

20, 21 & 22 April 2010  
Santiago de Compostela (Spain)

CARTOON DIGITAL



# ANIMATION CONVERGING WITH THE NEW DIGITAL CULTURE



## CARTOON **masters** 2010

### **MONETIZING YOUR KIDS' PROPERTIES**

Production companies, cross media agencies, broadcasters, global entertainment groups and distribution companies will explain, based on case studies how to create value and visibility for your animation brands on the Internet networks, mobile devices and other digital platforms like social networks.

### **DIVIDING UP DIGITAL PLATFORMS INTO TARGETS AND GENRES**

To think of a 3-screen strategy involving TV, the web and mobile in order to engage with new audiences, producers need to understand viewers' new consumption modes and break them down into meaningful and exploitable data. Insightful presentations.

### **INVENTING NEW GENRES AND FORMATS WITH ANIMATION**

Interactive animated series, animated reality TV on the web, short animation formats on social networks... These are a few of the very innovative creations being developed in Europe and North America. Meet the pioneers!

### **CREATING AND SELLING TO THE MOBILE PLATFORMS**

This year, over 4 billion € are expected to be spent by consumers in mobile applications (games, short animated formats, etc...); i.e. an 80% increase compared to 2009. Some producers believe that mobile is currently the best platform for making money from content, others part of a broader strategy. Case studies.

[www.cartoon-media.eu](http://www.cartoon-media.eu)



XACOBEO 2010  
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# Home, sweet digital home!

**M**ost surveys point out that the way people access, pay for and consume entertainment media, among which animation programmes will continue to change dramatically over the next 5 years... And not everything has been invented yet!

One of the most exciting changes maybe for consumers is the emergence of Internet connected TVs, set-top boxes and also video game consoles which can now provide broadcast (TV quality) and broadband (Internet) content on one **single TV screen**.

With one remote control catch-up TV, VoD, interactive shows, games and social networking are now coming to your (new) TV set.

The 'one-stop-shop' for consumers also extends to the **mobile space** with the success of Smartphones and the iPhone in particular. Again Apple with its App store has shaken the way the mobile entertainment industry operates with and remunerates content producers.

However, unlike the other electronic manufacturers mentioned earlier, Apple is also creating **supplementary services** to sell more of its products and become a content aggregator.

Another great change in the media landscape and market is the digital switchover which has already reached two-thirds of European TV households.

The **digital home** with a plethora of free and pay-TV channels, services, applications is finally taking shape and Spain for instance, our host for Cartoon Digital will be totally digital in 2010.

In 2009 more than 245 new channels launched in Europe while 220 services were shuttered. Of the new launches, Kids was the second dominant genre with the creation of 17 new channels.

There are now 224 kids' channels in Europe.

These changes have many consequences for animation producers as content providers, rights' negotiators and business makers. They need to understand the audience's new consumption modes, which platforms (online, mobile) and social networks they should embrace to distribute their animation shows and how they can integrate TV, web and mobile as a three-screen strategy.

Through case studies and best practices, Cartoon Digital will invite key speakers from TV, online, mobile, gaming and animation producers to present strategies, possible partnerships and synergies in the new digital culture.

## Santiago de Compostela



Welcome to Santiago de Compostela, capital of the Autonomous Community of Galicia; declared a World Heritage City by UNESCO thanks to its multicultural nature and as the final destination of a thousand-year-old pilgrim route: the Way of St. James, which, has transformed this finis terrae into a meeting place of Western faith and thinking.

Santiago de Compostela was originally a stopping point on a Roman road, but the discovery of the Apostle James' tomb at the beginning of the 9<sup>th</sup> century gave rise to a place of worship in the corner of the Iberian Peninsula, which was then dominated by the Moors. From then on all of Europe started walking towards Santiago, a holy city of Christendom where the grace of plenary absolution awaited them. 2010 is a holy year.

### Cartoon Digital at the Parador de Santiago de Compostela, an exclusive historical venue

Combining history, art and tradition, the goal of pilgrims and the emblem of St. James, the Hostal «dos Reis Católicos», forms



© Santiago Tourism

together with the cathedral one of the world's most remarkable, and most visited, urban settings.

Considered the oldest hotel in the world, it is also one of the most luxurious and beautiful. It has four remarkable cloisters, elegant public rooms, spectacular bedrooms and a luxurious dining room offering Galician culinary food.

# The programme

## Developing and selling content for mobile applications

Offering a 70% share of the revenue to content producers, compared to a lesser one with the other mobile operators, Apple has revitalised the mobile entertainment industry. Some even talk of the «app economy». Presentations from some studios who have secured deals with Apple and other mobile operators.

## Multi-platform interactive animated series

An animation reality series developed as an integrated TV and online interactive show, *Total Drama Island – Totally Interactive!* is a phenomenal success on Cartoon Network. The online property has translated into great revenues for all. But there was a learning curve. A discussion on the challenges met.

## Digital distribution in the on-demand world

Will distribution through broadband become the modern form of distribution and in this case what should producers learn to ensure that their content is seen and generates revenues? Illustrations based on *Cavalcade Comedy* and other web series but also case studies based on self-distribution.

## Kids' properties and cross media planning

As knowledge on viewers' consumption modes increase, a communication and marketing agencies will detail how animation producers can think digital from an early point in the script. Targeting the right platforms and developing unique content for each.

## Broadcasters' digital strategies

As broadcasters have evolved into global media operators, we will review some of the most interesting forays into non-linear approaches, including catch-up TV with ad-funding, online gaming and more generally how mass communication has succeeded into reaching a personal level.

## Animation studios and social networks

Despite the closure of Bebo's UK Originals, who was among the few to commission content, there are more and more creative animation studios who specialise in interactive digital storytelling for the social networks. How can you have your brands exposed on Twitter, Facebook, MySpace and other community-centered networks?

## Partnering with Google/YouTube

With over one billion views per day, YouTube is the biggest video site in the world. Trying to deal with infringing material on its site, it has also struck some major deals with broadcasters and content owners in partnership models that will be detailed.

## The digital home

Internet-connected TV through set-top boxes, video consoles, etc... will bring about a new vision of television and a very large display of new programmes, more on-demand and time shifted consumption. It is also expected to increase the power of producers and of telecom operators who will become key players of these enriched connectivity platforms. Will there emerge a new business model for content owners?

## PRACTICAL INFORMATION

### Registration Deadline

5 April 2010

The booking form must be returned to CARTOON as soon as possible.

### Number of Participants

80 professionals. If there is an overdemand, we observe a «first come, first served» policy.

### Costs

Registration and subscription fee: 300 EUR

Meals cost: 200 EUR

This fee includes documentation, audiovisual material, interpretation and administrative costs as well as 2 dinners, 3 lunches and 5 coffee breaks.

Accommodation and transportation costs are not included.

Travel arrangements and accommodation bookings will be handled by CARTOON.

### Location

The event will take place in the Parador de Santiago de Compostela, Hostal «dos Reis Católicos». The Galician capital is located in the North-west of Spain.

### Schedule

Arrival: Monday 19 April 2010

Seminar: Tuesday 20 April, Wednesday 21 April & Thursday 22 April (morning) 2010

Departure: Thursday 22 April 2010

### Target Audience

Producers and studio directors, scriptwriters, heads of development, investors, 2D/3D animation directors, new media companies...

### Languages Used

Spanish, English and French  
(with simultaneous interpretation in all 3 languages).

## BOOKING FORM CARTOON DIGITAL

To be returned to CARTOON before 5 April 2010

Fax (32) (2) 245 46 89

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www.cartoon-media.eu

Surname (Mr / Mrs) .....

First Name .....

Nationality .....

Company .....

Position .....

Company profile .....

Company address .....

..... N° .....

PO Box .....

Post Code .....

Town .....

Country .....

Tel. ....

Fax .....

Email .....

Website .....

Would like to participate at the

**Cartoon DIGITAL**  
**SANTIAGO DE COMPOSTELA,**  
**20, 21 & 22 APRIL 2010**

Cost: 500 EUR (300 EUR for registration and subscription + 200 EUR for meals) to be paid on return of this registration form

### Hotel Compostela\*\*\*\*

Single room 105€/night incl. breakfast

Double room 120€/night incl. breakfast

### Hotel Pico Sacro\*\*(\*)

Single room 69€/night incl. breakfast

### Flight booking

Yes  No

Payment by credit card:

VISA  MASTERCARD / EUROCARD

N°

Expiry date ..... / .....

Cardholder .....

Payment by bank transfer: DEXIA BANQUE

Bank holder: AEFA - CARTOON (AISBL)

IBAN account: BE15 – 0682-2876-5130

Bank address: Bd Pachéco 44 – 1000 Brussels – Belgium

SWIFT Code: GKCCBEBB

VAT number/National registration number

Date ..... Signature .....

## CARTOON

## PARTNERS

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