

Eurovision Children & Youth Executives



The Eurovision Children & Youth Executives are invited to participate in various interactive sessions, offering new tools and insights into quality programming and developing new technologies. Apart from the traditional Pitching Session, the 2008 edition will focus on the various aspect of the Content and a whole session will be dedicated to MMOGs developed by Members. On the last two days, the participants will screen the latest documentary and drama series. The Eurovision Children & Youth Executives have been sharing successful drama and documentary series for more than 40 years, winning numerous prizes worldwide.

Day1 - 5 May 2008

12:00 – 13:30 *Lunch*

13:30 – 14:00 **WELCOME SPEECH + WHO'S WHO**

Speaker: Cathy Spierenburg, Children & Youth Executives Group Chair

14:00 – 16:00 **CROSSMEDIA² SESSION**

EBU CrossMedia²: an overview of the cross-media landscape in European public Television.

Speakers: Nicoletta Iacobacci and Anne Brochot, Eurovision Interactive TV

Case Study: Wakfu: When TV meets Online Gaming

Speakers: "Tot" (Anthony Roux), creator of "Dofus Universe" and Aton Soumache, CEO of Method Films

Highlights from the study on global non-linear (VOD...) strategies for children

Speaker: Juliette Delfaud and Laure Joslet, Cap Gemini

Session Producer: Julien Borde, France 3

16:00 – 16:15 *Coffee Break*

16:15 – 18:15 **PITCHING SESSION**

18:30 **END OF DAY 1**

20:30 *Welcome drinks and dinner party, Seehotel Hermitage*

Day2 - 6 May 2008

09:00 – 11:00 **NEW RELEASES: HIGHLIGHTS ON EBU PROJECTS 2007**

Animation: Gawayn (Screening of 2 episodes)
TOM: series 2 on air, Tom publishing
The Animals of Farthing Wood DVDs

**Exchanges/
Collections:** Animals in Danger
Youth News Exchange
Erfurt Exchange
Drama and Documentary Series

Green on Air: Update on project

Kids Sports News

11:00 – 11:15 *Coffee Break*

11:15 – 13:00 **PANEL DISCUSSION ON THE THEME: CONTENT IS KING!**

Panellists: Jesse Cleverly, Head of Co-Production and Acquisitions Drama and Animation Department, BBC Children's
Jean-Philippe Doutrelugne, VP Cherry Picking
Jean-Philippe Randisi, VP and MD of Nickelodeon & Viacom Consumer Products
Aton Soumache, CEO Method Films

Session Producer and Moderator: Cathy Spierenburg

Sponsored by



Official ETS 2008 Sponsors & Suppliers



Eurovision Children & Youth Executives



The Eurovision Children & Youth Executives are invited to participate in various interactive sessions, offering new tools and insights into quality programming and developing new technologies. Apart from the traditional Pitching Session, the 2008 edition will focus on the various aspect of the Content and a whole session will be dedicated to MMOGs developed by Members. On the last two days, the participants will screen the latest documentary and drama series. The Eurovision Children & Youth Executives have been sharing successful drama and documentary series for more than 40 years, winning numerous prizes worldwide.

SESSION 1: THE OBJECTIVES by Cathy Spierenburg

Introduction: The importance of content in this media landscape
Definition of Objectives, questions regarding objectives

SESSION 2: HOW TO IMPLEMENT CONCEPTS by Jesse Cleverly

What is the role of the broadcaster (BBC in this case)?
What kind of organisation do we need?
Different platforms, Cross and multimedia

Open discussion with the panellists and the public

13:00 – 14:15 *Lunch*

SESSION 3: PARTNERS by Jean-Philippe Doutrelugne and Aton Soumache

Point of view of the different partners : In house partners, production companies, publishers...
Examples: tbc

Open discussion with the panellists and the public

15:30 – 15:45 *Coffee Break*

SESSION 4: COMMUNICATION & MARKETING by Jean-Philippe Randisi

The licensing lifecycle (example : Dora the Explorer)

Open discussion with the panellists and the public

Wrap-up and Conclusion, by Cathy Spierenburg

17:00 – 17:30 **Best Drama and Documentary from the 2007/2008 Series**

17:30 **CLOSING**

Sponsored by



Official ETS 2008 Sponsors & Suppliers

