



CONFERENCE PROGRAMME:
Where Creativity Meets Business



MIPTV 2009 - 30 March-3 April 2009 - Palais des Festivals, Cannes

The MIPTV 2009 Conference presents over 150 of the biggest names in global TV and film entertainment, digital media and advertising who will provide you with the most up-to date perspective on the changes taking place in today's rapidly evolving media landscape.

MIPTV 2009 KEYNOTE SPEAKERS



Advertising
Sir Martin Sorrell,
Chief Executive,
WPP Group



TV
Ynon Kreiz,
Chairman &
Chief Executive Officer
Endemol Group



Connected TV
Patrick Barry,
Vice President,
Connected TV,
Yahoo! Inc.



Creativity
Chuck Porter,
Co-Chairman, Crispin
+ Bogusky
Chief Strategist,
MDC Partners



**Branded
Entertainment**
Christophe Lambert,
Co-Founder,
BLUE Advertainment



Digital Lifestyle
Jeffrey Cole,
Director,
USC Annenberg Center
for the Digital Future



Cross- Platform Gaming
Cindy Rose,
Senior Vice President &
Managing Director,
Disney Interactive Media
Group EMEA



Mobile Media Keynote
Niklas Savander,
Executive Vice President,
Services
Nokia

Join the discussion at <http://www.reedmidem.com/mipblog/>

Engage and interact with MIPTV speakers and leading industry experts. Discover exclusive content, videos, research papers, presentations and more... Before, during and after Cannes!

Join the discussion at <http://www.reedmidem.com/mipblog/>

Full Speaker information at www.miptv.com

Programme subject to change

MIP DIGITAL FORUM

9.00– 10.15 BREAKFAST SEMINAR: DIGITAL RIGHTS & CREATIVE COMMONS

Auditorium K, Level 4, Palais des Festivals

This networking breakfast is designed for a panel of experts to present hands-on knowledge about negotiating cross media rights. At the centre of the discussion will also be Creative Commons, which is the new approach towards rights, allowing authors, scientists, artists and educators to easily mark their creative work with the freedom they want it to carry. CC can change copyright terms from "All Rights Reserved" to "Some Rights Reserved." Join this seminar to have your questions answered on this important topic.

Moderator:

Martin Blakstad, Independent Media Consultant, **Churchfield Media**

Speakers:

Donatella Della Ratta, Arab World Media and development Manager, **Creative Commons**

Laurent Kratz, CEO, **Jamendo**

Ingrid Silver, Partner, **Denton Wilde Sapte LLP**

10.30– 11.00 COMMISSIONING 4 ATTENTION

Conference Room Esterel, Level 5, Palais des Festivals

It is now an established fact that today's youth spends less and less time watching TV: this is why Channel 4 Education recently made an unprecedented commissioning move by recently pulling £6 million out of TV and putting it into online commissioning. Get the latest on C4's commissioning strategies for youth and educational programming.

Moderator:

Peter Bazalgette, Media Consultant and Non-executive Chairman, **Sony BMG Television**

Speaker:

Matthew Locke, Commissioning Editor, Education, **Channel 4**

11.05-11.55 SOCIAL ENTERTAINMENT: BUILDING THE BUZZ FOR AN ONLINE SHOW

Conference Room Esterel, Level 5, Palais des Festivals

How important is the power of the community in online programming – can the community become just as important as the content in the creation of online entertainment and how can TV companies create buzz for their shows online? Hear case studies showing how to make an online show a marketing success from two of the world's leading social networks.

MySpace UK and Island Records will present a new project called Live and Lost. From March 21st 2009 up and coming musician Frankmusik will have 10 days to travel from the north of Scotland back to London, where he must attend a party to launch his own single. With only his blackberry, MySpace and £20 in his pocket to assist his journey, MySpace and Channel 4 will film his every move.

RDF Digital joined forces with social network Bebo at the start of 2009 to produce a weekly online magazine show called B-Box. Energetic, innovative and informative the 26 week long show is designed to highlight the best new professional and user-generated content on the site.

Moderator:

Peter Bazalgette, Media Consultant and Non-executive Chairman, **Sony BMG Television**

Presentation:

Glenn Cooper, Head of Digital, **Island Records Group, Universal Music Group**

Mick Greenwood, Director of Content Acquisition, **MySpace UK**

Presentation:

Join the discussion at <http://www.reedmidem.com/mipblog/>

Full Speaker information at www.miptv.com

Programme subject to change

Kate Burns, Vice President and Managing Director Europe, **Bebo**
Zad Rogers, Creative Director, **RDF Digital**

12.00-12.45 INTERNATIONAL TV CROSS-PLATFORM STRATEGIES

Conference Room Esterel, Level 5, Palais des Festivals

Hear some of the world's major broadcasters present their different approaches in delivering video on digital platforms that will engage audiences in new ways. What kinds of revenues are being generated and how does the online experience fit in with the overall content strategy.

Moderator:

Peter Bazalgette, Media Consultant and Non-executive Chairman, **Sony BMG Television**

Speakers:

Christian Bombrun, Deputy Managing Director, **M6 Web**

Lena Glaser, Head of New Media, **Sveriges Television AB**

Michel Mol, Director of Innovation, **Netherlands Public Broadcasting**

Simon Nelson, Controller, Portfolio & Multiplatform, **BBC Vision**

12.45– 14.00 MIP ACCELERATOR: BROADBAND VIDEO BUSINESS MATCHMAKING & LUNCH

Conference Networking Room, Level 5, Palais des Festivals

Broadband is opening new opportunities for content owners and broadband providers alike. This MIP Accelerator matchmaking event is designed to stimulate vital interaction between content owners, channels, online video platforms, social networks and mobile networks involved in defining new and future media services for the consumer. Matchmaking is set-up for 80 executives and will include a light buffet lunch.

Pre-register early to secure your place at:

<http://www.mipworld.com/en/MIPTV/Conferences-events/Matchmaking-networking-events/Broadband-Video-Business-Accelerator-form/>

Participants:

Wendy Bernfeld, Managing Director, **Rights Stuff BV**

Elaine Boak, Head of Content Acquisition – Europe, **Blinkx**

Douglas Davis, Acquisitions Director, **BlinkBox**

Joe Michaels, Senior Director, Business Development, **MSN Entertainment and Video Microsoft**

Jean Claude Nordi, Content Acquisition, **H3G Spa**

Michael Ortlepp, Executive Producer IPTV, **Deutsche Telekom AG**

David Ripert, Senior Manager Content, **Dailymotion**

Stacey Seltzer, SVP of Business Development and International Content Acquisition, **Joost, Inc.**

Anthony Zameczkowski, Strategic Partner Development Manager, **YouTube**

14.00-14.45 RAISING FUNDS FOR CROSS-MEDIA PRODUCTIONS – WHAT DOES IT TAKE?

Conference Room Esterel, Level 5, Palais des Festivals

Raising funds for cross-media productions and successfully licensing them across markets, takes knowledge, skill and experience from writing the episodic content, to knowing what the market wants and pitching accordingly. Attendees will learn how to successfully put together the funding for cross-media productions and how to pitch them to international buyers for Internet, mobile and TV formats.

The main take away? Find out who the buyers are and what they are looking for and how to pitch it to them.

Moderator:

Kate Bulkley, Media Commentator & Journalist

Speakers:

Miles Beckett, Co-Founder and CEO, **EQAL**, Co-Creator and Executive Producer, **lonelygirl15** and **KateModern**

Marie Jacobson, Executive Vice President, Programming & Production, International Networks, **Sony Pictures Television International**

Russell Kagan, Managing Director/ Founder, **International Program Consultants Inc. / Content Distribution, LLC.**

Kamil Przełęczki, Director of Multimedia Development and Convergence, **AGORA S.A**

14.50-15.05 RIDING HIGH ON THE ONLINE DISTRIBUTION REVOLUTION

Conference Room Esterel, Level 5, Palais des Festivals

Following the success on the Hulu platform in the States, this session will present the reasons behind its success story and will help the audience discover how Hulu became the new hot destination for primetime, any time TV.

Introduced by:

Kate Bulkley, Media Commentator & Journalist

Speaker:

Andy Forssell, SVP of Content Acquisitions and Distribution, **Hulu**

15.10-15.55 WHAT ARE THE BEST WAYS OF MONETISING CROSS-PLATFORM CONTENT?

Conference Room Esterel, Level 5, Palais des Festivals

Discover the best revenue models in cross-platform content today and understand how you can exploit your rights in this sector. The session will provide practical tips on how to control your own content, find the right licensing partnerships, take advantage of digital advertising and how to get the widest distribution to maximize digital revenues.

Moderator:

Kate Bulkley, Media Commentator & Journalist

Speakers:

Simon Danker, Director, Digital Media **BBC Worldwide**

Daniel Graf, Founder & CEO, **Kyte**

Ashley MacKenzie, CEO, **myvideorights.com**

Mike Volpi, Chief Executive Officer, **Joost, Inc.**

16.00-16.45 WHEN WILL ONLINE REVENUES BECOME MEANINGFUL?

Conference Room Esterel, Level 5, Palais des Festivals

Recent forecasts show that despite large audiences, online TV will represent only a small percentage of total ad revenues by 2012 and ad funding will not increase significantly until advertisers and broadcasters settle on a model that works for both sides. What is the reality of the situation and when will these numbers really become meaningful? Hear industry experts debate one of the industry's burning subjects.

Moderator:

Martin Blakstad, Independent Media Consultant, **Churchfield Media**

Speakers:

Marc DeBevoise, Senior VP of Digital Media, Business Development and Strategy, **Starz Media**

Joe Michaels, Senior Director, Business Development, **MSN Entertainment, Video & Sports**

Xavier Perret, Advertising Solutions Vice President, **Orange**

Patrick Walker, Director, Video Partnerships EMEA, **Google / YouTube**

MONDAY 30 MARCH

CONTENT 360

11.45 – 12.45 HOW TO PITCH 360 CONTENT?

Auditorium A, Level 3, Palais des Festivals

This session will examine some of the key questions surrounding the 360 content pitch. Speakers will identify what exactly commissioning editors are looking for in a 360 format idea, how to commercialise the content and secure funding across all platforms. They will discuss what makes a standout 360 idea, how to get the right co-production partner involved, how pitching a 360 content idea differs to a traditional TV format idea as well as how much internal resource should be spent on pitching. And finally, a step-by-step guide for international independent producers on how to pitch a 360 content idea from the development stage right through to pitch delivery. Just how confident are commissioners when it comes to greenlighting 360 ideas? Is there a fear of the unknown as they too try to navigate this new media world?

Join the discussion at <http://www.reedmidem.com/mipblog/>

Full Speaker information at www.miptv.com

Programme subject to change

Speakers:

Frank Boyd, Co-Founder, **Unexpected Media**

Lyndsay Duthie, Head of Development, **etv media group ltd**

Matthew Locke, Commissioning Editor, Education, **Channel 4**

James Penfold, Business Development Director, **etv media group ltd**

TV BUSINESS

10.30 -11.30 SHOWING THE WAY TO NEW DEALS: INTERNATIONAL CO-PRODUCTIONS

Auditorium A, Level 3, Palais des Festivals

Featuring an international panel of TV players, this session will have a look into where real investment money can still be found by presenting the most recent success stories in cross-continental co-productions involving the Asia-Pacific and Europe.

Moderator:

Marlene Edmunds, film, TV and multimedia correspondent and journalist

Speakers:

Fumio Narashima, Head of International Program Development, **NHK**

Chun Cheng Yeo, Chief Information Officer and Programme Director, Multi-Platform Content, **Media Development Authority Singapore**

Richard Life, Head of Factual, Acquisitions & Co-Productions, **ITV Global Entertainment Ltd**

Tom Zappala, Senior Vice President, Acquisitions and Scheduling, **Disney-ABC Family**

14.30 – 15.00 MIDDLE EAST MARKET OVERVIEW

Auditorium A, Level 3, Palais des Festivals

The Middle East media landscape is undergoing a period of monumental change. Discover how the reshaping of traditional media boundaries combined with the proliferation of new content distribution models have changed the face of the industry. As one of the key emerging markets, it is essential to understand the market before engaging new partners.

Moderator:

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

Presenter:

Gabriel Chahine, Vice President, **Booz & Company**

15.15 – 16.15 MIDDLE EAST TELEVISION CO-PRODUCTION OPPORTUNITIES

Auditorium A, Level 3, Palais des Festivals

This session will provide an in-depth look at the business opportunities in the region and a panel of experts will talk about what international co-production opportunities are available and how they can be developed.

Moderator:

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

Speakers:

Joseph Hussein, Head of foreign Acquisitions / Program Sales Manager, **Lebanese Broadcasting Corporation (LBC)**

Fadi Ismail, Group Director of Services- MBC Group, **O3 Productions**

Nabil Kazan, President, **K&Partners Ltd - Television Services**

Montaser Marai, Head of Production, **Aljazeera Documentary Channel**

Karim Sarkis, Executive Director Broadcast Group, **Abu Dhabi Media Company**

**16.50- 17.30 FEATURED PRESENTATION - HBO CASE STUDY:
CONSISTENCY IN CREATING ACCLAIMED PROGRAMMING**
Conference Room Esterel, Level 5, Palais des Festivals

The HBO brand has become synonymous with award-winning, ground breaking programming. HBO Co-President Richard Plepler and President of HBO's Programming Group and West Coast Operations Michael Lombardo discuss the programming philosophy of HBO and the evolving business of creating series, miniseries and films.

Moderator:

John Wilson, BBC Presenter

Speakers:

Michael Lombardo, President, Programming Group & West Coast Operations, HBO

Richard Plepler, Co-President, HBO

17.45 – 18.30



**KEYNOTE:
YNON KREIZ, CHAIRMAN & CEO, ENDEMOL GROUP
"OUR BEST KEPT SECRETS IN 3D"**

*Grand Auditorium, Level 1, Palais des Festivals
doors open 30 minutes before the session*

Since it was established 15 years ago Endemol has become synonymous with global blockbusters such as Big Brother and Deal or No Deal.

But that's only part of the story behind an organisation that has grown to become one of the largest TV, cross- platform and digital production companies in the world. The key to staying at the top is continuously generating new ideas with the potential to become global hits across all platforms. This keynote address will see Endemol's Chairman and Chief Executive Ynon Kreiz reveal what lies behind all of this and what is coming next.

MIP DIGITAL FORUM Creative Summit: Branded Entertainment & Reinventing Storytelling

8.00-9.15 **BREAKFAST: "A System for Excellent Creative Work"**
Verrière Grand Auditorium, Level 1, Palais des Festivals

Whether it is a television show, an advertising spot, film or design, all creative work is ultimately judged by its audiences or users. But waiting for the market's judgment is a costly way to improve the quality of creative products. Can creative leaders devise their own systems for judging and improving the long-term quality of what their organization produces? Michael Conrad's approach called 7+, for classifying and judging creative work, led him to great success in the advertising industry as former Vice Chairman and Chief Creative Officer of Leo Burnett Worldwide. In this interactive session, Michael will share the secrets of the 7+ System and its implementation and inspire you to find ways to foster higher quality creative work in your own organization.

Speaker:

Michael Conrad, President, **Berlin School of Creative Leadership**

9.30 – 10.30

BRANDED ENTERTAINMENT & CREATIVITY KEYNOTES:



CHUCK PORTER, CO-CHAIRMAN, CRISPIN PORTER + BOGUSKY
CHIEF STRATEGIST, MDC PARTNERS
"SEVEN THINGS WE'VE LEARNED ABOUT STORYTELLING. MAYBE EIGHT"

Chuck Porter is co-Chairman of Crispin Porter + Bogusky one of the world's most awarded advertising agencies and a pioneer in interactive branding. Chuck will talk about why brand building in the world of new media is very different. And why it's not.

Moderated by:

Clark Parsons, Managing Director, **Berlin School of Creative Leadership**



CHRISTOPHE LAMBERT, CO-FOUNDER, BLUE ADVERTAINMENT
"THE BRAIN SHARE"

Organised in Cooperation with Euronews



Followed by a Conversation with **Michael Peters**, Managing Director, **Euronews**

In the new postmodern world, the new battlefield for market share is creativity, and the new game is to maximize your «Brain Share». Every player needs to grab audience attention for just a minute. And for this, the best storyteller always wins. Product driven messages no longer work well and that's why new agencies have emerged, to create a bridge between the worlds of entertainment and marketing. These new agencies must be considered as partners, and not competitors, by producers and broadcasters who create entertaining content but do not have expertise in brand building. Helping brands to tell good stories and to engage their customers is the only way to maintain the flow of money between advertisers and media.

Blue Advertainment, founded by Christophe Lambert and Luc Besson, is one of the first true «branded entertainment» companies in Europe. Christophe Lambert will help you better understand the new rules of the communication industry.

Grand Auditorium, Level 1, Palais des Festivals

10.45-11.45 THE ROLE OF BRANDS IN STORYTELLING

Auditorium A, Level 3, Palais des Festivals

This session will explore how brands can play an important role in content creation and storytelling. Discover how brands, agencies and producers could collaborate to capture the essence of a brand in a story that connects to an audience as well as integrating brand values. This session will also feature some of the most recent and innovative case studies.

Moderator:

Adrian Swift, Director of Television, **etv media group ltd**

Featured Speaker:

Babs Rangaiah, Global Director, Communications Planning, **Unilever**

Speakers:

Mark Boyd, Content Director & Head of Content, **Bartle Bogle and Hegarty**

Eric Clermontet, Managing partner– Digital Contents, **Tagaro! DDB**

Panos Sambrakos, Executive Creative Director, **OgilvyOne Worldwide, Athens**

12.00-12.30 FRESH TV BRANDED CONTENT

Auditorium A, Level 3, Palais des Festivals

Based on the monthly "The WIT Fresh TV report", Virginia Mouseler, CEO of research company The WIT, will present clips of some of the best branded entertainment from around the world.

Presenter:

Virginia Mouseler, CEO, **The WIT**

12.30-14.00 MIP ACCELERATOR: BRANDED CONTENT LUNCH

Majestic Beach

The growth in advertiser funded entertainment where brands are seamlessly integrated into the content is opening a new era of cooperation between ad agencies, brands, broadcasters and digital media. This MIP Accelerator networking lunch is designed to drive strategic dialogue between senior advertising executives, TV programme directors and production studios bosses. Networking is set-up for 80 executives over a business lunch.

This lunch will feature an introduction by Michael Conrad, Chairman of the Berlin School of Creative Leadership.

Pre-register early to secure your place at:

<http://www.mipworld.com/en/MIPTV/Conferences-events/Matchmaking-networking-events/Branded-Content-Lunch-form/>

Creative Summit: Reinventing Storytelling

14:15-15:10 THE ART OF STORYTELLING ACROSS MEDIA: WELCOME TO THE NEW NARRATIVE

Auditorium A, Level 3, Palais des Festivals

A traditional story has a beginning, a middle and an end. In cross-media, the story can be open-ended, and it can take place on multiple devices, the Internet and even street graffiti. So what new narrative structures would work in this new world? Do we need to develop a new language for storytelling? How will collective creativity get woven into the stories told by professionals? Join an invigorating discussion with the visionaries on the leading edge.

Moderator:

Ferhan Cook, President, **Any Screen Productions Ltd.**

Speakers:

Miles Beckett, Co-Founder and CEO, **EQAL**, Co-Creator and Executive Producer, **lonelygirl15** and **KateModern**

Greg Goodfried, Co-Founder, President and COO, **EQAL**, Co-Creator and Executive Producer, **lonelygirl15** and **KateModern**

Suzanne Stefanac, Director, Digital Content Lab, **The American Film Institute**

Join the discussion at <http://www.reedmidem.com/mipblog/>

Full Speaker information at www.miptv.com

Programme subject to change

15:20- 16:10 THE STORY COMES ALIVE WITH ALTERNATE REALITY GAMES (ARG)
Fusing Drama With Reality: How to develop the most engaging ARG...
Auditorium A, Level 3, Palais des Festivals

Cross-media strategist Brian Hurst, will get under the hood of two leading Alternate Reality Game projects and explore with their creators, what made them so unique and successful, as well as the challenges encountered. The session will explore how real life becomes a medium in which the story evolves, how to skillfully scatter the pieces of the story around the internet, then provide a connective tissue to find it, and finally how to use pull rather than push marketing to draw in the audiences.

Moderator:

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

Speakers:

Susan Bonds, President / CEO / Founder, **42 Entertainment**

Christopher Sandberg, CEO, **The company P**

16.20-16.55 IMMERSIVE STORYTELLING IN VIRTUAL WORLDS
Auditorium A, Level 3, Palais des Festivals

Virtual environments provide new opportunities for immersive storytelling. This uniquely innovative session, led by two award winning interactive media and documentary producers will explore new forms of scripted cinematic events, integration of video within virtual environments and how avatars can create deep emotional engagement, and viewer identity. Projects include: Machinima of Guantanamo Bay and the latest Wall Sickness project in Second Life.

Moderator:

Ferhan Cook, President, **Any Screen Productions Ltd.**

Speakers:

Nonny De La Pena, Documentary and Transmedia Producer, **Pyedog Productions**

Peggy Weil, Professor, **USC SCA Interactive Media Division**

17.00-17.30 CREATIVE COLLABORATION – THE SOUND OF MUSIC
Auditorium A, Level 3, Palais des Festivals

What does conducting Mozart's 9th symphony have in common with leading a million creatives to collaborate on line? How can you tell different stories with the same music? A few lessons may be learned by looking at the experiences of an accomplished Orchestra Conductor! Do not miss this extravaganza!

Conductor:

Itay Talgam, Music Director, **Tel Aviv Symphony**, and Founder, **The Maestro Program**

TUESDAY 31 MARCH

TV BUSINESS

FOCUS ON CHINA
In partnership with 
SARFT

10.45– 11.00 STATE ADMINISTRATION OF RADIO, FILM, AND TELEVISION (SARFT) FEATURED SPEECH
Room Esterel, Level 5, Palais des Festivals

Featured Speaker: **Tian Jin**, Vice Minister, **State Administration of Radio, Film and Television (SARFT)**

**11.05- 12.30 COOPERATION BETWEEN CHINA AND OTHER COUNTRIES
IN TELEVISION PROGRAMMES**
Conference Room Esterel, Level 5, Palais des Festivals

Join the discussion at <http://www.reedmidem.com/mipblog/>

Full Speaker information at www.miptv.com

Programme subject to change

Presentation of successful cases of television cooperation between China and other countries. How the international television industry will work with the Chinese television documentary, television drama and cartoon companies to produce content programming more suitable for both domestic and international markets.

This conference will show how the international TV industry can successfully co-operate with Chinese counterparts to produce content for domestic and global markets.

Moderator:

Xin Liu, Senior News Presenter, **CCTV-9**

Part 1 - 11.05-11.50 CO-PRODUCTIONS WITH CHINA: DOCUMENTARY

Speakers:

Brian Leith, Executive Producer, **BBC Natural History Unit**

David Haslingden, Chief Executive Officer, **National Geographic US & International**, Chief Executive Officer, **Fox International Channels**

Xiao Lin Liu, President, **Beijing Asian Union Culture & Media Investment Ltd**

Ma Run Sheng, General Manager, **China International Television Corporation**

Part 2 - 11.55-12.30 CO-PRODUCTIONS WITH CHINA: DRAMA & ANIMATION

Speakers:

Luca Macciocca, Head of Acquisitions, **RAI SAT s.p.a.**

Denis Olivieri, Animation Producer and Founder, **Les Cartooners Associés**

You Xiao Gang, President & CEO, **Beijing Zhongbei TV Art Center Co.**

Wang Lei, Vice President, **TOONMAX Media & Entertainment Company**

TV PROGRAMMING

13.00-14.15 FRESH TV AROUND THE WORLD

Grand Auditorium, Level 1, Palais des festivals

This renowned MIPTV and MIPCOM special showcase and regular rendez-vous will present a variety of the world's most innovative and most talked about TV shows.

Based on the monthly "The WIT Fresh TV Report" selecting new shows launched in more than 30 markets worldwide, Virginia Mouseler will offer you the freshest programme clips from around the world.

Presenter:

Virginia Mouseler, CEO, **The WIT**

TV FINANCING

14.30-15.45 TV FINANCING: THE BIG PICTURE

Conference Room Esterel, Level 5, Palais des Festivals

Financing both TV productions and your company's development has become significantly more difficult in today's challenging economic environment. MIPTV has brought together a panel of experts from both television and finance to identify the issues facing the industry, and to provide advice on where the opportunities lie.

Moderator:

Neil Blackley, Director, **Ingenious Media**

Speakers:

Lee Bartlett, Managing Director, **ITV Global Content**

Tom Manwaring, Director, Corporate Finance, **Ingenious Corporate Finance Limited**

Jimmy Mulville, Managing Director, **Hat Trick**

Guillaume de Posch, Media Consultant

Robert Stapledon, Senior Commercial Banker, Media Banking, **Coutts**

**16.00-17.30 MIP ACCELERATOR:
MEET THE FILM COMMISSIONS & DEVELOP NEW FUNDS**
Conference Networking Room, Level 5, Palais des Festivals

Are you searching for new sources of production financing? This MIP Accelerator event is designed to introduce TV Producers to Film Commissions from around the world and stimulate production financing. Matchmaking is set-up for 80 executives and will include coffee/tea.

Pre-register early to secure your place at:

<http://www.mipworld.com/en/MIPTV/Conferences-events/Matchmaking-networking-events/Film-Commission-Funding-Accelerator-form/>

Participants:

Naoise Barry, Film Commissioner, **The Irish Film Board**

Alessandra Bergero, President, **Italian Riviera Alpi Del Mare Film Commission**

Michel Brussol, Director, **South of France Film Commission Var**

Hye Chung Eun, Senior Manager, **Korean Broadcasting Institute (KBI)**

Raynald Couturier, Training & Development, **New Brunswick Film Commission**

Monique Simard, Director General of the NFB French Program, **The National Film Board of Canada (NFB)**

Ene Katrine Rasmussen, Head of MEDIA Desk/MA Film Studies, **MEDIA Desk Denmark**

17.45-18.30

ADVERTISING KEYNOTE:



SIR MARTIN SORRELL, CHIEF EXECUTIVE, WPP GROUP

“WHAT SCREENS WILL THEY WATCH AND WHAT WILL BE ON THEM?”

Content distribution and aggregation methods are changing.

Consumers can be reached anytime and anywhere in a multi-screen environment.

What does this mean for advertisers and how will they reach consumers in this newly disrupted landscape?

Sir Martin Sorrell, CEO of WPP, offers his vision for the future of TV and advertising.

Moderated by:

Raymond Snoddy, Media Commentator

Grand Auditorium, Level 1, Palais des Festivals

MIP DIGITAL FORUM Digital Lifestyle & Media Disruption

9.30 – 10.00

KEYNOTE:

"SOCIAL LOCATION & MOBILE MEDIA CONSUMPTION TRENDS"



NIKLAS SAVANDER, EXECUTIVE VICE PRESIDENT, SERVICES, NOKIA
Grand Auditorium, Level 1, Palais des Festivals

Moderated by:

Kate Bulkley, Media Commentator & Journalist

Social connections and social location are changing consumer digital media consumption patterns in new ways. The dimensions of 'people' and 'places' are very likely to become the best indicators and predictors of what digital products we will consume in the future. It is no longer enough to have breadth of offering or scale of distribution for one's content. One must now also consider the critical factor of relevancy and the mobile handset plays a key role in this. Nokia, the world's leading handset manufacturer, will share a vision for new mobile digital lifestyles.

10.10-10.40

DIGITAL LIFESTYLE KEYNOTE:



JEFFREY COLE, DIRECTOR, USC ANNEBERG CENTER FOR THE DIGITAL FUTURE
Grand Auditorium, Level 1, Palais des Festivals

Moderated by :

Kate Bulkley, media Commentator & Journalist

Drawing on eight years of data and insights from a worldwide study in over 20 countries, Jeffrey Cole, will separate myth from reality as he describes how the Internet and mobile technology are changing the fabric of daily life. He will provide useful insights about the future of TV, mobility, broadband usage and about how the new digital channels are being embraced by consumers. The presentation will examine the trends and developments that are likely to occur in the next three to five years.

10.50-11.20

CONNECTED TV KEYNOTE:

THE INTERNET REVOLUTION WILL BE TELEVISED



PATRICK BARRY, VP, CONNECTED TV, YAHOO! INC.
Grand Auditorium, Level 1, Palais des Festivals

Moderated by:

Kate Bulkley, Media Commentator & Journalist

The Keynote will reveal what it takes to bring the best of Web to the TV in a meaningful way and how device, content and technology partners are working together to enable the connected TV ecosystem. Attendees will learn about Yahoo!'s vision for the emerging world of Internet-connected TV—combining the Internet's choice, community, and personalization with the power of television.

11.30-12.30 TELEVISION EVERYWHERE!
Conference Room Esterel, Level 5, Palais des Festivals

Accessing content on all windows, all platforms, all formats, all the time. Users today can access content wherever and however they want; and consumers are looking to engage with new formats of entertainment at multiple touch points. How important is it for broadcasters and content owners to be reaching audiences across all platforms? What factors should be kept in mind when designing new content services and what is the future of multi-platform TV?

Moderator:
Ari Iso-Rautio, Vice President, **Capgemini Consulting**

Speakers:
Thomas Jacques, Director of New Media Strategy and Innovation, **TF1, eTF1 COO**
Philip Jay, Head of New Services, TV Platforms, **BBC FM&T**
Guillaume Lacroix, Director, New Services, Content LoB, **Orange**
Stephen Petheram, Director of Media Services for EMEA & APAC Region, Connected TV Business Group, **Microsoft Corporation**
Kurt Sillen, Vice President, Ericsson Mobility World, **Ericsson AB**

12.45 - 14.00 EXPERIENCE THIS! CONTENT 360 TECHNOLOGY SHOWCASE
Auditorium K, Level 4, Palais des Festivals

Watch the new experience technologies that will create new content forms and new business models: This session will feature some of the latest enabling tools and applications spanning across next generation user interfaces, Augmented Reality consumer electronics, and innovative mobile applications.

Moderator:
Jason Daponte Managing Editor Mobile Platforms, **BBC FM&T**

Speakers:
Daniel Buelhoff, Co-Founder, **sMeet Communications GmbH**
Dale Herigstad, Chief Creative Officer, **Schematic**
Marta Vieira, Director Business Development USA, **YDreams Informatica SA**
Nicole Yershon, Director Innovative Solutions, **Ogilvy Group Uk**

14.15-15.05 MOBILISING SOCIAL MEDIA: POWER OF COMMUNITIES
Conference Room Esterel, Level 5, Palais des Festivals

The global internet giants are all going mobile. However, mobile-only social networks are also rapidly growing their communities. Certain target groups prefer connecting with their friends only on the mobile. In many emerging markets, the mobile internet is the only internet and the mobile community is the only online community. Brands and content owners are invited to attend this session where they will learn about the power of mobile communities, and the business models that can be built around that.

Moderator:
Mitch Lazar, Managing Director, Connected Life Europe, **Yahoo! Europe Ltd**

Speakers:
Erik Kruse, Strategic Marketing Manager, **Ericsson**
Antonio Vince Staybl, CEO & Co-Founder, **itsmy.com, (Gofresh GmbH)**
Pascal Thomas, VP NExT.com, **Orange**

15:10-16:00 MOBILITY & MARKETING 2.0
Conference Room Esterel, Level 5, Palais des Festivals

2008 has been the year where mobile marketing took on a new dimension, with i-Phone and Android. As the smart phone penetration continues to grow, what you can have your phone do, is also taking on a new dimension, from having it drink beer (Carling beer), to play jingle bells (Ogilvy), attract members of the opposite sex (Lynx) and say goodbye to your loved ones at the airport (Motorola/Hyperfactory). Join this engaging session to experience the latest mobile advertising applications that are revolutionizing mobile marketing.

Moderator:

James Cook, Publisher & Editor, **MobiAd News**

Speakers:

Scott Seaborn, Head of Mobile Technologies, **Ogilvy Group UK**

Peter Sells, Head of Mobile Development, **BBH**

John Stoneman, Head of Sales EMEA, **Nokia Interactive Advertising**

16:15-17:15 ON DEMAND TV: POWER OF CHOICE, CONTROL AND PERSONALISATION
Conference Room Esterel, Level 5, Palais des Festivals

As TV viewers are able to personalise their viewing experience, they can choose what they want to watch when, and even purchase it directly from their TV sets. What are the emerging business models, and how are the new revenues shared between brands, entertainment companies, telcos and platform providers? Will entertainment companies and telcos be friends or foes in this new battle for the consumer eyeballs and how will brands take advantage of this new game?

Moderator:

Raymond Snoddy, Media Commentator

Featured Speaker:

Mitchell Berman, Chief Executive Officer & Co-Founder, **ZillionTV Corporation**

Speakers:

Maria Kyriacou, Senior Vice President, New Media Distribution, **Disney-ABC-ESPN Television**

Patou Nuytemans, EAME Digital Director, **Ogilvy Group**

Patrick Ugeux, Vice President Corporate Development, **Chellomedia**

17:30-18:30 MEDIA DISRUPTION IN THE LIVING ROOM
Conference Room Esterel, Level 5, Palais des Festivals

Connected TV, connected game consoles, TV widgets, E-bay on TV, and Internet on TV... all these new developments are surely changing the definition of traditional living room entertainment, what it means to watch TV and play games. Internet and Internet software capabilities are now getting built into TV screens, gaming consoles and DVD players. All of this is enabling new entertainment options in the living room, and opening up new opportunities for advertisers too. Catch the latest developments and discover the future impact on business models.

Moderator:

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

Speakers:

Matt Ackley, Vice President, Advertising, **eBay Inc**

Patrick Barry, VP, **Connected TV, Yahoo! Inc.**

Eric Kim, Senior Vice President, General Manager, Digital Home Group, **Intel Corporation**

Andreea Enache, VP, Games and Digital, **Marvel Entertainment, Inc.**

CONTENT 360 LIVE PITCH SESSIONS

Auditorium A, Level 3, Palais des Festivals

11.20-11.55 INTERACTIVE EDUCATIONAL FORMATS FOR CROSS-MEDIA (partnered by KCC)

How can you combine education and entertainment while benefiting from the power of digital and interactive platforms? Discover the most compelling educational formats ideas for interactive and mobile TV content selected by the Korea Communications Commission from 56 entries covering 23 countries. Three expert jury members will also give their live feedback on these innovative content idea pitches from the Content 360 Finalists.

Moderator:

Prof. Dr. Peter A. Bruck, Head of EUROPRIX, **Europrix Multimedia Awards c/o International Center for New Media**

Jury Members:

Hyechung Eun Ph.D Senior Reseacher, **Korean Broadcasting Institute**

Catherine Warren, Founder & President, **FanTrust Entertainment Strategies**

12.05 – 12.40 ENGAGING TEENS LOCALLY

What new cross media ideas will help encourage today's multi-tasking, multi-platform teenage audiences to develop interest in their local communities in new interactive ways while drawing their focus back to a major national broadcaster? This is the creative challenge raised by the BBC, continuously innovating in how it represents the UK and its nations, regions and communities. In this session, you will discover the three best interactive ideas selected as finalists by BBC commissioners from 48 entries covering 17 countries.

Moderator:

Prof. Dr. Peter A. Bruck, Head of EUROPRIX

Jury Members:

Geoffrey Goodwin, Head of Teens, BBC Switch, **BBC Vision**

Ian Myatt, Executive Product Manager, Nations & Region, **BBC FM&T**

14.00-14.35 ENGAGING WITH WOMEN THROUGH BRANDED CONTENT FOR UNILEVER

What new content ideas can engage women across Web TV, advertiser-funded programmes, viral movies, user-generated content, social networks, video games and events, while seamlessly integrating world-class consumer brands such as OMO, Dove, Lux, Sunsilk, Rexona and Knorr? Get a unique perspective on the future of media and advertising as OgilvyInteractive and consumer products giant Unilever receive the final live pitches from the three branded content ideas they selected from 70 entries.

Moderator:

Morgan Holt, Director, **Huge Entertainment**

Jury Members:

Alex Gulland, Creative Partner, **Ogilvy Entertainment UK**

Patrick Rona, Global Digital Partner, **OgilvyOne Worldwide UK**

Babs Rangaiah, Director Global Communications Strategy, **Unilever**

Alina Santos, Global DIG Vice President, **Unilever**

14.45-15.20 TV ENTERTAINMENT OVER BROADBAND

The rapid growth of TV over Broadband is opening the promise of new creative play-a-long formats that combine the richness of broadcast and the power of broadband to engage modern audiences through interactivity, personalisation, and social media. Discover the three best ideas that have been selected by BBC Commissioners as they receive the final pitch in their search to develop daring new entertainment over Broadband.

Moderator:

Christophe Erbes, Consultant, **Observa Investment Ltd**

Jury Members:

Philip Jay, Head of New Services, TV Platforms, **BBC FM&T**

Victoria Jaye, Multiplatform Commissioning Executive, Entertainment, **BBC Vision**

15.30 – 16.05 INTERACTIVE DOCUMENTARIES ON GREEN ISSUES

Breaking new ground in socially engaged documentaries, the National Film Board (NFB) of Canada placed the environment & digital at the centre of its call for co-production ideas for compelling interactive documentaries with a "green" theme. Experts from the green sphere and production will be present to evaluate the three finalist projects based on their capacity to harness the power of storytelling, capitalise on the multi-platform possibilities, and demonstrate the creative and democratic nature of digital media.

Moderator:

Christophe Erbes, Consultant, **Observe Investment Ltd**

Jury Members:

Rob McLaughlin, Assistant Director, Digital Content and Strategy, **NFB**

Ade Thomas, Managing Director, www.green.tv

16.15-16.50 FACTUAL CONTENT VIA YOUR MOBILE

What will excite and motivate 16- to 34- year-old audiences to get out of their homes and engage with their favourite broadcaster via their mobile phones? This is exactly what BBC Commissioners are looking to decide when receiving the final pitch from the three mobile projects finalists selected from 37 idea submissions. Join the BBC in its live search for innovative formats that include personalised content for one-to-one consumption, 'geo-caching' treasure hunts, stories that unfold over picture messaging, mobile-captured video , GPS, and more!

Moderator:

Christophe Erbes, Consultant, **Observe Investment Ltd**

Jury Members:

Nick Cohen, Multiplatform Commissioning Executive, Factual, **BBC Vision**

Jason Daponte, Managing Editor Mobile Platforms, **BBC FM&T**

17.00- 17.30 ORIGINAL COMEDY FOR MULTIPLE PLATFORMS

What is the next big thing in original online comedy? MSN asks three innovative producers selected from 86 entries to pitch their original ideas to reach an audience of 25- to 35-year-olds unfamiliar with or under-served by MSN and to engage this audience across a multi-platform format integrating MSN's video US platform with at least one of the following: Xbox, MSN Mobile, Media Center PC, IM or Search. Discover creative talent as it reaches to meet the expectations of leading Internet commissioners.

Moderator:

Christophe Erbes, Consultant, **Observe Investment Ltd**

Jury members:

Niko Chauls, Managing Editor, **MSN Video, Microsoft Corporation**

Justin Dewhirst, Head of Programming, **MSN EMEA, Microsoft Corporation**

Sharon Martin, Senior Business Development Executive & Strategic Analyst, **MSN, Microsoft Corporation**

Kimberly Oberg, Sr. Business Development Manager, **MSN, Microsoft Corporation**

MIP DIGITAL FORUM TV, Cross-Platform Gaming and Online Worlds Seminar

09.30-10 10 KEYNOTE: BUILDING AUDIENCE ENGAGEMENT THROUGH CROSS-PLATFORM GAMING



**CINDY ROSE, SENIOR VICE PRESIDENT & MANAGING DIRECTOR,
DISNEY INTERACTIVE MEDIA GROUP EMEA**

In her Keynote, Cindy will discuss how businesses like Disney are working to make the cross platform consumer experience a reality. Through the integration of the videogames, online and mobile businesses and in close partnership with the TV business, Disney is able to create compelling on and offline content that gives children their favourite characters and stories wherever they are and whenever they want them.

Introduced by:

Ferhan Cook, President, **Any Screen Productions Ltd**

Auditorium A, Level 3, Palais des Festivals

10.20-11.20 TV AUDIENCES MEET IN ONLINE GAMES & VIRTUAL WORLDS

Auditorium A, Level 3, Palais des Festivals

The market for online virtual worlds is said to reach 3 billion dollars by 2010. How can content providers capitalise on this trend? Virtual Worlds are not only found in hard-core multiplayer role playing games such as World of Warcraft. They are also being used to create fresh and engaging entertainment for a growing number of younger players by enabling virtual playgrounds. Disney's Penguin Club, Cartoon Networks' MiniMatch are just a few successful examples. The association with a TV channel or a popular programme often provides the traffic, while the immersive experience and community creates the engagement. However, a few pitfalls need to be avoided to enjoy continued growth and monetisation. The experts in this session will show you the way.

Moderator & Chair:

Fred Hasson, Chairman, **European Games Developers Federation**, Executive Director, **Red Bedlam**

Speakers:

Michel Cassius, Director, **Dubit Limited**

Simon Guild, Director, **Bass Rock Media**

Nils Holger Henning, CCO, **Bigpoint GmbH / Bigpoint, Inc**

Cindy Rose, Senior Vice President & Managing Director, **Disney Interactive Media Group EMEA**

11.30 -12.30 "CONNECTED" GENERATION & THE FUTURE OF COMMUNITY ENTERTAINMENT

Auditorium A, Level 3, Palais des Festivals

The "Connected" generation goes online, multitasks, builds communities, and likes to contribute to the game while they are playing. As more and more games open up to input from players, the lines between professional and casual gaming are blurring. What are the dynamics of gaming communities? What will be the impact of UGC, communities and mashups in future of gaming? What can TV Broadcasters learn from gaming pros, while they build cross-platform gaming environments for their audiences?

Moderator:

Fred Hasson, Chairman, **European Games Developers Federation**, Executive Director, **Red Bedlam**

Join the discussion at <http://www.reedmidem.com/mipblog/>

Full Speaker information at www.miptv.com

Programme subject to change

Speakers:

Hilmar Petursson, CEO, **EveOnline**, **CCP Games**

Franck van Oirschot, CCO, **Ex Machina BV**

Catherine Warren, Founder & President, **FanTrust Entertainment Strategies**

12.40 – 13.30 FUTURE OF THE GAMING GENRE IN THE NEXT INTERACTIVE LANDSCAPE

Auditorium A, Level 3, Palais des Festivals

As the old categories of games break down and games begin crossing media, what will replace the old paradigms and how will the game narrative evolve? New visions and models for merging story, interactivity, social networking and user-generated content will be the central focus of this panel.

Moderator:

Matt Costello, Scriptwriter & Games Designer, **Polar Productions Ltd.**

Speakers:

Amit Anand, Founder, **VentureGurus Pte Ltd.**

Guillaume de Fondaumière, Co-CEO, Executive Producer, **Quantic Dream**

Jim Shomos, Writer/ Producer, **Let's Talk Pty Ltd**

13.30-14.30 NETWORKING LUNCH:

FINDING SYNERGIES AND BUILDING THE CROSS OVER DIALOGUE BETWEEN GAMES, TV & ONLINE

Conference Networking Room, Level 5, Palais des Festivals

With ties growing between the Games and TV industries, this MIP Accelerator event is designed to introduce TV & Film content owners with potential partners from games publishing and digital networks.

Open to all participants

15.00-16.15 THE FUTURE OF CONTENT IN A MULTI-PLATFORM WORLD

Auditorium A, Level 3, Palais des Festivals

In this wrap up session, digital content experts will discuss what make great cross platform entertainment, and showcase some cutting edge examples of where multi- platform content is going.

Moderator:

Ferhan Cook , President, **Any Screen Productions Ltd.**

Speakers:

Niko Chauls, Managing Editor, **MSN Video**, **Microsoft Corporation**

Craig Hill, Chairman, **Digital Outlook**

Philip Jay Head of New Service Development, **BBC Future Media & Technology**

Suzanne Stefanac, Director, Digital Content Lab, **The American Film Institute**