



Eurovision Children & Youth Experts

The Eurovision Children & Youth Experts are invited to look into the present and future of children's programming, the fil rouge this year being "What's up Kids?". They will receive interesting insights on the rise of Gen Z, on market trends and on audience habits and the way these evolve. The pitching session will be presented and animated by the broadcasters themselves and participants will have a children & youth proud to present session showcasing some of the most original, innovative and successful programmes that were broadcast on their channels in 2009.

Day 1: 22 April 2010

9:30 – 10:00 **WELCOME SPEECH + WHO'S WHO**

Speaker:

Julien Borde, Children & Youth Experts Group Chair

10:00 – 11:30 **WHAT'S UP KIDS? (PART 1)
THE RISE OF GEN Z**

Speaker: Jayne Charneski / The Intelligence Group

11:30 – 11:45 *Coffee Break*

11:45 – 13:00 **WHAT'S UP KIDS? (PART 2)
NAAOW: THE WEB PLATFORM FOR THE NEW ANIMATION TALENTS**

Speakers:

Patrick Eveno, CITIA
Philippe Jacot, EBU

13:00 – 14:30 *Lunch*

14:30 – 16:00 **PITCHING SESSION**

Moderator: Julien Borde

16:00 – 16:15 *Coffee Break*

16:15 – 17:30 **WHAT'S UP KIDS? (PART 3)
STRONG CONTENT FOR GROWING TV CONSUMPTION**

Speakers: Alexandre Callay and Amandine Cassi / Eurodata TV Worldwide

17:30 **END OF DAY 1**

19:30 *Welcome drinks and dinner party, Schweizerhof*

Day 2: 23 April 2010

09:00 – 11:00 **WHAT'S UP KIDS? (PART 4)**

Speaker and moderator: Christophe Erbes

11:00 – 11:15 *Coffee Break*

11:15 – 12:15 **HIGHLIGHTS OF EBU PROJECTS**

- **Magic Circus**
- **Animation**
- **Exchanges/Collections**
- **Prix Jeunesse / Maya Götz**

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12:15 – 13:15 **"BEST OF" PROUD TO PRESENT**

Moderator: Christophe Erbes

13:15 – 13:30 **WRAP-UP AND CONCLUSION, BY JULIEN BORDE**

13:30 – 14:15 *Lunch*

14:15 **END OF MEETING**
