

Programme of Conferences & Events

Sunday 1 – Wednesday 4 April 2012 - Palais des Festivals, Cannes

MEDIA MASTERMIND SERIES

SUNDAY 1 APRIL



Peter Vesterbacka,
CMO and Mighty
Eagle, **Rovio**, Finland



Jean-Briac Perrette,
Chief Digital Officer,
Discovery Communications,
USA



Anthony Bay,
Vice President,
Amazon.com,
USA

MONDAY 2 APRIL



Jersey Shore Keynote Showcase:

Featuring cast members **Deena Nicole Cortese** (photo left) and **Vinny Guadagnino**, (photo left), **Chris Linn**, EVP of Programming and Head of Production, **MTV** and **Caroline Beaton**, Senior Vice President, International Programme Sales, **Viacom International Media Networks**



Fashion Star Keynote Showcase:

Elle Macpherson, Executive Producer & Host, **Fashion Star**, USA
Ben Silverman, Founder & Chairman, **Electus**, USA
Chris Grant, CEO, **Electus**, USA

MONDAY 2 APRIL

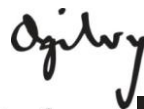


Josh Sapan,
President and Chief Executive Officer,
AMC Networks Inc.,
USA



Jonathan Mildenhall,
VP, Global Advertising Strategy And
Content Excellence,
The Coca-Cola Company,
USA

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PROGRAMME IN CHRONOLOGICAL ORDER:

SUNDAY 1 APRIL

10.00-10.15 DIGITAL DEALS
CONNECTED DEVICES & CONNECTED AUDIENCES
Location: Esterel

The battle for the audience is in full swing as everyone from pay-TV operators to TV set-makers is offering multiple services on a multitude of devices from PCs to connected or smart TVs and tablets to phones and game consoles. On which devices are audiences seeing your programmes and, most importantly, who is in control of the connected device experience?


State of the Market: Connected Devices & Connected Audiences

Tom Morrod, Senior Principle Analyst, TV and Broadcast Technology, **IHS SCREEN DIGEST**, UK  [@tommorrod](#)

10.15-11.15 DIGITAL DEALS
WHO'S CONNECTING TO YOUR AUDIENCE NOW?
Location: Esterel


Now that viewers can connect to services as diverse as Netflix and Lovefilm to Sky Go, what do audiences really want to see and how are the biggest players delivering that to them?

Moderator


Kate Bulkley, Media Commentator and Journalist, UK  [@katecomments](#)

Speakers

Christian Bombrun, Deputy Managing Director, M6 Web, **M6**, France

Emma Lloyd, Director of Emerging Products, **British Sky Broadcasting**, UK  [@bskybpress](#)

Peter Mercier, Senior Director, Content Acquisition & Strategy, **Microsoft**, UK

Daniel Saunders, Director of Content Services, **Samsung Electronics Europe**, UK  [@danieljsaunders](#)

MEET THE SPEAKERS SESSION!

An opportunity to benefit from one-on-one meetings with the MIPTV speakers is a unique chance to network with top industry professionals and ask the questions only they can answer. Don't forget your business cards!

10.00-11.15 KIDS & ANIMATION
THE GLOBAL ANIMATION MARKETPLACE:
The Big Picture
Location: Audi A

Find out what kids are watching around the world with an in-depth study of the worldwide consumption trends unveiled by Eurodata TV Worldwide. International execs from the animation market will take part in a discussion about global hits, local sensations and key success stories.

Introduction

Amandine Cassi, Head of Research, **Médiamétrie / Eurodata TV Worldwide**, France  [@Amandin3](#)

Programme & speakers information as of 19 March, 2012. Please visit www.miptv.com for regular updates

Moderator

Christophe Erbes, Author and Consultant, **Media (C)nsulting**, France

Speakers

Kay Benbow, Controller Cbeebies, **BBC**, UK

Jules Borkent, SVP, Programming and Acquisitions, Nick International, **Viacom International Media Networks**, USA

Michael Carrington, SVP, Chief Content Officer EMEA, **Turner Broadcasting Systems**, UK

From 11.15 **KIDS & ANIMATION**

Coffee Break offered by MFG Filmförderung Baden-Württemberg

Location: Foyer Audi A

Come and meet MFG, the Film Fund from Baden-Württemberg supporting coproductions.

11.00-12.00 THE PITCH DOCTOR'S GUIDE TO PRACTICAL PITCHING

Location: Producers' Hub

Pitching is something that we all have to do at one time or another. Maybe you've had some training; maybe you've just picked it up as you've gone along. But one thing that most of us know for sure is that, when we've lost a pitch, it was because we overlooked something simple. We took the pitch for granted or we thought that we had it in the bag. In short, when you lose a pitch, it's rarely because of your product or the market — it's because you didn't take care of the basics.

In this session, Paul Boross, aka The Pitch Doctor, shares his practical, real-world experience, gained from working with some of the top names in the business and media industries, to ensure that you make the most of the opportunities presented by MIPTV 2012.

Speaker

Paul Boross, The Pitch Doctor, **Big Sky**, UK



11.30-12.30 **KIDS & ANIMATION**

THE GLOBAL ANIMATION MARKETPLACE:

New Studios from Malaysia

By registration

Location: Audi D

Access to new global players from Malaysia and meet some of the most innovative creators from Asian studios.

Presenter

Mohd Naguib Razak, Director General, **National Film Development Corporation Malaysia (FINAS)**, Malaysia

Speakers

Edmund Chan, Managing Director, **Animasia Studio Sdn Bhd**, Malaysia

Wong Cheng Fei, CEO, **Lemon Sky Animation Sdn Bhd**, Malaysia

Leon Tan, Executive Director, **Tripod Entertainment Sdn Bhd**, Malaysia 

[Click here to register](#)

11.30-12.30 KIDS & ANIMATION

THE GLOBAL ANIMATION MARKETPLACE:

New Studios from Philippines

By registration

Location: Audi C

Access to new global players from Philippines and meet some of the most innovative creators from Asian studios.

Speakers

Juan Miguel del Rosario, President & CEO, **ToonCity Animation**, Philippines

Michael Kho Lim, Executive Director, **Animation Council of the Philippines, Inc.**, Philippines

[Click here to register](#)

11.30-12.45 DIGITAL DEALS

MIPCube: THE INNOVATION SHOW

Location: Grand Audi

Take a look at the emerging talents that will disrupt TV!

Join this special session to get a glimpse of key game changing innovations featured at MIPCube during 2 days of high-level networking and live learning ahead of MIPTV.

- **Visionary Talks:**

The Future of TV in all its forms shared by leaders and key players of the new TV ecosystem.

Featuring:

Sandrine Dufour, EVP Innovation and Deputy CFO, **Vivendi**

Geoff Sutton, General Manager, **MSN**

International Media Group

Interviewed by:

Robert Tercek, President, **General Creativity**, USA

- **MIPCube Competitions Showcase:**

Highlighting emerging talents and new technologies

The MIPCube Lab

The 1st start-up competition tightly integrated with the industry and its issues.

Featuring the head of the MIPCube Lab jury:

Dr Ralph Eric Kunz, Managing Partner & Founder, **Catagonia Capital**, Germany

Content 360

> **Videos That Create Global Buzz Challenge**, the competition to find the best web series, in partnership with MSN.

Featuring: **Geoff Sutton**, General Manager, **MSN International Media Group**

Programme & speakers information as of 19 March, 2012. Please visit www.miptv.com for regular updates

> **New Transmedia Concepts in Fiction**, the competition to find the best concepts mixing techniques to enriching the story and the user experience.

Featuring: **Fabienne Fourquet**, Director of Digital Content, **Canal+**, France

The 1st TV Hack Day

48 Hrs of live creation where programmers and designers focused on exploring the next generation of TV- related applications and content interaction.

Featuring: **Louisa Heinrich**, Group Director/ Strategy, **Fjord**

12.15-13.00 HOW TO MIP IT!

Location: Producers' Hub

In cooperation with the Entertainment Master Class

The Untold Secrets revealed by John Gough, Entertainment MasterClass's Head of Programme.

Speaker

John Gough, Head of Programme, **Entertainment Master Class**, Germany

12.45-13.45 **KIDS & ANIMATION**

THE GLOBAL ANIMATION MARKETPLACE:

New Studios from Korea

By registration

Location: Audi D

Access to new global players from Korea and meet some of the most innovative creators from Asian studios.

Moderator

Park Byongho, Marketing Manager, **Korea Creative Content Agency**, Korea

Speakers

Mun Ho Choi, General Manager, **DPS**, Korea

 [@CHOIMUNHO](https://twitter.com/CHOIMUNHO)

Sara Kyungwon Han-Williams, President, **Pixtrend** and Vice President, **Neon Pumpkin**, Korea

Jarin Sohn, Manager, **Synergy Media**, Korea

[Click here to register](#)

12.45-13.45 **KIDS & ANIMATION**

THE GLOBAL ANIMATION MARKETPLACE:

New Studios from China

By registration

Location: Audi C

Access to new global players from China and meet some of the most innovative creators from Asian studios.

Moderator

Kristian Kender, Research Director, **CMM Intelligence**, China

Speakers

Sean Chu, VP, Ciwen Kids + Ciwen Rights, **Ciwen Media Group**, China

Lena Ni, Director of Distribution, **Fantawild Animation**, China

Rose Zhang, Marketing Director, **Global Digital Creations Holdings**, China

[Click here to register](#)

13.00-14.00 FRESH TV: EXCLUSIVE AT MIPTV

Location: *Grand Audi*

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

Speaker

Virginia Mouseler, CEO, **The WIT**, France [@TheWitFreshTV](#)

14.10-15.30 DIGITAL DEALS

THE NEW TV PLAYERS: *The Interview series*

Location: *Esterel*

Featuring 20 minute back-to-back interviews showing the how some of the biggest companies are changing, as well as how video is delivered and monetized across digital devices and platforms. How is the move to more personalized and socialized video experiences offering new opportunities for monetization and engagement.

Kate Bulkley, Media Commentator and Journalist, UK [@katecomments](#)

Interviews:

14.10-14.30

Christian Witt, Strategic Partner Development Manager, Google TV, **Google**, Germany

14.30-14.50

Karla Geci, Strategic Platform Partnerships, **Facebook**, UK

14.50-15.10

Blair Day, VP Strategy, **MySpace**, USA

15.10-15.30

Jed Simmons, Director, Head of Original Programming, YouTube EMEA, **YouTube**, UK

14.30-16.00 THE FILM COMMISSIONS' FEATURE

Discover production incentives from around the world

Location: *Producers' Hub*

Featuring:

- **Cote d'Azur Film Commission: Evelyne Colle**, Director of Film

- **MFG, the German Film Fund from the Baden Württemberg Region:** **Andreas Trautz**, Manager of the Animation Media Cluster & **Oliver Zeller**, Head of Production
- **Rabat Film Commission:** **Abdelhaq Mantrach**, President

14.30-15.30 **KIDS & ANIMATION**

LIVE ACTION! MUST-SEE TV FOR KIDS:

Discover the hottest new shows from around the world!

Location: Audi A

After Hannah Montana and High School Musical, kids watch more and more live action across a number of genres including sitcom, fantasy, telenovelas. Discover what are the new trends with the Eurodata TV Worldwide report and hear from a panel of international execs discussing some of the most interesting international success stories in live action programming.

Introduction

Amandine Cassi, Head of Research, **Médiamétrie / Eurodata TV Worldwide**, France  [@Amandin3](#)

Moderator

Christophe Erbes, Author and Consultant, **Media (C)nsulting**, France

Speakers

Marc Buhaj, SVP Original Programming, **The Walt Disney Company**, USA

Nina Hahn, SVP Production & Development, **Nickelodeon International**, UK

Bob Higgins, EVP Kids & Family Entertainment, **FremantleMedia**, UK

Nigel Pickard, CEO MEAA, UK Kids and Family, Zodiak Media, **Zodiak Rights**, UK

MEDIA MASTERMIND KEYNOTE SERIES

Location: Grand Audi



15.45-16.15


Peter Vesterbacka

CMO and Mighty Eagle

Rovio

Finland

Hear the man who drives Rovio's marketing and brand strategy and discover how the company behind the worldwide phenomenon Angry Birds is bringing mobile digital content to all screens globally, and strengthening its activities in broadcast media, merchandising, publishing and services.

Interviewed by **Nic Newman**, Digital Strategist, **Nic Newman & Associates**, UK  [@nicnewman](#)



16.20-16.50

Jean-Briac Perrette

Chief Digital Officer

Discovery Communications

USA

Jean-Briac (JB) Perrette is in charge of extending Discovery's unrivaled non-fiction content library to the multi-platform universe. At MIPTV, Perrette will discuss his strategy for creating value for Discovery's audience, brands and clients by developing enlightening digital experiences that drive engagement on all screens. Prior to joining Discovery, Perrette spent 11 years with NBCUniversal, most recently as President, Digital and Affiliate Distribution and Content Distribution Strategy.

Interviewed by **Stewart Clarke**, Editorial Director, **Informa Telecoms & Media**, UK



17.00-17.40

Anthony Bay

Vice President

Amazon.com

USA

Learn more about how Amazon.com is leading the digital media space in a keynote addressed by the giant retailer's vice president.

Interviewed by **Kate Bulkley**, Media Commentator and Journalist, UK [@katecomments](https://twitter.com/katecomments)

16.00-18.00 DRAMA COPROXCHANGE

THE SUMMIT

Location: Majestic Hotel

By Invitation only

MIPTV introduces its first invitation-only forum for the international drama co-production community kicking off a programme of MIPTV conferences highlighting groundbreaking international co-productions and unveiling major broadcasters' programming strategies for the coming year.

The Drama CoProExchange Summit brings together 50 commissioners, producers and deal-brokers involved in co-production at its highest levels for two hours of semi-structured networking.

Participants:

Jemma Adkins, Senior Vice President, TV Sales & Co-Productions - Scripted, **BBC Worldwide Americas**, USA; **Eleanora Andreatta**, Head of Fiction, **RAI**, Italy; **Peter Benedek**, Co-Founder, Board Member, **United Talent Agency**, USA; **Piv Bernth**, Producer / Head of Drama, **Danish Broadcasting Corporation**, Denmark; **Raffaella Bonivento**, Executive Drama International Production, **RT s.p.a (Gruppo Mediaset)**, Italy; **Pascal Breton**, President, **Marathon Images**, France; **Bettina Brinkmann**, Head of Entertainment, Fiction & Arts, **European Broadcasting Union**, Switzerland; **Claude Chelli**, President, **CAPA Drama**, France; **Guido de Angelis**, President, **DAP Italy**, Italy; **Tobias de Graaff**, Director of Global Television Distribution, **ITV Studios Global Entertainment**, UK; **Joel Denton**, Co - Managing Director, **Red Arrow Entertainment**, UK; **Julien Dewolf**, Head of Drama and International Co-Productions, **M6 - Metropole Television**, France; **Ben Donald**, Executive Producer - International Drama, **BBC Worldwide**, UK; **Nathalie Drouaire**, International Co-Funding & Drama Development, **FremantleMedia Enterprises**, UK; **Jonas Fors**, CEO, **Tre**

Programme & speakers information as of 19 March, 2012. Please visit www.miptv.com for regular updates

Vanner, Sweden; **Sophie Gigon**, Head of International Drama and Series Coproductions, **France Televisions**, France; **Marianne Gray**, Executive Producer/Producer, **Yellow Bird**, Sweden; **Michael Hjorth**, Executive Producer, **Tre Vänner Produktion AB**, Sweden; **Virve Indren**, Programme Coordinator, **MEDIA Programme of the European Union**, Belgium; **James Kearney**, Agent, **United Talent Agency**, USA; **Alexander Keil**, Executive Producer International Co-Production, **ProsiebenSat.1**, Germany; **Philipp Kreuzer**, Vice President of Co-Production and Acquisitions, **Global Screen**, Germany; **Philippe Maigret**, CEO, **Endemol Studios**, USA; **Gina Matthews**, Producer and Co-President, **Little Engine Productions**, USA; **Anne Mensah**, Head of Drama, **BSkyB**, UK; **Des Monaghan**, Executive Chairman, **Screentime**, Australia; **Lucinda Moorhead**, Agent-TV Lit, **United Talent Agency**, USA; **John Morayniss**, CEO, **Entertainment One Television**, Canada; **Susanne Mueller**, Head of Coproductions and Development, **ZDF Enterprises**, Germany; **Michael Murphy**, former Chief Executive, **Windmill Lane Entertainment**, Ireland; **Tim Phillips**, Agent, **United Talent Agency**, USA; **Michael Prupas**, President, **Muse Entertainment**, Canada; **Rob Pursey**, Managing Director, **Touchpaper Television**, UK; **Guillaume Renouil**, Producer, **Elephant & Cie**, France; **Tone C Rønning**, Commissioning Editor drama and arts indep., **NRK**, Norway; **Antony Root**, Executive Vice President, Original Programming and Production, **HBO Central Europe**, Hungary; **Pierre Saint André**, Fiction Unit, **Canal+**, France; **Grant Scharbo**, Producer and Co-President of Little Engine, Writer, **Little Engine Productions**, USA; **Ole Sondberg**, Executive Producer, **Yellow Bird**, Sweden; **Angie Stephenson**, SVP Programming, Co-Production & Acquisition, **BBC Worldwide Productions**, USA; **Jeff Tahler**, SVP, Acquisitions & Development, Global Content, **FremantleMedia Enterprises**, USA; **Nicolas Traube**, Chairman, **Pampa Production**, France; **Letizia Trunfio**, Project Advisor, Support for Independent Producers (TV Broadcasting and i2i), **MEDIA Programme**, Belgium; **Frank Van Passel**, Creative Director, **Caviar Films**, Belgium; **Simon Vaughan**, Executive Producer/Managing Director, **Lookout Point**, UK; **Christian Vesper**, Executive Producer, **Sundance Channel**, USA; **Trevor Walton**, Executive Director - Commissioned and Scripted, **CBC**, Canada; **Eric Welbers**, Managing Director Sales and Acquisitions, **Beta Film**, Germany; **Christian Wikander**, Head of Drama and Entertainment, **Swedish Television**, Sweden; **Klaus Zimmermann**, CEO, **Atlantique Productions**, France; **Carmi Zlotnik**, Managing Director, **Starz**, USA.

18.00-19.30 TITANIC CENTENARY GALA SCREENING EVENT

Location: *Grand Audi*


The screening of the first episode of the major international mini-series Titanic will be hosted by distributor ITV STUDIOS Global Entertainment and Lookout Point.

Written by Julian Fellowes, the international co-production has already been sold in more than 80 countries. Produced by Nigel Stafford-Clark (Bleak House, Warriors) and Chris Thompson (Love Actually, The No.1 Ladies Detective Agency), the four hour mini series is scheduled to broadcast from March/April 2012, to coincide with the 100th anniversary of the sinking of the Titanic.

Following the screening, Fellowes, who won an Oscar for Gosford Park (2001) and an Emmy Award for Downton Abbey (2010), will take part in a Q&A session on the stage of the Grand Auditorium. He will be accompanied by leading cast members, who will also be attending the MIPTV 2012 Opening Party Red Carpet on Sunday evening.

MONDAY 2 APRIL**8.15-9.15 BRAZILIAN TV INDUSTRY OPPORTUNITIES: THE NEW PAY TV LAW***Location: Producers' Hub****In association with the Brazilian TV Producers' Association***

Pay TV market will change the Brazilian audiovisual scenario: known as "Pay TV Law", the Law Number 12.485, approved by the President Dilma Roussef at the end of last year and now regulated by the National Film Agency (Ancine) enables the Telcos to provide Pay-TV service and also sets forth minimum mandatory shares for independent Brazilian production in Pay TV. It's estimated a demand of 2.000 hours of new audiovisual content and an investment of U\$230 million per year in the sector. José Mauricio Fittipaldi, an expert in regulatory law specialized in the media and entertainment sectors, will introduce the new law to the international audience and explain how foreign players may make business in Brazil in this new scenario.

*Speaker***José Mauricio Fittipaldi**, Partner, **Cesnik, Quintino e Salinas Advogados**, Brazil  [@jmfitti](https://twitter.com/jmfitti)**9.30-10.30 AN HOUR WITH CCTV9: MEET THE DECISION MAKERS***Location: Audi K****Hosted by CCTV – 9***


Top executives of the CCTV Documentary Channel introduce the current status of its acquisitions and co-productions projects. Trailers of several key series will be shown at the session. Representatives from BBC and ITV GE share their experience of working with the CCTV Documentary Channel.

*Moderator***Jianxin Zhang**, Translation Editor, English Section, **CCTV Documentary Channel**, China*Speakers***Wen Liu**, Managing Director, **CCTV Documentary Channel**, China**Ming Luo**, Vice President and Editor-in-Chief, **CCTV**, China**Yan Zhou**, Deputy Managing Director, **CCTV Documentary Channel**, China**9.30-10.30 DRAMA COPROXCHANGE
CASE STUDIES: SCANDINAVIA***Location: Audi A*

The Nordic territories--Sweden, Denmark, Norway, Finland and Iceland-- have been co-producing with each other for a half century. They are now moving out into the international playing field as never before, especially in drama. In this workshop, major Scandinavia co-production players unveil how they work with international partners and what financial and creative incentives can be and are being tapped.


*Moderator***Marlene Edmunds**, Consultant & Journalist, France  [@gumsockjourn](https://twitter.com/gumsockjourn)

Speakers

Piv Bernth, Producer / Head of Drama, **Danish Broadcasting Corporation**, Denmark  @PivPvb

Michael Hjorth, Executive Producer, **Tre Vänner Produktion AB**, Sweden

Tone C Rønning, Commissioning Editor drama and arts indep., **NRK**, Norway

Christian Wikander, Head of Drama and Entertainment, **Swedish Television**, Sweden  @cwikander

9.30-10.45 **BRANDED ENTERTAINMENT**

LANDSCAPE REVIEW & BEST OF BRANDED ENTERTAINMENT SCREENINGS

Location: *Esterel*

An introduction on the advancements of the industry over the past year, followed by a showcase of the best in branded entertainment from around the globe, showing an incredible diversity of how brands use content effectively.

Speakers

Tom Bowman, VP Strategy and Sales Operations, **BBC Worldwide**, UK  @TomKBowman

Andrew Canter, CEO, **BCMA**, UK  @thebcma

Doug Scott, President, **Ogilvy Entertainment**, USA  @dougscottgilvy

10.00-11.00 **FACTUAL & DOCUMENTARY: THE CO-PRODUCTION BOOT CAMP**

Location: *Producers' Hub*

“Co-production” can mean many different things: from formal treaty co-productions to financial collaboration, from pre-buys to international versioning. Two experts share their creative and business knowledge, offer their “do’s and don’ts”, answer the questions you really want to ask, and help to unscramble the mysteries of factual and documentary co-production.

Speakers

Pat Ferns, President/Executive Producer, **Ferns Productions Inc.**, Canada  @patferns

Ove Rishøj Jensen, Web Editor and Film Consultant, **EDN - European Documentary Network**, Denmark  @ednedn

FOLLOWED BY MENTORING ONE ON ONE

10.45-11.30 **DRAMA COPROXCHANGE**

CREATIVES SPEAKING

Location: *Audi A*

One of the most successful British TV writers ever, Paul Abbott has a long track record of making must-see television. The writer and creator of series such as *Shameless*, *State of Play*, *Exile* and *Clocking Off* talks about his work to date, his creative process and the highly anticipated new project, *Hit and Miss*.

The high-concept, provocative drama stars Golden Globe® winner and Academy Award® nominee Chloë Sevigny, who plays Mia, an assassin with a big secret: she's a transsexual woman. Her life is sent in to a tailspin when her terminally ill ex-girlfriend reveals Mia fathered a son 11 years ago. Faced with a difficult decision, she becomes the guardian to a new family, a choice that forces her to mix her killer instincts with her newly acquired maternal ones.

Hit and Miss is the latest project to come out of FremantleMedia Enterprises' first look distribution deal with Paul Abbott's production and development company AbbottVision.

Programme & speakers information as of 19 March, 2012. Please visit www.miptv.com for regular updates

Moderator

Stewart Clarke, Editorial Director, **Informa Telecoms & Media**, UK

Speakers

Paul Abbott, Writer / Producer, **Abbott Vision**, UK

Ana Garanito, VP Global Content & Director of Scripted Programming, EMEA & APAC, **FremantleMedia Enterprises**, UK

10.50-11.40 **BRANDED ENTERTAINMENT**
FINDING THE RIGHT PLATFORM

Location: Estere1

Experts will present a series of case studies looking at some of the most innovative branded entertainment in the digital space, as well as talking about how the web, mobile and social media create new opportunities for branded content.

Moderator

Andrew Canter, CEO, **BCMA**, UK  [@thebcma](#)

▪ **THE MAKING OF A BRANDED ENTERTAINMENT FRANCHISE:**

Fact Checkers Unit is an award winning web series currently in its second season. Season 1 was produced with NBC and Samsung, featured Jon Heder, Karolina Kurkova, Pauley Perrette, Alex Trebek, Dave Navarro. Season 2 is produced with MTV and Samsung and features Moby, TPain, Run DMC, Mary Lynn Rajs kub, TJ Miller. Learn the story of how a Sundance short film made the unusual journey to a hit web series from the producers including putting together financing, sponsorship, distribution, celebrity cameos and the wild ride of production itself.

Speaker

Tom Bannister, CEO, **SXM**, USA  [@sxmmedia](#)

▪ **WESTFIELD CASE STUDY**

Global shopping centre brand Westfield commissioned Story to help launch Europe's largest urban retail mall, Westfield Stratford City. The answer was a socially optimised campaign connecting the story of Westfield with the story of East London – both stories of reinvention. Created in under 30 days, the integrated campaign included original and crowdsourced content, a documentary film series and commissioned photo essays, blogger outreach and Facebook competition. In just its first week, more than a million visitors passed through Westfield Stratford City's doors, smashing all previous records.

Speaker

Jon King, Managing Director, **Story Worldwide**, UK  [@Jon_King](#)

MEET THE SPEAKERS SESSION!

An opportunity to benefit from one-on-one meetings with the MIPTV speakers is a unique chance to network with top industry professionals and ask the questions only they can answer. Don't forget your business cards!

11.00-12.30 OMAR SCREENING

Location: *Audi K*

Sponsored by *MBC Group*

OMAR

This biographical series, in 31 x 1 tv hours covers a most remarkable period of early Islamic history through the life of one of the main figures, the 2nd Muslim Caliph Omar ibn al-Khattab (584-644), who transformed a newly born state, rising over the unlikely foundation of collapsed tribalism, into a solid world superpower. It traces his life from its very humble beginnings of an ill-treated but highly intelligent lad, who is confined to tending camels, to the great height of the most powerful world leader. Yet in the height of his power, he never lost sight of his duty as a ruler that must be guided by the highest moral values: providing care for the weak and vulnerable, and ensuring justice for all, including opponents. The series develops a host of highly interesting dramatic lines in a greatly complex human interaction in the most unlikely setting of the vast desert of Arabia. Although the serial shows a good number of major battles, the human interaction outshines these to make it a captivating account of history.

Directed by: Hatem Ali

Written by: Dr. Waleed Saif

Produced by: QATAR TV & MBC

Executive producer: O3

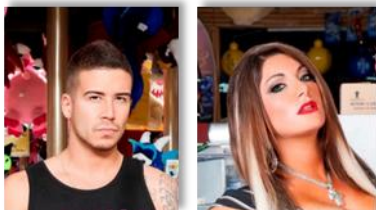
VFX by BUF/HECAT

Presenter

Fadi Ismail, Group Director of Services, **MBC** and Productions General Manager, **O3**, Dubai

11.45-12.15 KEYNOTE SHOWCASE: JERSEY SHORE

Location: *Grand Audi*



11.45-12.15

Jersey Shore:

Featuring cast members **Deena Nicole Cortese** (photo left) and **Vinny Guadagnino**, (photo left), **Chris Linn**, EVP of Programming and Head of Production, **MTV** and **Caroline Beaton**, Senior Vice President, International Programme Sales, **Viacom International Media Networks**.

How MTV Is Cracking the Millennial Code

Cast members Deena Nicole Cortese and Vinny Guadagnino alongside with Chris Linn, MTV's EVP of Programming and Head of Production, and Caroline Beaton, Senior Vice President of International Programme Sales, Viacom International Media Networks will take an insider's look at the Jersey Shore phenomenon, how MTV continues to pioneer innovative programming for young people and, of course, the importance of a fake tan!

Since its launch in 2009, MTV's Jersey Shore has enjoyed huge success and has become the network's most iconic series, thanks to record audience figures in the US and around the world.

Executive produced by SallyAnn Salsano of 495 Productions and Jacquelyn French for MTV, Jersey Shore is broadcast worldwide on MTV and follows the lives of eight housemates (four men and four women) as they navigate their friendships, relationships and everyday adventures with trademark hilarity, fist-pumping and family dysfunction. The fifth season of the show will premiere internationally in March 2012.

Interviewed by **Peter White**, Deputy Editor, **TBI Magazine**, UK  [@tbimagazine](https://twitter.com/tbimagazine)

Programme & speakers information as of 19 March, 2012. Please visit www.miptv.com for regular updates

12.20-13.00 KEYNOTE SHOWCASE: FASHION STAR

Location: Grand Audi



12.20-13.00

Fashion Star:

Elle Macpherson, Executive Producer & Host, **Fashion Star**, USA

Ben Silverman, Founder & Chairman, **Electus**, USA

Chris Grant, CEO, **Electus**, USA

Featuring: Elle Macpherson, Ben Silverman & Chris Grant, Electus

Electus (“Mob Wives”) and 5x5 Media (“Extreme Makeover: Home Edition”) have partnered with Magical Elves (“Project Runway”) and the Global Fashion Association to bring “Fashion Star,” the first ever shiny-floor reality competition show in the fashion space to audiences around the world. Set to begin airing on NBC in March and globally across 20 countries in Asia in Spring 2012, “Fashion Star” is the first show to bring together undiscovered designers, celebrity mentors and top retailers for an exciting competition to build the world’s next major fashion brand. Join Electus Founder and Chairman Ben Silverman, Electus CEO Chris Grant, and “Fashion Star” Executive Producer and Host Elle Macpherson, to discuss the next level of branded entertainment, giving a behind the scenes look on the integration of advertisers, retailers, and consumer interests into a one-of-a-kind experience.

Interviewed by Peter White, Deputy Editor, **TBI Magazine**, UK



14.00-15.00 *BRANDED ENTERTAINMENT*

THE BROADCASTERS’ CONVERSATION

Location: Esterel

Hear how commercial broadcasters are creating content for brands that goes way beyond the classic 30’ spot in terms of reach and word-of-mouth buzz.

Moderator

Kate Bulkley, Media Commentator and Journalist, UK



Speakers

Nigel Gilbert, Chief Marketing Officer, **Virgin Media**, UK

Fru Hazlitt, Managing Director - Commercial, Online and Interactive, **ITV**, UK

Dave Sibley, Executive Vice President & Managing Director, **Viacom International Media Networks**, UK

MEET THE SPEAKERS SESSION!

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14.00-14.45 DRAMA COPROXCHANGE**CASE STUDY: TOP OF THE LAKE***Location: Audi A*

Hear from some of the major co-production partners involved in the upcoming drama, Top Of The Lake, directed by Oscar-winner Jane Campion (The Piano, Portrait Of A Lady) and rising Australian director Garth Davis.

The six-part drama, for transmission in early 2013, will be co-produced by BBC Two, UKTV in Australia and New Zealand and Sundance Channel in the United States. Screen Australia, Screen NSW and Fulcrum Media Finance are providing investment and finance. BBC Worldwide will distribute the television series internationally and also wholly owns UKTV in Australia and New Zealand. It is produced by Academy Award-winners Emile Sherman and Iain Canning (The King's Speech, Shame) of See-Saw Films, and Philippa Campbell (Black Sheep) of Escapade Pictures. The cast includes Elisabeth Moss (Mad Men, On The Road); Holly Hunter, (The Piano); Peter Mullan (War Horse, Trainspotting) and David Wenham (The Lord Of The Rings, Australia).

Moderator

Julian Newby, Editor in Chief MIPTV News, **Boutique Editions**, UK

Speakers

Jemma Adkins, Senior Vice President, TV Sales & Co-Productions - Scripted, **BBC Worldwide Americas**, USA

Iain Canning, Producer, **See-Saw Films**, UK

Sarah Doole, Creative Director and Head of Indie Drama, **BBC Worldwide**, UK

Christian Vesper, Executive Producer, **Sundance Channel**, USA

14.30-15.30 DIGITAL DEALS WORKSHOP FOR PRODUCERS*Location: Producers' Hub*

Everything a Producer needs to know about creating and distributing content for and across digital platforms and multiple screens.

Speaker

Wendy Lynn Bernfeld, Managing Director, **Rights Stuff**, The Netherlands

15.10-16.00 BRANDED ENTERTAINMENT**AUDIENCE ENGAGEMENT WITH BRANDS***Location: Estere!l*


The rising importance of tablet PCs and mobile devices in the multi-screen viewing experience is clear, and brands are using apps, online games and bespoke websites as a way of reaching audiences and influencing them directly while they are watching TV. Industry experts will demonstrate examples of what can be done to enhance and deepen the viewing experience without spoiling or interrupting the audience's focus on the television.

Moderator & Speaker

Paul Kontonis, Vice President and Group Director for Brand Content, **Digitas' The Third Act**, UK  @kontonis

Speakers

Nick Bailey, Executive Creative Director, **AKQA**, The Netherlands  @baileyology

James Kirkham, Managing Partner, **Holler Digital**, UK  @spoonybear

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15.00-16.00 **DRAMA COPROXCHANGE**
COMMISSIONING STRATEGIES UNVEILED
Location: Audi A

Leading broadcasters reveal their commissioning plans for the upcoming year, as well as what programming genres, co-production projects and partners they are seeking.

Moderator

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

Speakers

Ben Donald, Executive Producer - International Drama, **BBC Worldwide**, UK

Susanne Mueller, Head of Coproductions and Development, **ZDF Enterprises**, Germany

Carmi Zlotnik, Managing Director, **Starz**, USA

17.00-18.30 **PRODUCING CHINESE CONTENT FOR INTERNATIONAL MARKETS**
Location: Producers' Hub

Hosted by SARFT

What kind of Chinese content works in international markets and what are the challenges in producing content that is popular across borders. Chinese and international senior producers will debate this topic and will look for solutions that bridge the gap. The round table event is hosted by China's State Administration of Radio, Film and TV (SARFT). Audience welcome.

Open to all participants.

MEDIA MASTERMIND KEYNOTE: JOSH SAPAN, AMC NETWORKS Inc.

Location: Grand Audi



16.15-17.00

Josh Sapan

President & Chief Executive Officer

AMC Networks Inc.

USA

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

Josh Sapan, the President & CEO of AMC, the network behind Mad Men and the Walking Dead, will discuss the value of original programming to create entertainment brands of distinction in an increasingly competitive world.

MEDIA MASTERMIND KEYNOTE: JONATHAN MILDENHALL, THE COCA-COLA COMPANY

Location: Grand Audi



17.15-18.00

Jonathan Mildenhall

VP, Global Advertising Strategy and Content Excellence

The Coca-Cola Company

USA

Interviewed by **Benoit DeFleurian**, Managing Director, **Ogilvy & Mather**, France

Discover the Coca-Cola Company's marketing strategy to create compelling content that engages audiences in new, innovative ways, building emotional connections across multiple consumer touchpoints in order to drive value for the business.

BULLET IN THE FACE SCREENINGS

Location: Audi K

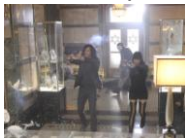
PREMIERE

Sponsored by TF1 International

Session 1 starts at 18.00

Session 2 starts at 18.30

Followed by a cocktail



Following a botched jewel heist, sociopath criminal Gunter Vogler awakes in a hospital, surrounded by cops, his head wrapped in bandages. When the bandages come off Gunter's new face is revealed and police force him to work undercover to take down the city's crime lords.

Series 3 x 42' or 6 x 22'

A series directed by Erik Canuel

Written and created by Alan Spencer

Starring: Eddie Izzard, Eric Roberts, Max Williams, Kate Kelton, Jessica Steen, Neil Napier

Production: Muse Entertainment and Just for Laughs Television

Series in English produced for IFC

From 19.30 BRANDED ENTERTAINMENT PARTY

Location: Majestic Hotel

Featuring the Brand of the Year Award

TUESDAY 3 APRIL

9.15-9.45 **BRANDED ENTERTAINMENT**
FRESH TV: The Top TV Shows in Social Media
Location: Esterel

Based on The Wit's exclusive Social TV Analytics, Virginia Mouseler, will unveil the results of The WIT's research on the social media response towards new TV shows in 2012. What are the most active TV shows of the season in social media? Can a high Social Engagement Rate predict good old TV ratings? Are Social TV promotion strategies efficient to attract viewers? Virginia will highlight the best practices of TV shows that successfully experience Social media communication tools.

Speaker

Virginia Mouseler, CEO, **The WIT**, France  [@TheWitFreshTV](https://twitter.com/TheWitFreshTV)

9.15-10.15 **3DTV FOCUS**
INTRODUCTION AND KEYNOTES
Location: Audi A

Reed Midem thanks Prime Focus World, London, for their help in presenting the 3D content at MIPTV

Introduction & Opening Remarks

Chris Forrester, Contributing Editor, **Advanced-Television.com**, UK

Keynote

Erwin M. Schmidt, Producer, **Neue Road Movies**, Germany

Erwin Schmidt was 3D Producer on the Oscar-nominated feature-length dance spectacular Pina ("A film for Pina Bausch") and directed by Wim Wenders. Erwin's MIPTV Keynote will explain how this 3D production came about, how production challenges were overcome, 3D budgets achieved and how PINA achieved critical acclaim and a place on the Oscar's® Red Carpet. Erwin is now working on a series of ten 3D short films for TV. Wim Wenders is directing one of the episodes and executive producing the series.

✓ **Meet the new TV. How 3D-TV is changing broadcaster's perspectives**

Jim Chabin, President, **International 3D Society**, USA  [@3DSociety](https://twitter.com/3DSociety)

Jim has served as President of The Academy of Television Arts and Sciences (Prime Time Emmys), President of Promax/BDA (The Worldwide Organization of Television Marketing Professionals), Head of Promotions for E! Entertainment Television, and Head of West Coast Marketing for the CBS Television Stations.

Jim will update delegates with Hollywood's very latest thinking on 3D, and how for an increasing number of broadcasters they are taking 3D-TV to heart.

9.30-10.30 DRAMA CO-PRODUCTION FUNDING OPPORTUNITIES*Location: Producers' Hub**Presented by MEDIA Programme of the European Union*

The Education, Audiovisual and Culture Executive Agency explains its programme of funding and support for independent producers.

*Speakers***Virve Indren**, Programme Coordinator, **MEDIA Programme of the European Union**, Belgium**Letizia Trunfio**, Project Advisor, Support for Independent Producers (TV Broadcasting and i2i), **MEDIA Programme**, Belgium**FOLLOWED BY MENTORING ONE ON ONE****10.00-11.00 *BRANDED ENTERTAINMENT*****BRANDED CONTENT IN MARKETING MIX***Location: Esterel*

Defining an owner, finding a budget, selling an idea – how to get the right mix of entertainment idea, brand fit, and distribution in order to reach a business objective - amplifying branded content across your marketing mix drives optimal results.

*Speakers***Chet Fenster**, Managing Partner, **MEC Entertainment**, USA @MECideas**Patou Nuyteman**, EAME Chief Digital Officer, **Ogilvy & Mather**, UK**Evan Shapiro**, President, **Independent Film Channel**, USA @eshap**10.20-10.40 *3DTV FOCUS*****3DTV STATE OF THE MARKET***Location: Audi A*

The challenges of 3D to the content industry are many: making good 3D content is difficult; transmitting or distributing it costly; and consumer interest for 3D in the home uncertain. This introductory session will outline the key issues surrounding 3D TV, its current market position and look out over the coming few years to identify when it is likely to present a mass market opportunity.

*Opening scene-setter***Tom Morrod**, Senior Principle Analyst, TV and Broadcast Technology, **IHS SCREEN DIGEST**, UK @tommorrod**10.45-11.45 *3DTV FOCUS*****SPORTS & ACTION SPOTLIGHT***Location: Audi A*

Sport is currently the backbone of most non-movie 3D transmissions. On July 27 the athletes of the world gather for the 30th Olympiad in London. Around 10 hours a day of sparkling 3D content will be transmitted to broadcasters around the world including the opening and closing ceremonies.

Programme & speakers information as of 19 March, 2012. Please visit www.miptv.com for regular updates

Wonderful as the Games will be there's daily mainstream 3D sports coverage in the form of soccer, rugby, golf, tennis, speedway, basketball, equestrian and many more.

This interactive Q & A session delivers an opportunity for MIPTV delegates to question specialty broadcasters about their latest thinking on their 3DTV plans.

Speakers

Peter Angell, 3D Production Consultant, **HBS**, France

John Cassy, Director, Sky 3D, **BSkyB**, UK

Duncan Humphreys, Creative Director, **Can Communicate**, UK

Ghislaine Le Rhun-Gautier, Head of 3D Project, **Orange**, France

 @cancommunicate

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11.15-11.45 **BRANDED ENTERTAINMENT****SEPHORA: ENTERING THE CHINESE MARKET**

presented by Alexis de Gemini, A2G Creations

Location: Esterel

French industry veteran, Alexis de Gemini and leading retailer Sephora will present a case study on THE BEAUTY ACADEMY reality TV show which is broadcast on Dragan TV in China. The second season of the show which attracts million viewers each week has just been commissioned by Sephora. The partners will talk about the challenges of the Chinese market and will answer audience questions.

Speakers

Alexis de Gemini, CEO, Director and Producer, **A2G Creations**, France

 @alexisdegemini

12.00-13.00 **3DTV FOCUS****GLOBAL ENTERTAINMENT**

Location: Audi A

There's an increasing volume of sports and movie entertainment available in 3D. But what of mainstream television? The past few months have seen breathtaking 3D-TV productions, including natural history features and documentaries, drama, classical and rock concerts, and even Strictly Come Dancing in 3D. This session will examine new upcoming projects and discuss the future for primetime 3D entertainment.

Chairman

Chris Forrester, Contributing Editor, **Advanced-Television.com**, UK

Speakers

John Cassy, Director, Sky 3D, **BSkyB**, UK

Anthony Geffen, CEO, **Atlantic Productions**, UK

Eric Klein, CEO, **HIGHTV 3D**, Hong Kong

Bong Ha Rha, Executive Director, **KCC**, Korea

Mark Ringwald, Director, Acquisitions & Scheduling, **3net**, USA

Spencer Stephens, Chief Technology Officer, **Sony Corporation**, USA

12.00-13.00 **BRANDED ENTERTAINMENT**
MEASURING THE VALUE OF BRANDED ENTERTAINMENT
Location: Esterel

An overview of Ogilvy's industry-endorsed branded entertainment measurement model and how to apply it.

Speakers

Sean Finnegan, Founder & CEO, **The C4 Group**, USA [@SeanFinnegan](#)

François Florentiny, Managing Director, **ITV Studios**, France

Doug Scott, President, **Ogilvy Entertainment**, USA [@dougscottogilvy](#)

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13.00-14.30 **3DTV FOCUS**
3DTV PRODUCER MATCHMAKING
Auditorium J, Level 4
By Invitation only

Full information coming soon

Focused one on one meetings with 3D content producers.

14.00-15.00 **DIGITAL DEALS**
VOD ON TAP: How to make money on catch-up TV and beyond
Location: Esterel

Video on demand (VOD) is an increasingly lucrative part of the TV landscape. Broadcasters, pay TV operators and social media platforms all want their VOD. This panel of VOD rights experts will look at live, premium and archive content rights and what business models are giving the best return to content owners.

Moderator

Kate Bulkley, Media Commentator and Journalist, UK [@katecomments](#)

Speakers

Jeff Henry, CEO, **Filmflex Movies**, UK

Ashley MacKenzie, Founder & CEO, **Base79**, UK [@Base79](#)

Charlie Muirhead, CEO and Founder, **Rightster**, UK [@CharlieMuirhead](#)

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14.15-15.15 3DTV FOCUS**WHERE ARE THE BROADCASTING REVENUE OPPORTUNITIES IN 3DTV?***Location: Audi A*

Satellite operator SES says it is now carrying more than 1200 high-def channels. It is also carrying a few dozen 3D-TV channels, and is slowly but steadily adding more. Because there is such a limited market for producers of 3D material, how can an extra revenue stream be generated? How can a 2D project be structured to include 3D, and thus exploit a potential extra revenue stream? This expert panel will offer valuable advice to producers and programme commissioners.

Featured Presentation

David Wood, Deputy Director, Technology and Development, **EBU**, Switzerland

Moderator


Chris Forrester, Contributing Editor, **Advanced-Television.com**, UK

Speakers

Laurent Baldoni, 3D Producer, **3DMania**, UK

Ruth Cartwright, Broadcast Account Director / Head of VoD, **Maxus/WPP**, UK

Cosetta Lagani, Head of 3D Channel Sky Italia, **Sky Italia**, Italy

Jacque Pepall, Producer/ Director/ 3D Consultant, **Dimension Media**, UK  @Jacqpep

15.00-16.00 DRAMA & FICTION: CO-PRODUCTION BOOT CAMP*Location: Producers' Hub*

“Co-production” can mean many different things: from formal treaty co-productions to financial collaboration, from pre-buys to service production. Two experts share their creative and business experience, offer their “do’s and don’ts”, answer the questions you really want to ask, and help to unscramble the mysteries of scripted drama co-production.

Speakers

Pat Ferns, President/Executive Producer, **Ferns Productions Inc.**, Canada  @patferns

Pat Quinn, Partner, Manager, **Quinn Media Management**, USA

FOLLOWED BY MENTORING ONE ON ONE**15.15-16.30 DIGITAL DEALS****DIGITAL DEAL MAKING TRENDS IN THE TELEVISION INDUSTRY***Location: Estere1*

In the digital multiplatform landscape for television, licensing expertise is increasingly important to deal effectively with the convergence of different media rights. This panel will feature legal and digital business experts addressing how to manage future rights and maximize opportunities.

Moderator

Jeff Liebenson, Principal, **Liebenson Law**, USA  @jliebenson

Speakers

Chris Cass, Head of Sales, EMEA, **Gracenote**, UK

Sima Sistani, Director, Business Development, **Yahoo!**, USA [@sistanisays](#)

Massimo Travostino, Lawyer, **Studio Legale Pecoraro-Travostino**, Italy

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15.20-15.50 **3DTV FOCUS**

PLAYSTATION 3D GAMES PRESENTATION

Location: Audi A

Keynote

Mick Hocking, Vice President Studio Group, **Sony Computer Entertainment Europe**, UK

16.00-17.00 **3DTV FOCUS**

WHERE ARE THE NEW MEDIA REVENUE OPPORTUNITIES IN 3DTV?

Location: Audi A

Is the answer to making money from 3DTV in Digital Media? Do YouTube/Vimeo/Dailymotion represent an untapped opportunity for 3D content-owners? Can cinema and theatrical exhibition prove to be a meaningful revenue stream? Does certain 3DTV content generate added value by attracting new audiences? Can VOD-to-tablets and smart devices generate cash? Should content-owners forget about mainstream viewing opportunities and target narrower niche audiences? Can Netflix or Lovefilm be a VOD solution for 3DTV. Our panellists will deliver advice drawn from hard experience.

Moderator

Jonathan Tustain, Editor, **3D Focus**, UK

Speakers

Matthew Bristowe, Head of Production, Prime Focus 3D, **Prime Focus**, UK

Mick Hocking, Vice President Studio Group, **Sony Computer Entertainment Europe**, UK

Torsten Hoffmann, Founder, **3D Content Hub**, Australia [@3DContentBlog](#)

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WEDNESDAY 4 APRIL**10.00-12.30 3DTV FOCUS****3DTV PRODUCER BOOT CAMP***Location: Audi A**In partnership with The 3D Innovation Center powered by Fraunhofer Heinrich Hertz Institute*

What does it take to create quality 3D programming and still remain cost effective?

A live demonstration of the latest 3D production techniques from the 3D Innovation Center Berlin, a initiative of the renowned Fraunhofer Heinrich Hertz Institute in Germany. Especially designed for production and programming executives, this “hands-on” session will also examine issues concerning 3D product development, content and distribution.

*Moderator***Chris Forrester**, Contributing Editor, **Advanced-Television.com**, UK

- ✓ ***Making of Stereo 3D commercials, 3DTV and live content***
Marc Briede, Stereographer, **Chroma Film & TV**, Germany
- ✓ ***Sky 3D - 18 months and counting***
Stephan Heimbecher, Head of Innovations & Standards, **Sky Deutschland**, Germany
- ✓ ***Why so many movies and parts of movies need conversion***
Sebastian Knorr, Director R&D and Knowledge Management, **Imcube**, Germany
- ✓ ***3D Innovation Center @ Fraunhofer HHI - Who are we and what do we do for you?***
Kathleen Schroeter, Executive Manager 3D Innovation Center, **Fraunhofer Heinrich Hertz Institute**
- ✓ ***Deutsche Telekom- 3DTV Live & on Demand on Entertain***
Dr Sven Weissenfels, Manager Content Partnering, **Deutsche Telekom**, Germany
- ✓ ***A showcase of Marchon 3D great passive 3D glasses with curved lenses to the audience***
Guenther Herrmann, Director 3D Business Development, **Marchon Europe BV**

10.00-11.00 HOW TO MIP IT: The Follow Up!*Location: Producers' Hub**In cooperation with the Entertainment Master Class*

What are the tricks of the trade? Jonathan Glazier's HOW TO MIP IT session will explore what matters at MIPTV, share his experience on the do's and don'ts and offer essential tips about how to successfully follow up so as to get the most out of MIPTV for your business.

*Speaker***Jonathan Glazier**, Creative Director, **Entertainment Master Class**, Germany

11.00-12.00 PRESS CONFERENCE: THE MIPTV 2012 OVERVIEW

Location: *Producers' Hub*

12.15-13.00 **DIGITAL DEALS**

SOCIAL MEDIA PRODUCERS' WORKSHOP

Driving New Formats by Leveraging Social Media and How Second Screen Changes the Game

Location: *Producers' Hub*

People aren't just consuming content on social networks, they're actively sharing it. As a result, social media buzz has an enormous impact on TV ratings.

Former BBC Interactive Leader Marc Goodchild and Appmarket.TV publisher Richard Kastelein will objectively show how Social Media can create feedback loops as well as help with dissemination and discovery of content using industry case samples and their own experience.

With second screen engagement via Tablets, Smart Phones and Smart TV's on the cusp of becoming mass market, social media is taking a larger role in how television is found, shared and enjoyed.

Viewer enthusiasm for social activity with television has major commercial significance and the stakes in Social TV for the future of television are potentially enormous for producers.

How does Social Media help drive new formats being created by Producers that incorporate viewer participation and paid transactions?

Come join this final day session and explore the topic with two speakers who are on the cutting edge of Social TV.

Speakers

Richard Kastelein, Managing Director, **Agora Media Group**, The Netherlands

Marc Goodchild, Managing Director & Chief Creative, **IpDipSkyBlue.tv** and Partner, **Agora Media Group**, UK

14.00-15.00 THE MIPTV WRAP UP

Location: *Producers' Hub*

Another busy MIPTV and no time to take part in the conferences and events? Get back up to speed on what's being happening during the week with MIPTV's team of seasoned bloggers who have been on the ground covering all the latest news and gossip. Join MIPTV's social media experts for a session of analysis of the week and their trend predictions for the coming year and more.

Moderator


James Martin, Community Manager, **MIP Markets**, France

Speaker

Richard Kastelein, Managing Director, **Agora Media Group**, The Netherlands

Marc Goodchild, Managing Director & Chief Creative, **IpDipSkyBlue.tv** and Partner, **Agora Media Group**, UK

Simon Staffans, Format Developer, **MediaCity Finland**, Finland

 [@simon_staffans](https://twitter.com/simon_staffans)