, Games consoles (XBox), Smart Phones, Tablets

15:30 – 16:00

PLENARY SUMMARY SESSION

Please visit www.miptv.com for further information
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DIGITAL THINK TANK

16.30 – 17.00

TWITTER + TV: HOW REAL-TIME ENGAGEMENT IS CHANGING CONTENT*

Esterel Room, Level 5, Palais des Festivals

Twitter's Director of Media Partnerships leads a captivating Q&A on "How Real-Time Engagement is Changing Content", sharing an insider's playbook on harnessing Twitter to create new approaches to content creation and audience engagement, online and on-air.

Moderator

Kate Bulkley, Journalist & Media Commentator, UK

Speaker

Chloe Sladden, Director of Media Partnerships, **Twitter**, USA

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KEYNOTES*

17.15 – 18.30

Grand Auditorium, Level 1, Palais des Festivals

17.15 – 17.45

CREATOR KEYNOTE*

Tim Kring, Executive Producer/Creator, **Heroes**, USA

A "HEROES" WELCOME TO TRANSMEDIA STORYTELLING

Tim Kring is the master of transmedia storytelling. As the creator and executive producer of "Heroes," NBC's Emmy nominated epic saga that chronicles the lives of ordinary people who discover they possess extraordinary abilities, Mr. Kring has been at the forefront of the multiplatform experience. He will share invaluable insight on extending a series' storyline through mobile participation, games and graphic novels, and discuss the tight connection between the writers' room, sales and the online team. Later the same day, Tim Kring will receive the Pioneer Prize at the International Digital Emmy® Awards ceremony.

Interviewed by:

Brian Seth Hurst, CEO, **The Opportunity Management**, USA

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17.50 – 18.30

MEDIA MASTERMIND KEYNOTE*

Chris Albrecht, President and CEO, **Starz, LLC**, USA

THE WORLD IS RECTANGULAR

To Thrive in the New TV Economy Producers Need to Think Globally

Any first-time visitor to Earth might conclude our world really resembles the box that brings entertainment into our homes, because there is no more truly global medium than the TV. And so smart producers know that if they want to fully monetize their shows, get the most value out of them, they have to approach the programs from a global perspective. As the feature film business learned before, it's simply impossible to make real money by producing for the domestic market alone.

Chris Albrecht joined Starz as President and CEO January 1, 2010, responsible for all business, strategic, organizational, legal and financial matters for Starz Entertainment, Starz Media and Overture Films. He spent more than 20 years at HBO, where he directed all operations for HBO and Cinemax. His tenure was noted for such critically acclaimed series as "Sex and the City," "The Sopranos," "Six Feet Under," "Band of Brothers" and "Entourage."

Interviewed by:

Anna Carugati, Group Editorial Director, **World Screen**, USA

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TUESDAY 13 APRIL

DIGITAL THINK TANK

08.15 – 09.30

DIGITAL VIP SUMMIT SUMMARY BREAKFAST

La Verrière Grand Auditorium, Level 1, Palais des Festivals

Jeffrey Cole, Director, **USC Annenberg Center for the Digital Future**, will be accompanied by some of the key participants from the Monday Digital VIP Summit to present some of the event's key findings. The session will end with a Q&A with the speakers.

PRODUCERS' FORUM

9.00 – 11.00

CONNECT WITH CANADA- Producers Matchmaking

Canada Pavilion, Level 01, Palais des Festivals

Join Canadian producers and distributors for co-production, co-venture or acquisition opportunities during this unique opportunity to discover the diversity and the great quality of Canadian content.

Priority is given to pre-registered participants

On-site registration will be given on a first come, first served basis.

KEYNOTE – CHARTING THE NEXT DIGITAL DECADE*

9.30 – 10.30

Grand Auditorium, Level 1, Palais des Festivals

Jonathan Miller, Chief Digital Officer, Chairman and CEO, Digital Media Group, **News Corporation**, USA

OPPORTUNITIES FOR MEDIA COMPANIES IN A DIGITAL UNIVERSE

Jonathan Miller sits down with Kate Bulkley for a Q&A session, during which he will discuss News Corporation's digital businesses, while also weighing in on the opportunities for all media companies to transform their offerings and flourish in a digital universe. Miller, who draws on past experience from a number of executive roles – most notably as CEO of AOL, will discuss a number of topics, including the emergence of pay models for online news; the future of mobile; and emerging trends within the online advertising market.

Interviewed by

Kate Bulkley, Journalist & Media Commentator, UK

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DIGITAL THINK TANK
11.00 - 14.15

11.00 - 12.30

DUAL REVENUE STREAMS: THE VALUE OF ONLINE CONTENT*

Esterel Room, Level 5, Palais des Festivals

This session will look at how content owners and platforms are looking at making their online video pay. Subscription, pay vs. free, ad-supported, freemium, micropayments, hybrid – what will be the right mix?

Moderator

Gavin McGarry, President, **Jumpwire Media**, USA

Featured Presentation

Patrick Walker, Director of Video Partnerships, **YouTube**, UK

Speakers

Simon Danker, Director, Digital Content Partnerships, **BBC Worldwide Limited**, UK

Jay Fulcher, CEO, **Ooyala**, USA

Egor Iakovlev, CEO, **Tvigle Media**, Russia

Johannes Larcher, Senior Vice President International, **Hulu**, USA

Stephen Nuttall, Commercial Group Director, **BSkyB**, UK

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12.45 - 14.15

NEXT VOD - VIP SPEAKER LUNCH

PRODUCERS' FORUM

10.50 - 11.50

NEW INTERNATIONAL CO-PRODUCTION OPPORTUNITIES SUPERPANEL*

Auditorium A, Level 3, Palais des Festivals

During a period of budget constraints, the production community is crossing borders in search of new co-production partners, creative collaboration and funding opportunities.

This panel of international producers will draw the big picture of the co-production current trends and discuss the opportunities that the new and emerging markets are offering to the market.

Moderator

Anna Carugati, Group Editorial Director, **World Screen**, USA

Speakers

Yukihiko Amagi, Executive Vice President, **NHK Enterprises, Inc.**, Japan

Lee Bartlett, Managing Director, **ITV Studios**, USA

Gary Marenzi, Co-President, Worldwide Television, **Metro-Goldwyn-Mayer Studios Inc. (MGM)**, USA

John Morayniss, CEO E1 Television, **E1 Entertainment**, Canada

Lisa Zeff, President, **Myriad Entertainment**, USA

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INTERNATIONAL CO-PRODUCTION ACCELERATOR WORKSHOPS

12.00 – 15.00

12.00 – 13.00

2010 Together with China

Conference Networking Room, Level 5, Palais des Festivals

The rapidly growing Chinese market is dynamically expanding its partnerships and connections worldwide. Take advantage of this workshop to find out how to work with China and build long-lasting partnerships with a selection of Chinese producers seeking for new partners from the western market. Part conference part social, this special session will feature a panel discussion followed by a networking event to meet the major players from China.

Moderator

Kristian Kender, Research Director, **China Media Monitor Intelligence Ltd.**, China

Speakers

Sean Chu, Executive Producer, **Crystal Film & Media**, China

Xiao Hui He, Overseas Marketing Director, **Shanghai New Culture Media Group Co., Ltd**, China

Derek Huang, Senior Manager of International Affairs, **Beijing Ciwen Film Distribution Co. Ltd.**, China

Michael Mu, Deputy General Manager, **Beijing Zhongbei TV Art Center Co., Ltd & Beijing Jingdu Century Culture Development Co., Ltd.**, China

Songyao Wang, Head of International Dept, **Beijing Asian Union Culture & Media Investment Ltd.**, China

13.00 – 14.00

Japan Boosts Co-production Business

Auditorium K, Level 4, Palais des Festivals

The co-production activity in Japan is very rich and compelling for the international market. Join this workshop to learn how to work with Japan and look at the opportunities offered by the region.

Moderator

Janine Stein, Editorial Director, **ContentAsia**, Singapore

Speakers

Kenji Ebato, Chief Manager, **Toei Animation**, Japan

Sayumi Horie, Senior Producer, International Co-production, **NHK**, Japan

Hedwig Schreck, Sales Executive Format, **TV Asahi**, Japan

Akemi Takahashi, Deputy Director, Content Business Development, **Fuji TV**, Japan

14.00 – 15.00

The Malaysian Co-Production Experience

Conference Networking Room, Level 5, Palais des Festivals

Malaysia is at the crossroads of becoming a major market for content production and this special workshop will highlight media associations MDEC and Finas to survey the market and offer guidance on partnering facilities for co-production in animation, drama and film.

Part conference part social, this special session will feature a panel discussion followed by a networking event to meet the major players from Malaysia.

Moderator

Mansha Daswani, Executive Editor, **World Screen**, USA

Speakers

Edmund Chan, Managing Director, **Animasia Studio Sdn Bhd**, Malaysia

Huoi Seong Low, Managing Director, **Vision New Media Sdn Bhd**, Malaysia

Keng Hwa Low, CEO, **Backbone Entertainment Sdn Bhd**, Malaysia

Andrew Ooi, Managing Director, **Inspidea Sdn Bhd**, Malaysia

Azmir Saifuddin Mutalib, Business Development for Special Project, **Multimedia Development Corporation Sdn Bhd**, Malaysia



CONTENT 360

14.30-15.30

MAKING CREATIVE USE OF ARCHIVE MATERIAL

Presented by the European Commission

Auditorium K, Level 4, Palais des Festivals

This workshop will feature original and creative use of the archives of the European Commission in combination with User-Generated Content (UGC). These personal visions of Europe for a wide audience will be those of front-runners in the European Commission's Content 360 competition, which is being held for the first time in 2010. They will be complemented by an introduction to the European Commission's free-of-rights and free-of-charge audio and visual archive – the largest collection of news and historic material on the European Union.

Speaker

Ylva Tiveus, Director Multimedia Communication, **European Commission**, Belgium

DIGITAL THINK TANK

14.30 – 15.45

SOCIAL MEDIA*

Esterel Room, Level 5, Palais des Festivals

Moderator

Michael Nutley, Editor in chief, New Media Age, **Centaur Media**, UK

FACEBOOK & TV*

Speaker

Stephen Haines, UK Commercial Director, **Facebook**, UK

**A transcript of this session will be prepared for delegates by [Take 1 Transcription](#)*

WILL SOCIAL MEDIA DRIVE THE FUTURE OF MAINSTREAM MEDIA?*

The power of social networking! Evaluate the impact of real-time and social media on TV programming. Content owners need to understand how social media can be used to make their programming even more engaging for their audience.

Speakers

Kate Burns, Head of AOL Europe, **AOL**, UK

Matt Locke, Commissioning Editor, Education, **Channel 4**, UK

Philip O'Ferrall, Senior Vice President Digital Media, **MTV Networks International**, UK

Kevin Slavin, Co-Founder, Managing Director, **Area/Code Entertainment LLC**, USA

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PRODUCERS' FORUM

15.30 – 17.00

PRINCIPLES OF TRANSMEDIA STORYTELLING*

Auditorium A, Level 3, Palais des Festivals

Connect your content across multiple screens. Transmedia storytelling is captivating audiences worldwide and engaging viewers simultaneously through television, games, online and mobile platforms. Experts will lead a creative boot camp starting with the development of a "transmedia bible" as a production guide book for their properties. Learn how to implement connected storylines and create content for multiple media. Case studies will showcase successful transmedia franchises with tips on how to increase audiences and revenue streams.

Moderator

Jesse Cleverly, Creative Director and CEO, **Connective Media**, UK

Speakers

Guy Gadney, Director, **The Project Factory**, Australia

Jeff Gomez, CEO and Transmedia Producer, **Starlight Runner Entertainment**, USA

Nathan Mayfield, Chief Creative Officer and Co-Founder, **Hoodlum**, Australia

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DIGITAL THINK TANK

15.50 – 17.20

15.50 – 16.50

BRANDED ENTERTAINMENT ACROSS ALL PLATFORMS*

Esterel Room, Level 5, Palais des Festivals

Traditional advertising has been about controlling the message, buying media time and interrupting the consumers' entertainment experience. Enter the "digital conversation," in which advertisers and programmers engage consumers through original branded content across multiple media platforms, all while simultaneously tracking behavior, customizing the experience, and driving transactions. Major brands and agencies will share a stage with producers and broadcasters to talk about branded entertainment, the emerging movement that is increasingly redefining today's entertainment and marketing landscapes.

Moderator

Charlie Crowe, CEO, **C Squared**, UK

Speakers

Xavier Bartone, Marketing Communications Director, **Ford**, France

Guy Duncan, Director of Creative Excellence - Europe, **Coca-Cola Europe**, UK

Catherine Krokos-Leroy, Head of Branded Entertainment, **Banijay Entertainment**, France

Kamel Ouardi, Worldwide Digital Media Director, **Louis Vuitton**, France

Douglas Scott, President, **Ogilvy Entertainment**, USA

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16.50 – 17.20

FRESH BRANDED TV

Esterel Room, Level 5, Palais des Festivals

A special insight into the most innovative branded entertainment emerged throughout the last year.

Speaker

Virginia Mouseler, CEO, **The WIT**, France



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MEDIA MASTERMIND KEYNOTE*

17.30 – 18.15

Grand Auditorium, Level 1, Palais des Festivals

Ben Silverman, Founder and CEO, **Electus**, USA

THE TRANSFORMATION OF MEDIA, ADVERTISING AND DISTRIBUTION IN THE AGE OF DIGITAL

Silverman, a pioneer in creative programming and global distribution, will discuss his view of the transformation of traditional windowing in today's digital era and how his company, Electus, will continue to transform international distribution operations through creative branded entertainment, strategic partnerships and global co-financing initiatives.

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CONTENT 360

18.30 – 20.00

Carlton Hotel, Cannes

18.30 – 19.10

CONTENT 360: NEXT GENERATION AUDIENCE ENGAGEMENT FLASH PITCH SESSION (Supported by MIPTV)

Digital technologies have already revolutionized the way media can captivate audiences across multiple platforms. What's the next step? Ten digital creators will pitch their ideas live to a jury of top level and international digital media experts. The jury members will also give their live feedback to the audience on these innovative ideas from the Content 360 Finalists. This "flash pitch session" will be followed by a matchmaking event and a cocktail party.

Moderator

Christophe Erbes, International Media Consultant & Author, France

Jury

Dr. Ammar A. Bakkar, Group Director of New Media, **MBC**, UAE

John Denton, Managing Editor, TV Platforms, **BBC FM&T**, UK

Piotr Ostaszewski, Head of New Media Department, **Polsat Group**, Poland

19.10 – 20.00

CONTENT 360: MATCHMAKING SESSION



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WEDNESDAY 14 APRIL

DIGITAL THINK TANK

8.30 – 9.30

BRANDED CONTENT BREAKFAST

La Verrière Grand Auditorium, Level 1, Palais des Festivals

Want to know how to measure branded content? Want to see the roll-out of an industry standard measurement tool? The Branded Content Marketing Association is running a pilot scheme with live big-brand case studies.

Speakers

Andrew Canter, Managing Director, **BCMA**, UK

Alison Knight, CEO, **BCMA**, UK

Crispin Reed, Managing Director, **Brandhouse**, UK

MEDIA MASTERMIND KEYNOTE*

9.30 – 10.15

Grand Auditorium, Level 1, Palais des Festivals

Jeremy Darroch, Chief Executive, **Sky**, UK

CONTENT: THE VALUE EQUATION

Jeremy will discuss the long term trends set to impact the value of content and the industry's ability to maintain a virtuous circle of investment, creativity and reward. He will look at the changes in technology and consumer demand that are enhancing the value of content, and will identify the external forces which pose a significant threat. Set in this context, Jeremy will also touch on Sky's fundamental belief in the value of content, and about the central role quality content plays in the company's relationship with its customers.

Interviewed by:

Lisa Campbell, Editor, **Broadcast Magazine**, UK

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3D TV FOCUS*

10.30 – 12.45

Esterel Room, Level 5, Palais des Festivals

On the heels of box office hit Avatar, TV programmers, producers and set manufacturers have announced their big leap into 3D broadcasting this year. Our special focus on 3D will take an in-depth look at today's "it" technology, exploring the new players and proposed channels as well as the impact on television production and post-production.

Moderator

Chris Forrester, Editorial Director, **Rapid TV News**, UK

10.30 – 11.40

3D TV: 2010, THE BREAKTHROUGH YEAR*

Broadcasters like BSkyB, Canal+, ESPN, Sony and Discovery are now firmly backing 3D. How mainstream will 3D be for viewers?

Speakers

Gary Donnan, Senior Vice President, Research & Innovation, **Technicolor**

Justin Judd, Director, **i-Rights**, UK

Brian Lenz, Director of Product Design and TV Product Development, **BSkyB**, UK

Ghislaine Le Rhun Gautier, 3D Project Manager, **Orange Group**, France

Fabien Roth, Senior Marketing Manager TV Group, **Panasonic Marketing Europe GmbH**, Germany

Yeo Chun Cheng, Director, Broadcast & Music, **Media Development Authority of Singapore**

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11.45 – 12.45

3D PRODUCTION*

Is the production community ready for 3D? Does 3D just mean sports and movies? Should advertisers also take note?

Speakers

Gabriel Fehervari, CEO, **Alfacam**, Belgium

Kit Hawkins, Managing Director, **Nineteen Fifteen Productions**, UK

Rob Hummel, CEO / Post Production, **Prime Focus North America**

Raymond Neoh, Managing Director, **ACDN and TQ Global**, Singapore

Kenneth Tan, Director, Film, Animation & Publishing, **Media Development Authority of Singapore**

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CONTENT 360 CHALLENGE

10.30-11.15

ENGAGING WITH TEENS THROUGH BRANDED CONTENT FOR COCA COLA (partnered by Ogilvy & Coca-Cola)

Auditorium A, Level 3, Palais des Festivals

What new branded content idea could widely engage teens with Coca-Cola? That's the challenge that Coca-Cola and Ogilvy launched to digital creators from around the world. Whether their ideas take the shape of a TV show, a web movie, a mobile application, or a game, three digital daredevils will defend their projects live, and take comments from a jury of branded content commissioners from Coca-Cola & Ogilvy.

Moderator

Patou Nuytemans, Chief Digital Officer, EAME, **Ogilvy Group UK**

Jury

Benoit De Fleurian, Managing Partner, **Ogilvy & Mather France**

Guy Duncan, European Creative Director, **Coca-Cola**, UK

Stafford Green, European Head of Digital Marketing, **Coca-Cola**, UK

Frederic Levron, Group Director, **Ogilvy & Mather France**

DIGITAL THINK TANK

11.30 – 12.30

BETTER ADVERTISING MODELS?*

Auditorium A, Level 3, Palais des Festivals

An expert panel will look at how advertising can be more effective in monetising video consumption and at what innovative new advertising models are being tried by content owners looking to monetize their content in a digital world.

Moderator

Martin Blakstad, CEO, **Churchfield Media**, UK

Speakers

Matias Alpert, CEO EAME, **Neo@Ogilvy**, Spain

Nick Bell, Co-Founder, **Quick.tv**, UK

Eric Clemenceau, Senior Vice President, International Client Development, **Specific Media**, Europe/USA

Ben McOwen Wilson, Director of Online and Interactive, **ITV**, UK

Nick Wiggin, Head of Advertising Strategy and Partnerships, **Ericsson**, UK

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13.00 – 14.15

3D VIP LUNCH



CONTENT 360 CHALLENGE

14.00 – 15.45

14.00 – 14.45

NEXT GENERATION ONLINE VIDEO EXPERIENCE

(Partnered by NFB)

Auditorium K, Level 4, Palais des Festivals

What is the next "killer feature" for online video distribution? Three audacious content 360 finalists will pitch their project live to the National Film Board of Canada who's on the look out for the best solution to push online video experience to a whole new level. Pitchers will present new ideas involving social media, new interface design, semantic content management and new methods of video delivery.

Moderator

Frank Boyd, Director, **Crossover Labs**, UK

Jury

Morgan Bouchet, Content – Strategy & Business Development, **Orange**, France

Deborah Drisdell, Director General, Accessibility and Digital Enterprises, **NFB**, Canada

Jonathan Milne, Senior Director Sales & Operations EMEA, **Ooyala**, USA

Michael Swierczynski, Head of Internet and VOD, **INA**, France

15.00-15.45

ENGAGING WITH CHILDREN THROUGH THE USE OF CONNECTED TV

(partnered by KCC)

Auditorium K, Level 4, Palais des Festivals

What's the best educational content to fully embrace the power of connected TV to better engage with children? Discover the most compelling ideas selected by the Korea Communications Commission. Three expert jury members will also give their live feedback on the new concepts brought to them by the Content 360 Finalists.

Moderator

Christophe Erbes, International Media Consultant & Author, France

Jury

Greg Childs, Director, **Childseye**, UK

Hyunsook Chung, Head of International Relations Dept, **EBS**, South Korea

Catherine Warren, President, **Fantrust Entertainment Strategies**, Canada

SOCIAL MEDIA SEMINAR

15.30 – 17.00

SOCIAL MEDIA & BUILDING AN ENTERTAINMENT BRAND ONLINE: MAKING THE SWITCH FROM PUSH TO PULL*

Auditorium A, Level 3, Palais des Festivals

In less than 2 years, so-called 'social media' has become a key item when planning a marketing campaign for pretty much any entertainment product or service; many media companies as well as the producers and creatives themselves have blogs, YouTube channels, Twitter streams and Facebook profiles. Add other buzz-words such as 'mobile' and 'real-time' to the mix, and the noise becomes deafening.

Gerd will cut through the hype and digerati garble to get to the bottom of some very important questions, such as: what are the core principles of social media and why is a connected, always-on audience so different? Why will the traditional, centralized, top-down, push approach fail with these new audiences, and what will work better? What does it really mean to 'engage with the audience', to have 'conversations not monologs' and to market *through* the users, instead of *to* the consumers...?

Drawing from examples and cases from around the globe, Gerd will present the latest key trends in social media, explore how they could apply to television, film and interactive content, and point towards the real opportunities in the next 2-3 years.

Speaker

Gerd Leonhard, Media Futurist, Author & Blogger, Switzerland

*A transcript of this session will be prepared for delegates by [Take 1 Transcription](#)



CONTENT 360 CHALLENGE

16.00-17.15

BBC ONLINE CROSS-MEDIA CONTENT SHOWCASE

Esterel Room, Level 5, Palais des Festivals

Join 5 BBC commissioners and 6 of the best UK producers, showcasing some of the best and most innovative digital cross media properties recently commissioned for BBC Online.

This is a great opportunity to gain unique insights into both BBC and Indie perspectives, as each commissioner and producer unravels the concept and innovation behind each of their projects.

Moderator

Gavin McGarry, President, **Jumpwire Media**, USA

- ✓ **The Truth About Crime**
Nick Cohen (BBC) with Tom Dolan (Cimex) and Ian Haynes (Cimex)
- ✓ **BAMZOOKI**
Marc Goodchild (BBC) and Jeremy Cooke (Gameware Development)
- ✓ **Henry 8.0**
Martin Trickey (BBC) and Catherine Oldfield (Monkey)
- ✓ **Myths Storybook**
Ian Myatt (BBC) and Paul Canty (Preloaded)
- ✓ **Developing BBC Mobile**
Jason DaPonte (BBC) and Hugh Burrows (Que Pasa)

SCREENINGS

17.30 – 18.15

BEST OF MULTIPLATFORM CONTENT

Esterel Room, Level 5, Palais des Festivals

Interactive content genres continue to evolve and expand from web documentaries to mobile novels to game shows delivered on social media platforms such as Facebook. These engage audiences and enable story telling in unique and innovative ways. Join a global spotlight on the latest in multiplatform content including a selection from the 2010 International Digital Emmy Award Entries and Nominees.

Host/Curator

Ferhan Cook, President, **Any Screen Productions Ltd**, Publisher, **MobiAD News**, UK

Projects Showcased

- ✓ **Deal Or No Deal Live**: Live TV Format delivered on Social Media, Endemol, UK
- ✓ **DetectiveX**: Mobile Novel, NHK, Japan
- ✓ **Eurovision Song Contest, The Come Back**: A Participative Social Media Event, by RTVE, Spain
- ✓ **First Things Last**: An Interactive Serial for iPhone, ScrollMotion, USA
- ✓ **GazaSderot, Life In Spite of Everything**: Interactive Web Documentary, Arte, France
- ✓ **Inside Hana's Suitcase**: Cross-media Story, Xenophile, Canada*
- ✓ **The Virtual Revolution**: An Open and Collaborative Production, BBC, UK*

* 2010 International Digital Emmy Awards Nominee

CONTENT 360 CHALLENGE

18.30 - 19.30

CONTENT 360 ZAPPING SHOW

Grand Auditorium, Level 1, Palais des Festivals

An hour of cross-media's best innovations!

Hosted by Ray Cokes

An entertaining journey into the exciting universe of multiple platform content creativity.

Whether you are from the creative, business, or technical side of content across TV, Mobile and the Internet, don't miss this fun-filled presentation of some of the best creative brains in the cross-media



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content creation sphere. Presented live in Cannes, the stars of this year's Zapping Show will be none other than the Content 360 winners themselves, some of the world's leading digital commissioners, media experts, and consumer brands and the show's amusing and brilliant host, Ray Cokes.



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THURSDAY 15 APRIL

DIGITAL THINK TANK

9.00 – 9.45

NETWORKING BREAKFAST

Foyer Auditorium A, Level 3, Palais des Festivals

NEXT GENERATION AUDIENCE ENGAGEMENT KEYNOTE*

09.45-10.30

Auditorium A, Level 3, Palais des Festivals

FROM TV TO SOCIAL GAMING TO STREET PLAY

It's not just the forms of engagement that have changed; it's the audience itself. The audience has been defined as sets of eyes pointed towards a synchronous signal on the living room screen. But the eyes are no longer in the living room, the signals are no longer synchronous, and the screen itself is becoming less important than the interaction it enables. It is no longer about the eyeballs. We need to consider the hands, the fingers, the walking feet of the audience as well!

The landscape that opens up is one that includes social games that are built over television programmes redefined as "events" that trigger interaction. We also need to start looking at sense networks, sentient buildings, large-screen interactions, and location-based services. This is no longer about programme inventory to buy and sell; it's about new layers that are being built on top of everything we experience. In surveying the next generation of audience engagement, we'll look at what those layers are, and more importantly: what they do. The goal is to build a vocabulary for media that goes beyond what it looks like, to how it behaves.

Introduction and Q&A by:

Ferhan Cook, President, **Any Screen Productions Ltd**, Publisher, **MobiAD News**, UK

Keynote

Kevin Slavin, Co-Founder, Managing Director, **Area/Code Entertainment LLC**, USA

Area/Code builds on the landscape of pervasive technologies and overlapping media to create new kinds of entertainment. They have built mobile games with invisible characters that move through real world spaces, online games synchronized to live television broadcasts, and video games in which virtual sharks are controlled by real-world sharks with GPS receivers stapled to their fins. Area/Code also pioneered social games, where their Facebook game "Parking Wars" served over 1 billion pages in 2008.

Before founding Area/Code, Slavin spent over 10 years in ad-agencies, including DDB, TBWA/Chiat Day focussing primarily on technology, networks, and community. Kevin's work has been recognized through many industry awards and Press.

**A transcript of this session will be prepared for delegates by [Take 1 Transcription](#)*



DIGITAL THINK TANK

10.45 – 12.00

MOBILE ENGAGEMENT 2.0*

Auditorium A, Level 3, Palais des Festivals

As Smart mobile devices proliferate, and devices and networks converge further, a multitude of new functionalities find their way into content. This session will show how mobile web and the latest smart phone applications ranging from mobile social media to mobile augmented reality are enhancing consumer engagement. Discussion topics include:

- Key Mobile 2.0 trends impacting content and entertainment
- Mobile Social Networking and Mobile Apps
- Mobile Augmented reality
- TV/Mobile integration

Moderator

Jason DaPonte, Managing Editor, **BBC Mobile**, UK

Speakers

Claire Boonstra, Co-Founder, **Layar**, The Netherlands

Rudy de Waele, Chief Networking Officer, **DotOpen**, Spain

Michael Schneider, CEO, **Mobile Roadie**, USA

Kurt Sillén, VP, Head of Customer Business Development, **Ericsson**, Sweden

*A transcript of this session will be prepared for delegates by [Take 1 Transcription](#)

12.15 – 13.30

FRONTIERS OF DIGITAL INTERACTION: DIGITAL URBAN ENTERTAINMENT*

Auditorium K, Level 4, Palais des Festivals

Recent UN Research indicates that 60% of the world will live in cities by 2030.

The Digital Revolution that has transformed our screens is starting to transform our cities as well.

The physical and virtual information will continue to merge where the virtual will enhance the physical experience. Social Urban games, mobile augmented reality, plants that tweet, gourmet ice-cream truck that announces its location via tweets, or simply your mobile phone getting a text message from the City, when your parking meter runs out.

How will Digital Entertainment come into play, in the merged-reality megapolis of the future?

Discussion topics include:

- Media, Geo-Location, and the Digital City
- Future applications for the Digital City
- Mobile's role and Future applications for the Digital City

Moderator

Ferhan Cook, President, **Any Screen Productions Ltd**, Publisher, **MobiAD News**, UK

Speakers

Christophe Aguiton, Researcher, **Orange Labs**, France

Philipp Breuss-Schneeweis, CEO, **Mobilizy GmbH**, Austria

Andrew Bullen, Co-Founder, **Creative Cooperative**, France

Stephane Distinguin, Founder & CEO, **faberNovel**, France

Kevin Slavin, Co-Founder, Managing Director, **Area/Code Entertainment LLC**, USA

*A transcript of this session will be prepared for delegates by [Take 1 Transcription](#)



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14.45 – 16.00

MIP DIGITAL WRAP-UP SESSION*

Building Cross-Media Strategies

Auditorium A, Level 3, Palais des Festivals

If you were unable to attend all of the digital conference panels during MIPTV then this session will be essential. Building on the success of the MIPCOM Digital Wrap-Up session, Gavin McGarry, founder of Jumpwire Media gives the audience an overview of the key take-aways from the MIP Digital sessions and panels including the Digital VIP Summit and highlights from the Media Mastermind Keynote series. Along with an overview of some of the technological and content developments over the past year, Gavin will also offer the audience insights into how to build cross media strategies using case studies, statistics and his past experience at Endemol and Joost. He will also outline where media companies need to focus in order to profit from digital media in the next 12-18 months.

Presenter

Gavin McGarry, President, **Jumpwire Media**, USA

**A transcript of this session will be prepared for delegates by [Take 1 Transcription](#)*