

Reform to Perform in the New Digital World



How will
technological changes
modify the job of
animation professionals

MURCIA FUTURE

27, 28 & 29 March 2007



DEVELOPING PROJECTS FOR TV... AND BEYOND IS NOW A NECESSITY:

Supplying content for the new *distribution platforms* (VOD, mobile, IPTV...).



WILL TRADITIONAL BROADCASTERS STILL EXIST IN 10 YEARS' TIME?

As the audience *changes its viewing habits*, broadcasters implement new strategies.



INTERNET IS THE NEXT GROWTH MARKET:

The moves of *ISPs, network operators* and *US giants* Microsoft and Apple.



FUNDING IS MORE DIFFICULT TO SECURE.

How can technological tools *reduce production costs*?



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2007 - The Digital Breakthrough: Content meets Technology

As the new digital media are entering our homes, the exclusive use of TV as our main entertainment viewing window is strongly challenged.

With the increased use of Internet, portable devices such as cell phones, but also iPods, the Next Gen video games consoles, HD television sets... Viewers can now experience the next level in Entertainment.

And as the audience is becoming familiar and savvy with the new media, we are shifting from linear TV broadcasting in an analogue world to a digital world where users want to be able to consume media on demand (i.e. anywhere and anytime) in a more personalised fashion (egocasting)... Whilst at the same time enjoying the comfort of watching HD programmes on their HD television sets.

If Media convergence is offering consumers a wide spectrum of services and applications, it is commonly agreed that programme content will be king in the battle to capture this new fragmented audience. This is the time when animation profes-

sionals get the chance to lead the way and feed the many distribution channels with their multiplatform programmes.

As traditional broadcasters invest in the new viewing platforms, mostly through the web with VOD services and mobile, interactive TV, the technological players are also claiming their share and developing global strategies to cater for the more individual needs of consumers.

As 2007 might prove to be the breakthrough year, this edition of the MASTER FUTURE will highlight the outlines of the new digital world, portray the key actors and newcomers, and explain how the technological changes that are taking place will affect and expand the jobs of animation producers.



THE PROGRAMME



Tuesday 27 March

15:00 - 16:00 Opening Speech

TV at the time of Egocasting
A focused presentation of the exhaustive study made by IDATE on the technological developments in the Internet and the available TV and video offer. Laurence Meyer will detail the strategies developed by broadcasters, production companies as well as the main Internet players.

16:00 - 16:45 Apple: From Mobile Universe to Digital Home

The strategy of the cutting-edge design and technology company that has changed the entire music industry with its iPod and iTunes stores (just launching in Europe). With sales of 2 billion songs and 1.3 million movie downloads, Apple wants to conquer the broader digital entertainment space with its two new products Apple TV and iPhone.

16:45 - 17:15 Coffee break

17:15 - 18:00 Joost - A Global Broadband TV

Joost also codenamed «the Venice Project» is the new P2P programme of Niklas Zennström & Janus Friis (the creators of KaZaA and Skype, sold to ebay for 2 billion EUR). The project's ambition is to combine the best things about television with the social power of the Internet: a project that gives viewers, advertisers and content owners more choice, control and creativity. Negotiations with the main broadcasters are now taking place.

21:00 Welcome Dinner

Wednesday 28 March

9:15 - 10:30 Developing TV shows as Multiplatform Concepts

What has multiplatform development changed in the producer's job and in the company's strategy? Examples of 2 animation studios that have set up in-house New Media departments to make their shows into multiplatform products as early as concept stage. What are the necessary investments and the creative and technical considerations to keep in mind?



10:30 - 11:45 Success Stories of Animation Multiplatform Shows

Creative, original and highly successful as web-designed animation shows: «Happy Tree Friends» from the American Mondo Mini Shows Team and «Angry Kid» the Aardman European series viewed more than 20 million times! Both shows have then developed a life of their own on new and traditional media (TV series, feature, DVD, mobile...).

11:45 - 12:15 Coffee break

PRACTICAL INFORMATION

Low cost planes to Alicante.
Shuttle service organised by CARTOON.

Registration Deadline

16 March 2007

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

Discount: with two registrations from the same company, the second participant will pay 400 EUR (instead of 500 EUR).

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

Accommodation cost: depending on the hotel standard (from 57 to 107 EUR per night breakfast included).

Transport cost is not included.

Travel arrangements and accommodation bookings will be handled by CARTOON.

Location

Murcia is located at the South-East of Spain.
Airport of Alicante is the most convenient.

Schedule

Arrival: Tuesday 27 March 2007 (morning)

Seminar: Tuesday 27 (afternoon), Wednesday 28 and Thursday 29 March 2007

Departure: Friday 30 March 2007

Target Audience

Producers and studio directors, development directors, 3D animation directors, broadcasters, investors, new media companies...

Languages Used

Spanish, French and English

(with simultaneous interpretation in all 3 languages).



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12:15 - 13:00 Microsoft and Online Content Distribution

How has Microsoft turned its Xbox 360, a HD videogame console, into an Entertainment and Interactive Center that allows downloadings of TV programmes, HD movies directly onto the TV screen through its Xbox Live. The strategy of Microsoft giant in its battle to lead online content distribution to the new media platforms.

13:00 Lunch

14:30 - 16:00 Broadcasters going Online

How are broadcasters responding to the increasingly fragmented media audience? As TV is going digital and on demand, what are the moves made by European broadcasters to retain and enlarge their audience in the online world. Illustrations from private and public broadcasters SuperRTL and the BBC.

16:00 - 16:30 Coffee break

16:30 - 17:15 Production Pipeline

Working in co-production with broadcasters, production companies and service providers requires specific organization. How can the production pipeline help improve the project and financial management of a series. Illustration from an ongoing animation co-production.

17:15 - 18:00 Case study on a 3D feature film

The title is TBC.



Cartoon

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where you can watch our video on the CARTOON MASTERS!

BOOKING FORM CARTOON MASTER MURCIA

To be returned to **CARTOON** before 16 March 2007
Fax (32) (2) 245 46 89

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 in the
Cartoon Master Murcia: Cartoon Future MURCIA - 27, 28 & 29 MARCH 2007

Cost: 500 EUR (300 EUR for registration and subscription + 200 EUR for the meals) to be paid on return of this registration form.
Cost: 400 EUR for the second participant from the same company.

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
Date Signature

As soon as your registration form has been received, CARTOON will fax you travel (schedules and prices) and accommodation (different classes of hotels) proposals. May we remind you that hotel rooms will be allocated according to availability and time of registration. CARTOON will then invoice you as well as send any final details on the running of the seminar.

THE PROGRAMME (CONTINUED)

Thursday 29 March

9:15 - 10:30 Producing TV series in HD

With the near switch from analogue to digital, broadcasters are now requesting that all animation productions be delivered in HD format... and SD format.

To help producers understand the challenges in terms of organisation, creation and added cost, two European producers will talk about the current development of their HD series.

10:30 - 11:30 Content Consumption on Mobile Phones

The planetary success of mobile phones and the video upgrades available in the new generation devices (3G) allow for an increasing range of services and applications.

As content consumers are on the rise, what works for them: User-Generated-Content, short animation formats?

11:30 - 12:00 Coffee break

12:00 - 13:00 Google - YouTube

Broadband Internet is making it fast and easy to download videos and Google (the giant search engine) has bought YouTube (a leader in online video distribution) for 1.3 billion EUR. A content and technological partnership.

13:00 Lunch

14:30 - 15:30 Video On Demand

With cable operators, broadcasters, telcos and ISPs rolling out VOD services across Europe, new distribution opportunities are opening up for content and rights owners. But what content are these platforms looking for and how will they impact traditional TV viewing?

15:30 - 16:15 Production softwares

An overview of a selection of softwares used in studios. As the «all-in-one» software has lost its supremacy, what are the plug-ins, patches developed by the production teams.

16:15 - 16:45 Coffee break

16:45 - 17:30 Case Study on a 3D feature film

The title is TBC.

21:00 Farewell Dinner

— The **3 TECHNOLOGICAL GIANTS** of the online market are battling for content. Apple, Microsoft and Google **WILL EXPOSE THEIR VISION** of the future digital entertainment market

— The World's **MOST POPULAR** web-designed animation programmes: «**HAPPY TREE FRIENDS**» and **AARDMAN'S «ANGRY KID»**

— The online strategies of European broadcasters **BBC** (Michael Carrington) and **SUPER RTL** (Frank Dietz)

— TV at the time of **EGOCASTING**. Is it the end of «Menu TV» and the advent of «à la carte» TV? **TIME-SHIFTING** and **PLACE-SHIFTING** with more individual consumption modes

— The «**LONG TAIL**» Law - where **NICHE PRODUCTS** can sell better than mass market products and even become hits over time

— **DONWLOADING PROGRAMMES** (movies, TV programmes...) from the different platforms **VOD** – subVOD, Free VOD... Who are the actors in the VOD market

— Producers have to produce in **HD**. And they have to deliver in **2 FORMATS** as broadcasters are switching from analogue to digital

— A new breed of animation companies. Leading the way to give more exposure to series and securing **ADDITIONAL REVENUE IN THE NEW MEDIA**. Case studies

— **WHO SHOULD ATTEND:** animation professionals, studio heads, producers, broadcasters, content creators, production companies, new media companies...

SPEAKERS' LIST ON OUR WEBSITE BEGINNING OF FEBRUARY: WWW.CARTOON-MEDIA.BE

The **NEXT CARTOON MASTER FINANCE** (Freising, 6 to 7 June) will complement the **MASTER FUTURE** with a marketing and business approach to these new markets





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Murcia

Located at the South-East corner of Spain, the autonomous Region of Murcia is a land of contrasts with dry and irrigated lands, plains and mountains, rivers and 2 seas - the Menor Sea and the Mediterranean Sea. The town offers a display of historical monuments from baroque to gothic and renaissance styles and hosts a large University. Famous for its gastronomy and wines, participants should also enjoy the sun as this Region boasts 315 days of sun a year...

More importantly, Murcia is positioning itself as a «technological valley» at the forefront of digital and information industries. Throughout the year the town welcomes many conferences with a high level of technological research. The Cartoon Master Future is another illustration of the wilful moves taken by Murcia to connect to the future.

ORGANISED BY



An international non-profit association based in Brussels, CARTOON's remit is to support the European animation industry. For 19 years it has received financial support from the MEDIA Programme of the European Union to run its activities, which are concentrated in three areas:

Cartoon Masters: four training seminars per year for European professionals in the industry (60 to 100 participants per session), dealing with specialised subjects affecting the development of the professions involved in animation.

Cartoon Forum: a co-production forum for animated (mainly television) series. The Cartoon Forum (with about 750 participants) takes place every year in September in a different country.

Cartoon Movie: a co-production forum for feature-length animation mainly for the cinema. Cartoon Movie (with about 450 participants) takes place every year in March in the Babelsberg Studio (Potsdam, Germany).

CARTOON, formed in 1988, is run by Marc Vandeweyer and Corinne Jenart, with an Annual General Meeting and a Board of Directors consisting of 15 European professionals in the animation industry.

www.cartoon-media.be

PARTNERS



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