

 **8.00 - 10.00 // WELCOME BREAKFAST**

10.00 - 10.10 // INTRODUCTION

 **10.15- 10.45 // SMASHING THROUGH THE SCREEN: HOW TO REWIRE TELEVISION FOR THE NEW WORLD ORDER**
Cindy Gallop, Founder & CEO, IfWeRanTheWorld ; ex BBH New York


Followed by meet the speakers

 **10.50 - 11.20 // HOLLYWOOD'S BIGGEST NEW MEDIA COMPANY IS COMPLETELY VIRTUAL**
Allen DeBevoise, MACHINIMA, interviewed by Robert Tercek

Followed by meet the speakers

 **11.30 - 12.30 // SPEED CONSULTING WITH THE DIGITAL COMMISSIONERS OF THE WORLD (ZDF, Radio-Canada, BBC,...)** Pre-registration required

 **11.30 - 12.30 // VIDEOS THAT CREATE GLOBAL BUZZ For MSN**

CONTENT 360 

Followed by meet the nominees & the jury

 **12.30 - 14.00 //  CANADIAN MEDIA FUND SNACK & SCREEN**
Screen the best innovative content from CANADA

 **14.15 - 14.45 // ARE BRANDS THE TRUE INNOVATOR ?** And how to crowd-source the best online talents?
Andrew Osterday, Coke Zero & Frédéric Levron, Ogilvy

Followed by meet the speakers

 **14.45 - 15.45 // CREATIVITY STARTS IN THE CODE**
An introduction to coding by **DECODED** Pre-registration required

 **15.00 - 16.00 // NEW TRANSMEDIA CONCEPTS IN FICTION**
CONTENT 360

Followed by meet the nominees & the jury

 **16.00 - 16.20 // DESIGN THINKING: USABILITY IS WHAT MATTERS MORE THAN ANYTHING ELSE**
And how it's affecting content creation.

Followed by meet the speakers

 **16.30 - 17.00 // BRINGING MOTION & TV TOGETHER - The Kinect effect**

 **16.30 - 17.00 // INNOVATION SEMINAR**

 **17.00 - 17.25 // THE CONTENT & THE MONEY ARE IN THE DATA**
Analytics at the heart of the TV business

Followed by meet the speakers

 **17.30 - 17.50 // NEW WAYS TO RAISE MONEY**
With the brands, with the crowd, with Digital Media

Followed by meet the speakers

 **FROM 20.00 // MEET THE GEEKS & THE BLOGGERS DINNER**

TV HACK DAY: 48 HOURS OF REAL TIME INNOVATION

INNOVATION ALLEY: TRY OUT THE CUTTING-EDGE TECH DEMOS

in Content Discovery - Second Screen - Video Techs (holograms, augmented reality, 3D) - Ecommerce - Science Fiction (Brain controlled media, face recognition...)



mipcube

architects of the future

Visionary talks, competitions, workshops & networking:
MIPcube is the innovation lab for the future of TV

-  **Visionary Talks**
-  **Workshops**
-  **Networking**
-  **Competitions**
-  **Showcase**

 **8.30 - 9.00 // GAMIFY YOUR BREAKFAST**

Drink a coffee with someone new

 **8.30 - 9.00 // INNOVATION SEMINAR**

 **9.05 - 9.35 // FINANCING THE TECHS OF THE FUTURE**

Trends in investment from a visionary VC

Followed by meet the speakers

 **10.00 - 11.00 // TRANSMEDIATIZE YOUR STORY WITH TRANSMEDIA PRODUCERS**

*Guy Gadney, THE PROJECT FACTORY, Australia
Toby Moores, SLEEPYDOG, UK
Ian Ginn, HUBBUB MEDIA, Netherlands. And more...*

 **9.40 - 11.00 // MIPcube LAB Opening**

Shared industry & VC's views

**MIPcube LAB Start-up pitches
Session 1**

 **11.00 - 12.10 // THE TRENDS IN AUGMENTED CONTENT**

Ed White, CONTAGIOUS

Followed by meet the speakers

 **11.15 - 12.15 // PRODUCING FOR YOUTUBE SUCCESS**

YouTube Creator's Playbook master class for producer

11.10 - 13.00 // DIGITAL MINDS SUMMIT (VIP invite only/ Majestic)

 **12.15 - 12.45 // Post-SOPA Mash-up debate**

 **12.15 - 12.45 // INNOVATION SEMINAR**

 **12.40 - 14.00 // DMS LUNCH**

 **14.00 - 14.50 // WHY TODAY'S RISING STAR WOULD RATHER MAKE IT BIG ON YOUTUBE**

Internet breed video stars - *Danny Zappin & Lisa Donovan founders of MAKER STUDIOS, interviewed by Robert Tercek*

Followed by meet the speakers

 **15.00 - 15.45 // NEW APPS YOU WON'T BE ABLE TO WATCH TV WITHOUT**

 **15.00 - 16.00 // MIPcube LAB**

Start-up pitches - session 2

 **16.15 - 16.45 // HOW MUST-SEE TV IS NOW MUST-TWEET TV**

Tony Wang - TWITTER General Manager UK

 **16.45 - 17.30 // CREATING NEW WAVE CINEMA 2.0 WITH THE WEB TECHS**

Vincent MORRISSET, web-friendly director and founder of AATOAA

 **16.45 - 17.25 // GAMIFICATION**

Mash-up

 **17.30 - 18.00 // THE WOMEN ARCHITECT OF THE FUTURE AWARD**

Followed by meet the speakers

 **18.05 - 18.45 // TV HACK DAY WRAP UP**

Discover original interactive projects developed in 48 hours

 **FROM 21.00 // PARTY & AWARD CEREMONY / CONTENT 360/ MIPcube LAB/ TV HACKDAY**