

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

- Monday 4 October 2010

PricewaterhouseCoopers in Conversation with TF1 and BBC Worldwide

Marcel Fenez, PwC's Global Leader for Entertainment & Media, draws from the *Outlook* to outline prospects for the world's broadcasting and media markets for the coming five years. And, within this context, Marcel will then explore how two major media players are tackling this challenging landscape, in wide-ranging interviews with **TF1's** Chairman and CEO, Nonce Paolini, and with John Smith, Chief Executive, **BBC Worldwide**.

Keynotes:

Nonce Paolini, Chairman and CEO, **TF1**

John Smith, Chief Executive, **BBC Worldwide**

Interviewed by:

Marcel Fenez, Global Leader, Entertainment & Media, **PricewaterhouseCoopers**



- Monday 4 October 2010

"The Pillars of the Earth" Co-production Masterclass

Discover a major case study on the innovative development model behind the epic eight-part "The Pillars of the Earth" TV miniseries, premiering on Starz and Channel 4. During this masterclass, both executives will detail how this groundbreaking co-production deal was put together, including a look into the creative financial models and production strategies developed. Discover the process that makes such inspiring programme ideas a reality, from concept to distribution.

Featured Speakers:

Rola Bauer, Partner, Managing Director, **Tandem Communications**

David W. Zucker, President of Television, **Scott Free**

Interviewed by:

Elizabeth Guider, Editor in chief, **The Hollywood Reporter**



- Tuesday 5 October 2010

MIPCOM 2010 Personality of the Year & Keynote Address:

Jon Feltheimer, Co-Chairman and Chief Executive Officer of **Lionsgate**

Interviewed by:

Anna Carugati, Group Editorial Director, **WorldScreen News**

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

Engaging your Audience Through Social Media

Joanna Shields, VP EMEA of **Facebook**

Interviewed by:

David Jenkinson, Editor in Chief & Managing Director, **C21 Media**

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.



- Tuesday 5 October 2010

Building Successful Entertainment Brands

Gene Simmons, Family Jewels & Bob DeBitetto, President & GM, A&E Network and BIO Channel



We are living and working in an extraordinary era for television with more opportunities - and competition - to reach viewers. In this increasingly crowded television landscape, building a strong brand is more important than ever.

Gene Simmons, a founding member of KISS and star and Executive Producer of GENE SIMMONS FAMILY JEWELS and Bob DeBitetto, President and General Manager of A&E Network and BIO Channel, discuss the importance and how to's of building strong entertainment brands from channels to television series.

- Wednesday 6 October 2010

Media Convergence : Reinventing Portals around Online Videos and Tablets

Scott Moore, MSN Executive Producer and General Manager, Microsoft Corporation & Geoff Sutton, General Manager, MSN International Media



Although still a nascent business, online video has seen massive audience growth and growing advertisers interest, enabling global players to experiment locally with various value propositions and payment models. Simultaneous, the creation and adoption of connected tablet devices represents the largest emerging opportunity for digital media publishes. Hear from two leaders of the Web industry how emerging content distribution channels are shifting media consumption and creating new revenue streams.

CONFERENCE PROGRAMME IN CHRONOLOGICAL ORDER

Monday 4 October

//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.

9.45 – 10.45

ENTERTAINMENT MASTER CLASS: HOW TO LOWER THE COSTS FOR EXPENSIVE FORMAT PRODUCTIONS

Back-to-Back and Multi-Territory Co-Productions in the Format Business

Auditorium A

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.

Hosts:

Christoph Fey, Attorney at Law with the media law firm **Unverzagt von Have**, & Director of Studies for the **Entertainment Master Class**

Sara Goldensohn, Head of development, **KANAL 5 AB**

Eivind Landsverk, Program Director, **TVNORGE & FEM**

Ludo Poppe, President, **4mat4media**

Maria Thastum, Head of Entertainment, **SBS TV**

10.50 – 11.50

PRODUCTION INCENTIVES IN FRANCE – Followed by Matchmaking

Conference Networking Room

This session will present concrete information on how to fund new projects and find new sources of financing and co-production models in France. New initiatives were introduced at MIPCOM 2009 including the Tax Rebate Law which has generated new credit for foreign productions shot in France. This rebate, worth 20% of all eligible costs, has been profitable for major productions such as the BBC's "Merlin", "Inception" and "Hereafter" among others. The "Production Incentives in France" workshop will also provide a blueprint for successful co-production ventures set in France.

Moderator:

Marlene Edmunds, Journalist & Media Consultant

Speakers:

John Bernard, Producer, **Peninsula Film**

Patrick Lamassoure, Managing Director, **Commission Nationale du Film France**

Renaud Mathieu, Line Producer, **Firststep**

Nicolas Traube, Producer, **Pampa Production**

Olivier-René Veillon, Executive Director, **Ile de France Film Commission**

12.00 – 13.00

THE FORMATS SUPERPANEL: FORMULAS FOR SUCCESS

Conference Room Esterel, Level 5

What's behind some of the biggest hit formats? Industry experts discuss the process of finding appealing ideas that travel and cost-effective techniques to produce them in multiple territories.

Moderator:

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

Speakers:

François de Brugada, CCO/ EVP Creative & Commercial Affairs, **Banjay**

Rob Clark, President of Worldwide Entertainment, **FremantleMedia**

Michael Davies, President, **Embassy Row**

Alex Mahon, President, **Shine Group**

Tom Toumazis, Chief Commercial Officer, **Endemol Group**

13.15 – 14.15

FRESH TV AROUND THE WORLD – EXCLUSIVE AT MIPCOM!

Grand Auditorium

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

Presented by: **Virginia Mouseler**, CEO, **The WIT**

14.15 – 15.15

TRANSMEDIA CONTENT SHOW & TELL

Auditorium A, Level 3

Transmedia storytelling is engaging audiences worldwide across multiple devices & locations.

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

Moderator:

Gavin McGarry, President, **Jumpwire Media LLC**

Speakers:

Mathieu Ferland, Transmedia Senior Producer, **Ubisoft Entertainment**

Assassin's Creed is one of the most popular videogame series of the VG industry. Discover Ubisoft's high ambition and unique "in-house" process to convert this successful videogame IP into a global entertainment IP.

Brian Seth Hurst, CEO, The Opportunity Management Company, Inc.

The Conspiracy For Good is a global movement for change created by Tim Kring, the creator of one of the world's most successful internationally renowned entertainment brands, "Heroes". A narrative mythology dating back to the 2nd century, the story plays out across both traditional media and new media platforms including smart phones, tablets and PCs. Combining rich narrative, music, participation, commerce and philanthropy across multiple platforms, The CFG creates a new game-changing genre of entertainment called "Social Benefit Storytelling".

Jean-François Rodriguez, VP Games and Transmedia, Orange

With Orange, dive into the world of Fanfan2, a web/mobile transmedia story experience extending the sequel of a popular novel by Alexandre Jardin. Follow the real time characters' whimsical adventures, interact with them and engage in social and romantic games aiming at adding a touch of fantasy to their own daily life ! Discover a new way to experience stories over screens with Orange.

Jody Smith, Cross Platform Commissioner, Drama, Comedy & Entertainment, Channel 4

Misfits is a comedy drama that follows five outsiders on community service, who inherit special powers after a freak storm. Alongside the six-part TV drama, the story was told via social media, games and webisodes that added depth and new angles to the main narrative. Misfits won the BAFTA for Best Drama Series earlier this year.

14.30 – 16.00

MEET THE FILM COMMISSIONS & MEDIA FUNDS– Followed by Matchmaking

Conference Networking Room

This conference & networking event will highlight the current activity of a selection of international film commissions. They will be given the opportunity to present MIPCOM participants with the necessary tools to fund new projects and uncover new sources of financing.

Each international film commission will have ten minutes each to introduce their activity and their major incentives to an audience of international producers, all looking for the best locations to film their future productions.

The presentations will be followed by an interactive Q&A session which will encourage networking between the Film Commissions and the audience.

Click here if you would like to apply to attend the Meet the Film Commissions & Media Funds Conference:

<http://www.mipworld.com/en/mipcom/programme/matchmaking-networking-events/meet-the-film-commissions-and-media-funds/>

Chair:

Patrick Lamassoure, Managing Director, **Commission Nationale du Film France**

Speakers:

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

Arie Bohrer, Film Commissioner, **Film Austria/Austrian Independent Film Producers**

Sanna Kultanen, Project Manager, **Film Location Finland (Poem Foundation)**

Rafal Orlicki, Vice Director, **Krakow Film Commission**

Florencia Stivelmaher, Director of Operations, **Government of Buenos Aires City**

15.15 – 15.50

INTERNATIONAL CO-PRODUCTION MASTERCLASS FEATURING "THE PILLARS OF THE EARTH"

Conference Room Esterel

Tandem Communications' Rola Bauer and Scott Free Television president David W. Zucker will present a major case study on the innovative development model behind the epic eight-part "The Pillars of the Earth" TV miniseries, premiering on Starz and Channel 4. During this masterclass, both executives will detail how this groundbreaking co-production deal was put together, including a look into the creative financial models and production strategies developed. Discover the process that makes such inspiring programme ideas a reality, from concept to distribution.

Moderator:

Elizabeth Guider, Editor in chief, **The Hollywood Reporter**

Featured Speakers:

Rola Bauer, Partner and Managing Director, **Tandem Communications GmbH**

David W. Zucker, President of Television, **Scott Free**

16.00 – 17.30

PRICEWATERHOUSECOOPERS' INDUSTRY OUTLOOK, IN CONVERSATION WITH TF1 AND BBC WORLDWIDE

Grand Auditorium

The pace of consumers' migration to new digital platforms is running well ahead of the industry's expectations—and yet, according to **PricewaterhouseCoopers'** annual industry bible, the *Global Entertainment & Media Outlook 2010-2014*, non-digital revenue streams will still account for two thirds of total global spending in 2014. Is the shape of the recovery becoming any clearer? Which platforms are driving revenue growth, and how do broadcasters and content producers position themselves for success in the developing digital value chain? Marcel Fenez, PwC's Global Leader for Entertainment & Media, draws from the *Outlook* to outline prospects for the world's broadcasting and media markets for the coming five years. And, within this context, Marcel will then explore how two major media players are tackling this challenging landscape, in wide-ranging interviews with **TF1's** Chairman and CEO, Nonce Paolini, and with John Smith, Chief Executive, **BBC Worldwide**.

Interviewer:

Marcel Fenez, Global Leader, Entertainment & Media, **PricewaterhouseCoopers**

Keynotes:

Nonce Paolini, Chairman and CEO, **TF1**

John Smith, Chief Executive Officer, **BBC Worldwide**

18.00-19.30

MIPCOM WORLD PREMIERE TV SCREENINGS: "MAD MEN" AND "RUNNING WILDE"

Grand Auditorium

*Doors open at 17.45

Join this premium showcase presenting an unaired episode from the 4th season of Lionsgate's smash hit drama "Mad Men." MIPCOM's exclusive screening will welcome cast members of the acclaimed series which won the 2010 Emmy® Award for Outstanding Drama Series and Outstanding Writing for a Drama Series. Created and executive produced by Matthew Weiner, "Mad Men" airs in over 100 countries worldwide and is broadcast in the United States by AMC where the 4th season launched in July 2010 to stellar ratings.

Following the pilot debut at this year's recent LA Screenings, the premiere will be preceded by the first international preview of the second episode of Lionsgate's new romantic comedy, "Running Wilde." From the Emmy Award-winning creator and the star of the critically acclaimed FOX series, "Arrested Development," "Running Wilde" stars Will Arnett ("Arrested Development," "30 Rock") as Steve Wilde, a filthy-rich, immature playboy trying desperately to win (or buy) the heart of his childhood sweetheart, Emmy Kadubic (Keri Russell, "Waitress," "Felicity"), the über-liberal humanitarian who got away – all told through the perspective of a 12-year-old girl.

Open to all MIPCOM Participants

MIPCOM OPENING COCKTAIL

19.30 Onwards – Martinez Hotel

Tuesday 5 October

9.00 – 10.15

NEW DYNAMICS FOR PROGRAMME DISTRIBUTION TO THE MIDDLE EAST

Breakfast Session

Palm Square Restaurant, 1 Allée de la Liberté, Cannes

The Middle East market has over 400 TV channels, yet remains elusive to many programme distributors outside the region. Join this conference breakfast and networking session to get an overview of the latest developments and hear first-hand from some of the Middle East's leading buyers how the dubbing is now opening new business for Turkish, Latin American, US and European Programme owners to Arab Broadcasters.

Moderator:

Nabil Kazan, President, **K&Partners Inc (TV Services Mena)**

Speakers:

Badih Fattouh, Head of Programming (Arabic Content), **MBC Group**

Bassam Hajjawi, President/CEO, **International Distribution Agency and Near East Productions Studios**

Fadi Ismail, Group Director of Services, **MBC Group**

Adib W. Khair, General Manager, **Sama Art Production**

Tewe Pannier, Managing Partner, **GTV**

BRANDED ENTERTAINMENT

9.00 – 14.00

VIP BRANDED ENTERTAINMENT SUMMIT

Majestic Hotel, By Invitation

MIPCOM is organising an invitation-only half-day think tank conference for 50-60 senior executives from the Branded Entertainment arena. Brands, ad agencies, producers broadcasters, social media and digital platforms will meet together during MIPCOM 2010 for a top level discussion on strategic issues connected with "The Business of Branded Content".

A series of short stimulus presentations will be programmed throughout the Summit. Each one will be followed by a full Q&A session to encourage debate and interactivity, and aims to cover all of the major issues below:

- What kind of entertainment (genre, format, etc) makes sense? Given the objective, intended audience and budget? What are the trends? What's next?
- What kind of advertising objectives can Branded Entertainment achieve?
- The economics of branded content deals and how financing works.
- Understanding the value of branded entertainment and how it can be measured.
- Successfully working with agencies and building the right teams to support content-centered programmes.
- Why creativity is even more important for successful branded productions.



Moderated by:

Kate Bulkley, Columnist & Media Commentator

9.30 – 10.15

BUILDING SUCCESSFUL ENTERTAINMENT BRANDS

Grand Auditorium

We are living and working in an extraordinary era for television with more opportunities - and competition - to reach viewers. In this increasingly crowded television landscape, building a strong brand is more important than ever.

Gene Simmons, a founding member of KISS and star and Executive Producer of GENE SIMMONS FAMILY JEWELS and **Bob DeBitetto**, President and General Manager of A&E Network and BIO Channel, discuss the importance and how to's of building strong entertainment brands from channels to television series.

Moderator:

Peter White, Deputy Editor, **TBI Magazine**

Keynotes:

Gene Simmons, Family Jewels

& **Bob DeBitetto**, President & GM, **A&E Network and BIO Channel**

SPOTLIGHT ON AUSTRALIA

10.30 – 10.50

OPENING KEYNOTE: GLOBAL LAUNCH OF TRANSMEDIA PROJECT "SMASHCUT" BY "NED KELLY" DIRECTOR GREGOR JORDAN AND THE PROJECT FACTORY DIRECTOR GUY GADNEY

Auditorium A

This world exclusive keynote presentation will kick-off the Australia Spotlight with the official launch of ground breaking project SmashCut, co-produced by award winning Australian film director Gregor Jordan and transmedia specialists The Project Factory.

Director/screenwriter of Ned Kelly, Two Hands and Buffalo Soldiers among others, Gregor Jordan is one of the most creative thinkers in Australia content production and will be in conversation with the Director of The Project Factory Guy Gadney.

Keynote:

Gregor Jordan, Director / Screenwriter, **Ned Kelly**

Interviewed by:

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

11.00 – 12.45

WHAT'S GOING ON DOWN UNDER

Auditorium A

Chaired by **Marcus Gillezeau**, Executive Producer, **Firelight Productions**

- **Case Study 1: Cross Platform Content & Alternative Revenue Streams**

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.

Speakers:

Mike Conway, Managing Director, **The Wiggles**

Ross Crowley, Director of Programming, **Foxtel**

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

Jarod Green, Creator of **Beached Whale**/Director **Radical Love**

- **Case Study 2: 360 Programming – The Producer and The Broadcaster**

Chaired by **Marcus Gillezeau**, Executive Producer, **Firelight Productions**

Part 1: Storytelling versus Brand: what makes Global power-house formats such as the X Factor resonate?

Speaker: **Ian Hogg**, CEO, **FremantleMedia Australia Pty Ltd**

Part 2: Developing content in a multi-platform environment

Speaker: **Kim Dalton**, Director of TV, **Australian Broadcasting Corporation**

- **Case Study 3: Australia's Broadband Future**

A look at new and innovative entrants to IPTV market and how traditional communications companies are reinventing themselves and embracing content.

Speakers:

Andrew Lambert - General Manager Content Acquisition & Strategic Partnerships, **Telstra**
Lauren McLaughlin, Director of Content & Interactive Partnerships, **FetchTV Pty Ltd**

13.00-14.30

SPOTLIGHT ON AUSTRALIA LUNCH

C. Beach Restaurant, La Croisette – By Invitation

14.45 – 16.00

WORKING WITH AUSTRALIA WORKSHOP & MATCHMAKING EVENT

Conference Networking Room

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.

Screen Australia will launch Australia's new international co-production guidelines during the workshop.

Moderator:

Defrim Isai, General Manager ID&P, **South Australia Film Corporation**

Hosts:

Fiona Cameron, Executive Director Strategy and Operations, **Screen Australia**

Tania Chambers, Chief Executive, **Screen NSW**

Emma Humphreys, PR Manager, **Tourism Australia**

Jane Roscoe, Network Programmer, **Special Broadcasting Services Corporation**

Jenni Tosi, General Manager Industry, Development & Investment, **Film Victoria**

14.45 – 15.20

KEYNOTE - ENGAGING YOUR AUDIENCE THROUGH SOCIAL MEDIA

Grand Auditorium

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.

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

Moderator: **David Jenkinson**, Editor in Chief & Managing Director, **C21 Media**

BRANDED ENTERTAINMENT

15.30 – 16.30

BRANDED ENTERTAINMENT SUMMIT: HEAR FROM THE THOUGHT LEADERS

Open to all MIPCOM Participants, Conference Room EstereI

Much of the time, branded entertainment fails to live up to its full potential. In many cases, its message is peripheral to a brand advertisers' central marketing expression. Branded Content also presents ongoing creative challenges for content producers and media distributors (TV-Digital-Online).

But in a world in which capturing, curating and monetizing audience attention is the holy grail, come hear how professionals from both the advertisers and the entertainment industry are taking steps to make Branded Entertainment a vibrant and thriving business.

The session, following MIPCOM's first Branded Entertainment Summit, features a panel of producers, advertisers and agencies who will discuss the major findings and present some exclusive case studies of innovative branded content.

Moderator:

Kate Bulkley, Columnist & Media Commentator

Speakers:

Cameron Death, SVP and GM, **NBC Universal Digital Studio**, USA

Dominique Delpont, CEO, **Havas Media**, France

Robert Friedman, President, Media and Entertainment, **@radical.media**, US

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

Peter Tortorici, President, **GroupM Entertainment**, UK

Marcus Vinton, Founder & Chief Creative Officer, **Publicis Entertainment**, UK

16.45 – 17.30

2010 PERSONALITY OF THE YEAR KEYNOTE ADDRESS

Grand Auditorium

Jon Feltheimer, Co-Chairman and Chief Executive Officer of **Lionsgate**

Interviewed by: **Anna Carugati**, Group Editorial Director, **World Screen**

Jon Feltheimer is being recognised for his leadership at the helm of Lionsgate, for driving creative productions and developing award-winning TV programmes, 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.

18.30-20.30

PRODUCERS' COCKTAIL

Vegaluna Beach Restaurant

Wednesday 6 October

//THE CONNECTED EXPERIENCE//

Launched by "Connected Experience Keynote" presented by Scott Moore, MSN Executive Producer and General Manager, Microsoft Corporation & 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.

8.00 – 9.15

THE NEW CONTENT & MEDIA ECOSYSTEM BREAKFAST

Verrière Grand Auditorium

Moderator:

Leyla Neyman, Managing Partner, **Seneschal Neyman**

Telecom Carriers: Enablers and new Consumption Networks.

The digital revolution is one of the greatest disruptions of all time. With disruption new supply chains will emerge and with new supply chains new distribution networks are born. New viewing patterns are emerging but one thing is clear; the eyeballs, be them fixed or mobile, remain hungry for content wherever, whenever.

Come and hear a new perspective from the technology and new distribution side of things.

Speaker:

Andres Jordan, Vice President, Innovation, **Deutsche Telekom North America**

An introduction to UltraViolet – Bringing Digital Entertainment to Light

UltraViolet is the brand name for the system for interoperable, user-friendly electronic sell-through (EST) content, products and services being enabled by the DECE consortium. Tim Wright of Sony Pictures will give an introduction to the UltraViolet offering for consumers and discuss the opportunities and advantages for companies across the entertainment industry to take part in UltraViolet.

Speaker:

Tim Wright, Director of Technology, **Sony Pictures Europe**

9.30 – 10.15

MEDIA CONVERGENCE: REINVENTING PORTALS AROUND ONLINE VIDEOS AND TABLETS

Conference Room Esterel

Although still a nascent business, online video has seen massive audience growth and growing advertisers interest, enabling global players to experiment locally with various value propositions and payment models. Simultaneously, the creation and adoption of connected tablet devices represents the largest emerging opportunity for digital media publishes. Hear from two leaders of the Web industry how emerging content distribution channels are shifting media consumption and creating new revenue streams.

Keynote:

Scott Moore, MSN Executive Producer and General Manager, **Microsoft Corporation**

Geoff Sutton, General Manager, **MSN International Media**

Moderator:

Kate Bulkley, Columnist & Media Commentator

10.15 - 11.30

PRICEWATERHOUSECOOPERS STRATEGY FORUM: THE FUTURE MEDIA ORGANISATION

Verrière Grand Auditorium

By invitation only

Led by partners from PricewaterhouseCoopers, this exclusive, high-level strategy forum will give senior executives the opportunity to explore with PwC how, under intense pressure to secure long term revenue streams, media companies can find ways to monetise their content in the digital world -- fast. Having concentrated on cost reduction strategies to survive the recession, many companies find themselves with operating models that do not allow them to take advantage of changes in an industry in which consumers are demanding content anytime, anyplace, anywhere.

Forum participants will explore:

- Which operating models can media companies adopt to ensure they remain agile, strong and competitive, ready to take advantage of changing consumer demands?
- What specific steps should companies be taking to ensure they can take advantage of this changing competitive landscape?

To request an invitation, please click here: <http://www.mipworld.com/en/mipcom/programme/matchmaking-networking-events/pricewaterhousecoopers-strategy-forum/>

Speakers:

Phil Stokes, UK and EMEA Leader, Entertainment & Media, **PwC**, and **David Lancefield**, Partner, **PwC**

10.30 – 11.30

THE IMPACT OF CONNECTED TV ON THE MEDIA INDUSTRY

Conference Room Esterel

It's been talked about for awhile now but 2010 marks the year when the majority of new TVs sold will have the ability to connect to the internet and pay TV operators are also firing up Net-capable connections. YouTube and Facebook are now vying for screen time with the latest telenovelas and big entertainment shows. In fact many programmes are adding social media capabilities to connect their audiences in real-time. All this means scripts and business models are changing but how big a part will widgets and apps be as marketing tools for programme recommendations? And what does the connected TV mean for content owners in terms of rights and revenues?

Moderator:

Kate Bulkley, Columnist & Media Commentator

Speakers:

Shirlene Chandrapal, Director of Yahoo! Connected TV – Europe, **Yahoo Europe LTD**

Gidon Coussin, Co-Founder & VP of Global Business Development, **Boxee, Inc.**

Lesley Mackenzie, Group Digital Officer, **LOVEFiLM.com**

Jim Packer, Co-President, **MGM Worldwide Television**

Phd Vassilis Seferidis, Director, European Business Development, **Samsung Electronics Europe**

11.30 – 12.30

ONLINE VIDEO: TO PAY OR NOT TO PAY

Conference Room Esterel

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 and how will the content be monetised? The mantra of ad-supported, 'free' content is giving way to paid or hybrid models but what are the keys to success? Content owners need to be available across multiple platforms, but how can content be adapted well and cheaply so that hybrid business models will work?

Moderator:

Kate Bulkley, Columnist & Media Commentator

Speakers:

Michael Comish, CEO, **Blinkbox Entertainment Ltd.**

Duccio Donati, Executive Vice President, **Comcast International Media Group**

Dan Marks, Head of New Media, **ProSeibenSat.1**

Lawrence Tanz, President, **VUGURU LLC**

NEW! THE ASIAN CONTENT EXCHANGE

Hosted by: **Virginia Mouseler**, CEO, **The WIT**

10.30-11.15

SCREENING

Auditorium K, Level 4

A special "Fresh Asian Content" presentation of the hottest new documentaries, dramas and formats from China, Japan and Korea - presided by The WIT's Virginia Mouseler.

11.15-12.45

MATCHMAKING

Conference Networking Room, Level 5, Palais des Festivals

This matchmaking session offers the opportunity for interested parties to meet the companies behind the “Fresh Asian Content” screenings, secure content rights, and connect with potential new partners’ ties within the world’s fastest growing region

Pre-registration required.

On site admission welcome if space allows.

12.45-14.15

DIGITAL & VIP SPEAKER LUNCH

Majestic Hotel, Salon Croisette

THE NEW PUBLISHING REVOLUTION AND THE IMPACT OF APPS

INTRODUCTION: The New Publishing Revolution Seminar

Dawn of New Creativity for Convergent Publishing

The Wednesday afternoon sessions will focus on the unlimited potential of emerging content production and distribution channels offered by the new smart phones and tablets coming on the market. Broadcasters, book publishers, newspaper and magazine publishers and brand owners are rapidly embracing this new medium for marketing as well as interactive education and entertainment. This seminar will feature some of the key players for the new publishing ecosystem and provide all that you need to know before embarking on your own Apps publishing business.

14:30-16:00

RICH MEDIA APPS FEST: iPad APPS SHOWCASE

Auditorium A

Chair and Host:

Ferhan Cook, Publisher MobiAdNews/President, **Any Screen Productions Ltd.**

The new Apple iPad has definitely taken the industry by the storm. There are already 250,000 apps that work on the iPad with over 2 million iPads on the market. New hardware and software features are sparking new creativity, and constant live updating capabilities provide new transaction revenue opportunities.

This session will showcase the latest and most innovative iPad apps for Brands, Books, Newspapers, Childrens Edutainment, and Reference content.

Expert Panel:

Daniel Efergan, Digital Creative Director, **Aardman Animations Ltd**

Pasa Mustafa, Global Head of Original Digital Productions, **Endemol Group**

Patrice Slupowski, VP Digital Innovation and Communities, **Orange**

Case Study:

Learn how Channel 4 is working in partnership with producers to publish, market and distribute new apps.

Speaker:

Jen Topping, New Media Commissioning Manager, **Channel 4**

16:10-17:15

SMART PHONE AND TABLET PUBLISHING: CASE STUDIES

Best practices for creating and distributing successful apps on smart phones and tablets.

Chair and Host:

Ferhan Cook, Publisher MobiAdNews/President, **Any Screen Productions Ltd.**

- **FEATURED PRESENTATION: A Book Publisher's Perspective**

A case study of how leading publisher Penguin is embracing Apps publishing

Speaker:

Anna Rafferty, MD of Digital Publishing, **Penguin Books**

- **Case Study 1 : Production Perspective**

How do you optimise development for different smart phone platforms: iPhone, Android, RIM, Symbian etc. How much does it cost to create a rich media app? What are the ways to optimise development costs? Practical cross platform app production tips and pitfalls to avoid.

Speaker:

Shaun Barriball, Managing Director, **Mobile IQ**

- **Case Study 2 : New Licensing Deals**

You are a content producer. How do you make partnership and distribution deals with publishers and App stores? What do these deals look like? How is the pie divided?

Speaker:

Dan Witters, Managing Director, **KIWA Media UK**

- **Case Study 3 : App Store Perspective**

Now everyone is an App publisher and everyone has to distribute through the App Stores. However, there is still fragmentation as there is a different App Store for each development platform. Learn how App Stores work, and how they differ from internet and other traditional distribution channels? How can publishers optimise their presence in App Stores?

Speaker:

Cédric Thomas, OVI Store Manager, **Nokia France**

17.30 – 18.30

SUPERPANEL: CAN RICH MEDIA APPS GENERATE SIGNIFICANT DIGITAL REVENUES?

Auditorium A

Hear the leaders of the new publishing ecosystem discuss the emerging business models, and the future of the Apps business as 50 or more tablets come to market. Is platform fragmentation a challenge or an opportunity? Do Apps compliment or cannibalise the existing content business? Can App revenues eventually cover their development costs and yield new profits? What are the emerging revenue models beyond advertising and sponsorship? What are the most effective methods of marketing Apps?

Moderator:

Ingrid Silver, Partner, **SNR Denton LLP**

Speakers:

John Jelley, Producer, HD and Digital Strategy and Development, **Sky News, BSkyB Ltd**
Hemant Madan, Head of Developer Marketing, Vodafone Internet Services, **Vodafone Group**
Sonnia Park-Dionisio, Senior Manager, Digital Distribution, **Walt Disney Company**
Michael Schneider, CEO, **Mobile Roadie LLC**
Richard Titus, Managing Director, **Octavian Ventures**

18.30 – 19.30

NEW PUBLISHING ECOSYSTEM NETWORKING EVENT & COCKTAIL

Conference Networking Room

//THE CONNECTED EXPERIENCE//

10.00- 11.00

WORKING WITH YOUTUBE: TALES FROM THE DIGITAL FRONTIER

Auditorium K

YouTube celebrated its fifth birthday this year. In that time it has gone from a couple of people working over a rat-infested pizzeria to the largest video platform in the world where two billion videos are watched every day. A content offering that started out as teenagers with webcams now has more than 1000 professional content providers – including everything from the major record labels to international sports bodies to terrestrial broadcasters. This panel will bring together content creators and distributors, from small indies to major broadcasters, to discuss how they are using YouTube and where it fits within their strategy. It's an opportunity to learn what works, what doesn't and what's next on the world's largest digital video platform.

Introduced by:

Patrick Walker, Director of YouTube Partnerships, EMEA, **YouTube**

Speakers:

Franck Bywalski, Founder, **X-Treme Video**

Gregory Dray, Director, International Business Development, **Lagardère Active**

Andrea Portante, Marketing and Business Development, **Rai New Media**

11.15-12.30

CONTENT EVERYWHERE: THE RIGHTS DILEMMA

Auditorium A

Content is now appearing on a huge variety of platforms and for longer periods of time, but how do producers and broadcasters maximize these opportunities? How do they make sure that they are creating value, harnessing windows to help raise production funding and get the most out of commissioning budgets under huge financial pressure? What are the problems with having content everywhere and what effect does this have on broadcasters, audiences and producers? The session also reveals the findings of the first comprehensive report into the economic and audience impact of windowing between broadcast channels in the UK.

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

Moderator:

Jonathan Webdale, Editor, **C21 Media**

Speakers:

Andrew Baker, Managing Director, **Rights.tv**

Alan Handel, President, Executive Producer, **Handel Productions Inc.**

Richard Kingsbury, Channel Head of Good Food and Yesterday, **UKTV**

Ali Vahdati, Managing Director, **Digital-i**

12.45-14.15

CONNECTED EXPERIENCE NETWORKING LUNCH

Conference Networking Room

14.30-16.00

MIPCOM CROSS-MEDIA WRAP-UP SESSION

Auditorium A

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.