

Cartoon Business

23-25 April 2019
Tampere (Finland)



PROGRAMME CARTOON BUSINESS TAMPERE (23-25 April)

Tuesday 23 April

Arrival of participants in the afternoon

19:30 Welcome Dinner at Näsinneula

Wednesday 24 April

9:00 – 9:15 Welcome Words

Yolanda Alonso (Cartoon)

Anna-Kaisa Heinämäki (Vice Mayor of Tampere)

Liisa Vähäkylä (Finnanimation)

9:15 – 10:00 Keynote: Is Kids TV at A Turning Point?

Sarah Muller, has embraced leading positions in kids' content at various TV networks in the UK: As Head of CBBC Acquisition, Animation & Drama Development, then Head of Children's at Channel5. She is now Senior Vice President of Children's and Youth Programming (Western Europe International Networks) at Sony Pictures Television and in charge of linear and AVOD Kids brands and dedicated kids app Pop Fun. At the crossroads of kids' evolving consuming patterns and kids content, Sarah will give her take on how Kids TV can remain central to building the right connections with their audience and which content and services they should offer.

Speaker: Sarah Muller (Sony Pictures Entertainment)

Moderator: John Lomas Bullivant

10:00 – 11:00 Focus on Animation in Finland

Finland has one of Europe's attractive cash rebate for audiovisual productions (25%) and is home to multi-lingual, creative and tech-savvy crews with a thriving game

industry, high-skilled animation professionals and accelerators and VC investors. This session will highlight the panorama of animation and business and creative opportunities offered in the country which was ranked n°1 in the UN's 2018 World Happiness Report.

Speakers: Maija Arponen (Haruworks)

Juha Fiilin (Fiilin Good Films)

Tamsin Lyons (Ink and Light)

Samuli Torssonen (Troll Productions)

Moderator: Tom Carpelan

11:00 – 11:30 Coffee Break

11:30 – 12:15 European Tax Shelters and Incentives for Animation Programmes

An informative session and overview of the Baltic States' and Hungarian cash rebates and incentives which provide interesting co-production models with cash rebates up to 30% on eligible production costs.

Speakers: Laura Almantaité (Cultural and Media Consulting)

Kristel Tõldsepp (A Film Estonia)

Ferenc Varsányi (NMHH Media Council)

Moderator: Christophe Erbes

12:15 – 13:00 What Content does the International Market Want?

The media landscape has changed dramatically to become a more crowded place with a great supply of animation content. Where are the new market opportunities for existing and new shows? Two European-based distributors who have inside knowledge of what buyers and commissioners want, will explain their current policies and choices towards this international market, and look at the rights producers, creators and sellers should keep to maximise exposure and profits.

Speakers: Nadia Chevallard (NeweN Distribution)

Katharina Pietzsch (ZDF Enterprises)

Moderator: John Lomas-Bullivant

13:00 – 14:25 Lunch

14:30 – 15:30 Broadcasters' Challenges and Content Policies

How broadcasters are adapting their acquisition and co-production strategies to remain relevant to kids' viewing patterns today and how they respond to an increasing competitive landscape on their networks will be the focus of this session which will look in particular at how the new demographics and platforms are changing their content policies for kids' programmes.

Speakers: Vicky Schroderus (YLE)

Dr. Irene Wellershoff (ZDF)

Moderator: Christophe Erbes

15:30 – 16:15 Case study "The Heroic Quest of Valiant Prince Ivandoe"

A parody of “Ivanhoe”, this comedy series was created by 2 Danish animators from “The Amazing World of Gumball” and produced by Copenhagen-based Sun Creature Studio and Cartoon Network Europe, one of the few Cartoon Network projects to be produced in Europe – and the first in Denmark. The Danish Film Institute is partially funding the series with Turner EMEA.

Cartoon Network will introduce a new, two-part release strategy with "Ivandoe": as an interactive online game alongside the roll-out of the series on television. This marks the first time Cartoon Network EMEA has developed and launched a new property in this way.

Speakers: Charlotte de la Gournerie (Sun Creature)

Sarah Fell (Turner Broadcasting Systems)

Moderator: John Lomas-Bullivant

16:15 – 16:45 Coffee Break

16:45– 17:30 Attracting Private Investment to Fund and Grow your Business

As public and TV support is more difficult to secure, some animation companies have succeeded to secure private financing from large media and investment groups. How can producers and companies make their IP and business proposition attractive to investors, venture capitalists will be the focus of this session.

Speakers: Timo Argillander (IPR.VC)

Vanessa Chapman (VJC Media & Inflorescent Media)

Moderator: Christian Davin

17:30 – 18:15 MoominValley: Giving a Modern Twist to a Heritage Brand

MoominValley is a new animated TV series based on writer-illustrator Tove Jansson’s much loved stories about the Moomins. Written in 1945, Jansson’s books were successfully adapted into animated TV series and feature films in the past but this new show made in CGI is directed at a family primetime audience, produced exclusively for SKY in collaboration with YLE Drama Department. Marika Makaroff, creative Director and Executive Producer at Gutsy will explain how her new TV series is reviving this classic property, from a funding and creative point of view. COO and Producer at Anima Vitae, Antti Haikala will speak of how the artistic vision has been turned into the final result.

Speaker: Antti Haikala (Anima Vitae)

Marika Makaroff (Gutsy Animations)

Moderator: John Lomas-Bullivant

19:00 – 21:00 Exhibition opening at the Moomin Museum: “The Moomin Animations - Thrills and Cuddles”

Free entrance, programme, drinks and nibbles

21:00 Free evening for participants

Thursday 25 April

9:00 – 9:45 Finding and Funding Your Own Growth Model

Whether small or large, animation houses have an appetite for their shows to go global and use different routes to secure international audiences, the constitution of their own equity rights as growth drivers. The m4e group is an international brand management and media company with a one-stop-shop strategy whereas Giggiebug Entertainment is an IP studio, focused on developing content with multi-platform distribution. Is there a critical size to be internationally visible and what models can be replicated will be the focus of this session.

Speakers: Joe Daris (m4e)

Anttu Harlin (Giggiebug Entertainment)

Moderator: Christophe Erbes

9:45 – 10:45 New Strategic Moves from Producers and Distributors

New developments bear witness to much closer ties between production and distribution houses as distributors get involved in activities that look more like development, production and commissioning. How does it help shows to be more marketable at an earlier stage, attract international partners who know the ongoing competition? Can it interfere with the creativity of producers? These are some of the highlights of this panel discussion.

Speakers: Lionel Marty (APC Kids)

Emmanuèle Pétry Sirvin (Dandelooo)

Moderator: Christophe Erbes

10:45 – 11:15 Coffee Break

11:15 – 11:45 The Challenges of VoD in Europe

A look at the acquisition and original content prospects of VoD services in Europe as they face the competition of global American OTT services and Digital TV. What do they offer that is distinct and attractive to kids and parents alike? And what is the value for animation producers?

Speaker: Nick Walters (Hopster)

Moderator: John Lomas-Bullivant

11:45 – 12:15 Brand Strategies and Consumer Product Developments

Former Senior Vice President of Global Consumer Products at Xilam, Marie-Laurence Marchand has a broad expertise in all aspects of international consumer products and the management of audiovisual properties working directly with broadcasters, new media partners and licensees all around the globe. A unique and solid view on how to bring brands to an all-around global level.

Speaker: Marie-Laure Marchand (International Expert in L&M)

Moderator: Christophe Erbes

12:15 – 13:00 Financial Plans and Co-production Models

Financing and managing the cash flow of co-productions, tapping soft and market money, implementing tax credits and finding the best partner for your co-production model, whether small or large, will be illustrated in practical terms by our 2 speakers.

Speakers: Marie-Josée Corbeil (National Bank of Canada)

Olivier Nomen (New Trails)

Moderator: Christian Davin

13:00 – 14:25 Lunch

14:30 – 15:30 Licensing Programmes to Create Brand Extensions

With so many brands and platforms, figuring out how to build future brands and franchises is challenging but can be very lucrative when it works. But to start, producers need tools to assess the value of their IP, unique selling proposition in order to elaborate the strategic plans and processes that will ensure they generate ancillary revenues.

Speakers: Virginie Sergent (VMS Consulting Projects)

Tuomas Sorjamaa (Ferly)

Moderator: Christophe Erbes

15:30 – 16:00 Coffee Break

16:00 – 16:45 Panel discussion on Public Regional Funds

Public funding for animation programmes is accessible through regional funds like the Nordisk Film & TV Fond for the 5 Nordic countries, the West Finland Film Commission and tax rebate policies. Our 3 speakers will reflect upon the state of public funding opportunities, likely developments as they play an increasing part in the gap financing of audiovisual projects.

Speakers: Petri Kemppinen (Nordisk Film & TV Fond)

Ilka Rahkonen (Business Tampere)

Teija Raninen (West Finland Film Commission)

Moderator: Christian Davin

16:45 – 17:30 Rovio's Growth Drivers

From touchscreen smartphones to newest technologies, Rovio, the Finnish games-first entertainment company whose 'Angry Birds' have invaded the world, is forever innovating and developing new games, releasing animation films, creating theme parks, an animated series in 2020 and Hatch, a new platform for mobile games. The breadth of activities is impressive and financed through games and brand-licensing revenues, an early-adopter mindset and an understanding that competition is fierce - but where is Rovio's competition?

Speaker: Simo Hämäläinen (Rovio Entertainment)

Moderator: John Lomas-Bullivant

19:30 Farewell Dinner at Puisto

Friday 26 April

Departure of participants