

mipcom[®]

RETHINK. RECHARGE. REMARKABLE.

CONFERENCE PROGRAMME

REDEFINING THE ENTERTAINMENT EXPERIENCE

The entertainment content industry is changing at the speed of innovation.

The 2010 **REDEFINING THE ENTERTAINMENT EXPERIENCE** Conference & Event Programme presents the future-defining people, trends and content that will shape this business in the year to come.

A full schedule of keynotes addresses, workshops and matchmaking events is designed to uncover new sources of financing and co-production models, inspire new forms of storytelling for all platforms as well as explore TV's convergence with the Internet.

✓ BIG PLAYERS, BIG IDEAS: KEYNOTE MASTERMIND SERIES



- Tuesday 5 October 2010

MIPCOM 2010 Personality of the Year & Keynote Address:
Jon Feltheimer, Co-Chairman and Chief Executive Officer of **Lionsgate**

Jon Feltheimer is being recognised for his leadership at the helm of Lionsgate, for driving creative productions and developing award-winning TV programs, including *Mad Men*, which have become global phenomena. On October 5, Mr. Feltheimer will also share his vision of the future of the entertainment industry with MIPCOM delegates during a keynote address as part of MIPCOM's Media Mastermind series of presentations.



- Tuesday 5 October 2010

Social Media Keynote: Joanna Shields, VP EMEA of **Facebook**

Joanna Shields will share her thoughts on how social media interacts with the entertainment business, while illustrating the business models for content on Facebook and revealing the plans for driving a deeper engagement in the context of intersection of TV and social entertainment.



- Wednesday 6 October 2010

Connected Experience Keynote:
Scott Moore, General Manager and Executive Producer, **MSN** & **Geoff Sutton**, General Manager, **MSN International Media**

This keynote will kick-off the "Connected Experience" conference track, designed to uncover the future of connected digital entertainment as designed by the new digital players.

✓ THE PRODUCERS FORUM

Back for its second year, the Producers Forum premieres at MIPCOM scheduling a comprehensive series of conferences and matchmaking events covering topics from funding your next project to working internationally and uncover new sources of financing and co-production models.

Learn from the top executives of hit programmes how to rethink the production process across its overall value chain, share knowledge and make connections.

Visit www.mipcom.com for speaker information & regular updates

Monday 4 October:

PRODUCERS FORUM: FORMAT BUSINESS, INSIGHT FROM THE PRODUCERS

➤ **Entertainment Master Class: How to Produce a Great Show With Little Money**

Now a regular rendezvous at MIPCOM and MIPTV, this workshop will be presented by the “Entertainment Master Class” team to launch the Producers Forum with tangible solutions on cost effective models in the production of formats.

➤ **The Formats SuperPanel:**

Join the leaders from the formats community to share their views and different strategies on how to produce and broadcast the next big hit.

➤ **Fresh TV Around the World:**

The October edition of Virginia Mouselier’s selection will provide an exclusive glimpse of some of the most talked about formats on the planet.

PRODUCERS FORUM: NEW INCENTIVES, INTERNATIONAL FILM COMMISSIONS AND MEDIA FUNDS

➤ **Production Incentives in France**

Initiating the MIPCOM audience on how to fund new projects and uncovering new sources of financing and co-production models is the major goal of the Producers Forum; in 2009 the initiative has been introducing the Tax Rebate Law that has been generating a new credit for foreign production shot in France.

The rebate, worth 20% of all eligible costs, has been profitable for major productions as the BBC’s “Merlin”, “Inception” and “Hereafter” among others.

Now back for its third edition, the Producers Forum is scheduling a session entitled “Production Incentives in France”: while providing a blueprint for successful co-production ventures set in France, the conference will illustrate one of the most successful ventures that have brought Warner bros to film two segs of Gossip Girl in Paris and benefit for the French Tax Rebate.

➤ **Meet the Film Commissions & Media Funds**

Are you looking for new sources of production funding? Join this exclusive matchmaking event to meet the right professionals who can help you secure the resources you need to make your next production possible.

PRODUCERS FORUM: NEW CREATIVITY, RESHAPING THE STORY

➤ **Transmedia Content Show & Tell**

New storytelling is engaging audiences across multiple devices & locations.

This special screening session will explore how stories are being reshaped by new platforms and connected audiences.

The screening will be followed by a networking event featuring the creators behind the most ground-breaking transmedia productions.

Tuesday 5 October

PRODUCERS FORUM: INTERNATIONAL CO-PRODUCTION CASE STUDIES

➤ “The Pillars of the Earth” MasterClass

Ground-breaking eight-hour television adaptation of Ken Follett’s bestselling novel “The Pillars of the Earth” is one of the ground-breaking co-productions, produced by Tandem Communications, MUSE Entertainment and Ridley and Tony Scott’s SCOTT FREE Films.

During this masterclass, **Tandem Communications’ Rola Bauer** and **David W. Zucker**, the President of **Scott Free Television**, will present the innovative financial models behind this co-production.

The co-production case studies are a key element of the PRODUCERS FORUM, stay tuned to discover the full list of co-production that MIPCOM will highlight.

PRODUCERS FORUM: SPOTLIGHT ON AUSTRALIA

➤ Opening Keynote: Interview with Ned Kelly Director Gregor Jordan

Director/screenwriter of Ned Kelly, Two Hands and Buffalo Soldiers among others, Gregor Jordan is one of the most creative thinkers in the Australia content production.

Interviewed by The Project Factory’s Guy Gadney, Gregor Jordan will kick-off the Australia Spotlight and illustrate the Australian market as a hub of digital innovation and Transmedia creativity.

➤ What’s going on Down Under

Chaired by Marcus Gillezeau, Producer/Director, Firelight Productions

Case Study 1: The Next Cross Platform Content & Co-productions

See for yourself what kind of content is being produced on the island continent and hear from innovative new content creators to discover exciting digital innovation and Transmedia creativity.

The session will feature:

Guy Gadney, Director, The Project Factory; Jarod Green, Creator of Beached Whale/Director Radical Love; David Taylor, Director, Playmaker Media and Nathan Mayfield, CEO, Hoodlum.

Case Study 2: International Production Networks Go Australia!

Hear straight from **Fremantle** and **Shine**’s executives show how working in Australia can create opportunities that exist nowhere else.

Case Study 3: Australia’s Broadband Future

A look at the innovative ways that traditional media players are adapting to shifts in content and carriage.

Hear Andrew Lambert - General Manager Content Acquisition & Strategic Partnerships, Telstra Media to illustrate the challenges and opportunities for broadcasters and carriers in an NBN world.

Working with Australia Workshop & Matchmaking Event

Discover how working in Australia can create opportunities that exist nowhere else and meet the leaders behind the most interesting and new opportunities that the region offers to all international producers.

Hosts:

Fiona Cameron, Executive Director Strategy and Operations, Screen Australia

Tania Chambers, CEO, Screen NSW

Mike Conway, MD, The Wiggles

Sue Clothier, Executive Producer, Northern Pictures

✓ **THE CONNECTED EXPERIENCE**

Launched by “Connected Experience Keynote” presented by Scott Moore, General Manager and Executive Producer, MSN & Geoff Sutton, General Manager, MSN International Media, this conference track will uncover the future of connected digital entertainment as designed by the new digital players, broadcasters and rights holders.

Wednesday 6 October:

CONNECTED TV & ONLINE VIDEO

➤ **The impact of Connected TV on the Media Industry**

The way in which audiences will consume content in their living rooms is changing. What will be the new business models around Connected TV? With widgets and apps becoming the new channel recommendations, what does this mean for content owners in terms of rights and revenues?

➤ **Online Video: Which Business Models Will Work?**

Studies show a 5-fold growth in Internet TV being watched on TV sets from 2010-2015. Who will be the winners in this market? Services made available across multiple of platforms for less money. The key to success is for content owners to be available across multiple platforms, but how can they do this for less money and what business models will work?

THE NEW PUBLISHING REVOLUTION AND THE IMPACT OF APPS

Rich Media apps. Tablet devices. New Business Models

Wednesday afternoon sessions will be focusing on the unlimited potential of the newest content production and distribution channels offered by app publishing.

➤ **The New Publishing Revolution Keynote**

Discover pioneering strategies from one of Europe’s top broadcasters who have embraced new publishing for Tablets and Smart phones

➤ **Tablet Publishing Case Studies**

Learn the best practices for creating successful apps on smart phones, from the developers who are already experiencing both the challenges and opportunities of App publishing

➤ **SuperPanel: Can Rich Media Apps Generate Significant Digital revenues?**

The Apps and App Stores are once again leveling the field of digital distribution and now everyone is a publisher! But can Apps generate significant revenues for Content owners? What are the New Revenue Models, and How to Distribute and Market your App via the App stores. How do you create a community around your app, and sell by word of mouth? Meet the leaders of this new publishing ecosystem and hear from app store operators and platform providers as well as the new app publishers all that you need to know before embarking on this exciting new market yourself....

➤ **RICH MEDIA APPS FEST! Featuring IPAD** *(Followed by Matchmaking)*

Dawn of New Creativity for Convergent Publishing

Enjoy a fast paced creative showcase of the best IPAD apps selected by our MIPTV veteran, digital media expert Ferhan Cook.)

Ferhan will take you on a new creative journey, showing you the most innovative and creative apps that have been generated for IPAD. The Screenings will also include a creative panel discussing the new possibilities and challenges in smart phone and ipad app creation. The ensuing matchmaking with the operators of App stores will provide opportunities for producers and broadcasters who are contemplating their own app publishing business.

Thursday 7 October

THE CONNECTED EXPERIENCE

➤ **Working with YouTube: Tales from the Digital Frontier**

Key player of the digital content distribution, YouTube will expose the newest challenges and opportunities that the platform is going to offer to the content creators and distributors.

➤ **Content Everywhere: the Rights Dilemma**

This workshop will look at the maze of digital rights in a context of content sharing and video distribution over the internet.

➤ **MIPCOM Cross-media Wrap-up Session**

If your MIPCOM schedule was too busy for you to attend the REDEFINING THE ENTERTAINMENT EXPERIENCE conferences, then this session will provide you with a global overview and wrap-up of the essential developments that MIPCOM has illustrated during the week.

Join **Gavin McGarry**, President of Jumpwire Media, who will be closing your MIPCOM experience with guidance, case studies and statistics to throw light on where media companies need to focus in the year to come.