

# MIPTV CONFERENCES & MIP ACCELERATORS

WHERE CREATIVITY MEETS BUSINESS

■ KEYNOTES

■ TV BUSINESS

■ MIP DIGITAL FORUM

■ CONTENT 360

## MONDAY 30 MARCH

## TUESDAY 31 MARCH


## WEDNESDAY 1 APRIL

## THURSDAY 2 APRIL

9.00 - 10.15	<b>BREAKFAST SEMINAR: DIGITAL RIGHTS &amp; CREATIVE COMMONS</b> AUDITORIUM K	
10.30 - 11.00	<b>MIP DIGITAL FORUM</b> COMMISSIONING 4 ATTENTION ESTEREL	<b>TV BUSINESS</b> SHOWING THE WAY TO NEW DEALS: INTERNATIONAL CO-PRODUCTIONS AUDI A
11.05 - 11.55	SOCIAL ENTERTAINMENT: BUILDING THE BUZZ FOR AN ONLINE SHOW ESTEREL	<b>CONTENT 360</b> HOW TO PITCH 360 CONTENT? AUDI A
12.00 - 12.45	INTERNATIONAL TV CROSS-PLATFORM STRATEGIES ESTEREL	<b>CONTENT 360 LUNCH</b> Verrière Grand Auditorium
12.45 - 14.00	<b>MIP ACCELERATOR</b> BROADBAND VIDEO BUSINESS MATCHMAKING & LUNCH CONFERENCE NETWORKING ROOM	<b>CONTENT 360</b> FOCUS ON THE MIDDLE EAST C 360
14.00 - 14.45	RAISING FUNDS FOR CROSS-MEDIA PRODUCTIONS - WHAT DOES IT TAKE? ESTEREL	<b>PRIVATE MENTORING DAY</b> MIDDLE EAST MARKET OVERVIEW AUDI A
14.50 - 15.05	RIDING HIGH ON THE ONLINE DISTRIBUTION REVOLUTION ESTEREL	MIDDLE EAST TELEVISION CO-PRODUCTION OPPORTUNITIES AUDI A
15.10 - 15.55	WHAT ARE THE BEST WAYS OF MONETISING CROSS-PLATFORM CONTENT? ESTEREL	
16.00 - 16.45	WHEN WILL ONLINE REVENUES BECOME MEANINGFUL? ESTEREL	
16.50 - 17.30	<b>FEATURED PRESENTATION HBO CASE STUDY: CONSISTENCY IN CREATING ACCLAIMED PROGRAMMING</b> ESTEREL	
17.45 - 18.30	<b>KEYNOTE: "OUR BEST KEPT SECRETS IN 3D"</b> YNON KREIZ, CHAIRMAN & CHIEF EXECUTIVE OFFICER, ENDEMOL GROUP GRAND AUDITORIUM	
19.00 - 21.00	<b>OPENING COCKTAIL &amp; THE INTERNATIONAL DIGITAL EMMY® AWARDS</b> Majestic Hotel	

8.00 - 9.15	<b>BREAKFAST: A SYSTEM FOR EXCELLENT CREATIVE WORK</b> Verrière Grand Auditorium		
9.30 - 10.30	<b>BRANDED ENTERTAINMENT &amp; CREATIVITY KEYNOTES:</b> CHUCK PORTER, CO-CHAIRMAN, CRISPIN PORTER + BOGUSKY CHIEF STRATEGIST, MDC PARTNERS CHRISTOPHE LAMBERT, CO-FOUNDER, BLUE ADVERTAINMENT GRAND AUDITORIUM		
10.45 - 11.45	<b>MIP DIGITAL FORUM</b> CREATIVE SUMMIT	<b>TV BUSINESS:</b> FOCUS ON CHINA	<b>CONTENT 360</b>
10.45 - 11.05	THE ROLE OF BRANDS IN STORYTELLING AUDI A	SARFT FEATURED SPEECH ESTEREL	
12.00 - 12.30	FRESH TV BRANDED CONTENT AUDI A	CO-PRODUCTIONS WITH CHINA ESTEREL	
12.30 - 14.00	<b>MIP ACCELERATOR</b> BRANDED CONTENT LUNCH Majestic Beach	<b>TV PROGRAMMING</b> FRESH TV AROUND THE WORLD GRAND AUDITORIUM	
14.15 - 15.10	<b>REINVENTING STORYTELLING</b> THE ART OF STORYTELLING ACROSS MEDIA: WELCOME TO THE NEW NARRATIVE AUDI A	<b>FINANCE SUMMIT</b> TV FINANCING: THE BIG PICTURE ESTEREL	<b>PRIVATE PITCHING DAY</b>
15.20 - 16.10	THE STORY COMES ALIVE WITH ALTERNATE REALITY GAMES (ARG) AUDI A		
16.20 - 16.55	IMMERSIVE STORYTELLING IN VIRTUAL WORLDS AUDI A	<b>MIP ACCELERATOR</b> MEET THE FILM COMMISSIONS & DEVELOP NEW FUNDS CONFERENCE NETWORKING ROOM	
17.00 - 17.30	CREATIVE COLLABORATION- THE SOUND OF MUSIC AUDI A		
17.45 - 18.30	<b>ADVERTISING KEYNOTE:</b> SIR MARTIN SORRELL, CHIEF EXECUTIVE, WPP GROUP GRAND AUDITORIUM		
19.30 - 23.00	<b>MIP ACCELERATOR</b> DIGITAL CREATIVE PARTY Grand Salon, Carlton Hotel		

9.30 - 10.00	<b>MOBILE MEDIA KEYNOTE:</b> NIKLAS SAVANDER, EXECUTIVE VICE PRESIDENT, SERVICES, NOKIA	
10.10 - 10.40	<b>DIGITAL LIFESTYLE KEYNOTE:</b> JEFFREY COLE, DIRECTOR, USC ANNENBERG CENTER FOR THE DIGITAL FUTURE	
10.50 - 11.20	<b>CONNECTED TV KEYNOTE:</b> PATRICK BARRY, CONNECTED TV, YAHOO! INC.	
11.30 - 12.30	<b>MIP DIGITAL FORUM:</b> MEDIA DISRUPTION TELEVISION EVERYWHERE! ESTEREL	<b>CONTENT 360:</b> LIVE PITCH DAY INTERACTIVE EDUCATIONAL FORMATS FOR CROSS-MEDIA AUDI A ENGAGING TEENS LOCALLY AUDI A
12.45 - 14.00	<b>VIP SPEAKERS' COCKTAIL/ LUNCH</b> Hosted by Ericsson	<b>EXPERIENCE THIS! CONTENT 360 TECHNOLOGY SHOWCASE</b> AUDI K
14.15 - 15.05	<b>MOBILISING SOCIAL MEDIA: POWER OF COMMUNITIES</b> ESTEREL	<b>ENGAGING WITH WOMEN THROUGH BRANDED CONTENT FOR UNILEVER</b> AUDI A
15.10 - 16.00	<b>MOBILITY &amp; MARKETING 2.0</b> ESTEREL	<b>TV ENTERTAINMENT OVER BROADBAND</b> AUDI A
16.15 - 17.15	<b>ON DEMAND TV: POWER OF CHOICE, CONTROL AND PERSONALISATION</b> ESTEREL	<b>INTERACTIVE DOCUMENTARIES ON GREEN ISSUES</b> AUDI A <b>FACTUAL CONTENT VIA YOUR MOBILE</b> AUDI A
17.30 - 18.30	<b>MEDIA DISRUPTION IN THE LIVING ROOM</b> ESTEREL	<b>ORIGINAL COMEDY FOR MULTIPLE PLATFORMS</b> AUDI A
19.00 - 20.00	<b>CONTENT 360 ZAPPING SHOW</b> GRAND AUDITORIUM	
20.30 - 22.00	<b>MIP ACCELERATOR</b> MIP DIGITAL FORUM & CONTENT 360 DINNER Majestic	

9.30 - 10.10	<b>MIP DIGITAL FORUM: TV, CROSS-PLATFORM GAMING AND ONLINE WORLDS SEMINAR</b> <b>KEYNOTE:</b> CINDY ROSE, SVP & MD, DISNEY INTERACTIVE MEDIA GROUP EMEA AUDI A
10.20 - 11.20	<b>TV AUDIENCES MEET IN ONLINE GAMES &amp; VIRTUAL WORLDS</b> AUDI A
11.30 - 12.30	<b>"CONNECTED" GENERATION &amp; THE FUTURE OF COMMUNITY ENTERTAINMENT</b> AUDI A
12.40 - 13.30	<b>FUTURE OF THE GAMING GENRE IN THE NEXT INTERACTIVE LANDSCAPE</b> AUDI A
13.30 - 14.30	<b>MIP ACCELERATOR NETWORKING LUNCH: FINDING SYNERGIES AND BUILDING THE CROSS OVER DIALOGUE BETWEEN GAMES, TV &amp; ONLINE</b> CONFERENCE NETWORKING ROOM
15.00 - 16.15	<b>CONTENT 360</b> <b>THE FUTURE OF CONTENT IN A MULTI-PLATFORM WORLD</b> AUDI A
<i>PROGRAMME AS OF 18 MARCH, 2009 SUBJECT TO CHANGE</i>	
 The world's entertainment content market	