



KEYNOTES



PRODUCERS' FORUM



DIGITAL THINK TANK



CONTENT 360

MONDAY 12 APRIL	
<p>PRODUCERS' FORUM</p> <p>WELCOME BREAKFAST 9.00 - 10.00 Conference Networking Room</p>	
<p>ENTERTAINMENT MASTER CLASS: HOW TO MIP YOUR FORMAT?</p> <p>10.00 - 11.30 Esterel</p>	
<p>FOCUS ON SINGAPORE</p> <p>OPENING SPEECH: MR LUI TUCK YEW ACTING MINISTER FOR INFORMATION, COMMUNICATIONS AND THE ARTS</p>	
<p>CO-PRODUCTIONS SPOTLIGHT 11.30 - 13.00 Auditorium A</p>	
<p>SCREENINGS</p>	
<p>DIGITAL VIP SUMMIT</p>	<p>LUNCH 13.00 - 14.30 <i>By Invitation Only</i> Majestic Hotel</p>
	<p>FRESH TV 13.00 - 14.00 Grand Auditorium Followed by MATCHMAKING: MEET THE PRODUCERS 14.00 - 15.00 La Verrière Grand Auditorium</p>
	<p>VIP SINGAPORE LUNCH <i>Hosted by MDA</i> <i>By Invitation Only</i> 13.00 - 14.30</p>
<p>GOING GLOBAL: BRAZIL'S PRODUCERS SEEK INTERNATIONAL CO-PRODUCTIONS 14.30 - 15.30 Conference Networking Room</p>	<p>THE SEVEN SECRETS OF A SUCCESSFUL PITCH 15.00 - 16.15 Auditorium A</p>
<p>TWITTER + TV: HOW REAL-TIME ENGAGEMENT IS CHANGING CONTENT 16.30 - 17.00 Esterel</p>	
<p>17.15 - 17.45 CREATOR KEYNOTE: TIM KRING Executive Producer/Creator, Heroes Grand Auditorium</p>	
<p>17.50 - 18.30 MEDIA MASTERMIND KEYNOTE: CHRIS ALBRECHT President & CEO, STARZ LLC. Grand Auditorium</p>	
<p>19.30 onwards: OPENING COCKTAIL (Open to all Participants) & THE INTERNATIONAL DIGITAL EMMY® AWARDS <i>(By Invitation Only)</i> Martinez Hotel</p>	

TUESDAY 13 APRIL	
<p>CONNECT WITH CANADA - PRODUCERS MATCHMAKING 9.00 - 11.00 Canada Pavilion, Level 01</p>	<p>DIGITAL VIP SUMMIT DIGITAL VIP SUMMIT SUMMARY BREAKFAST 8.15 - 9.30- La Verrière Grand Auditorium</p>
<p>CHARTING THE NEXT DIGITAL DECADE KEYNOTES: 09.30 - 10.10 Keynote to be Announced Grand Auditorium</p>	
<p>10.10 - 10.50 ELISABETH MURDOCH & JOANNA SHIELDS, SHINE GROUP Grand Auditorium</p>	
<p>PRODUCERS' FORUM</p>	
<p>NEW INTERNATIONAL CO-PRODUCTION OPPORTUNITIES SUPERPANEL 10.50 - 11.50 Auditorium A</p>	<p>DIGITAL THINK TANK</p> <p>DUAL REVENUE STREAMS: THE VALUE OF ONLINE CONTENT 11.00 - 12.30 Esterel</p>
<p>CO-PRODUCTION WORKSHOPS</p>	
<p>SPOTLIGHT ON CHINA 12.00 - 13.00 Conference Networking Room</p>	<p>NEXT VOD – VIP SPEAKER LUNCH 12.45 - 14.15</p>
<p>SPOTLIGHT ON JAPAN 13.00 - 14.00 Auditorium K</p>	
<p>SPOTLIGHT ON MALAYSIA 14.00 - 15.00 Conference Networking Room</p>	<p>SOCIAL MEDIA: PART 1: FACEBOOK & TV PART 2: WILL SOCIAL MEDIA DRIVE MAINSTREAM MEDIA? 14.30 - 15.45 Esterel</p>
<p>CONTENT 360 CREATIVE USE OF ARCHIVE MATERIAL Presented by the European Commission 14.30-15.30</p>	
<p>PRINCIPLES OF TRANSMEDIA STORYTELLING 15.30 - 17.00 Auditorium A</p>	<p>BRANDED ENTERTAINMENT ACROSS ALL PLATFORMS 15.50 - 16.50 Esterel</p>
	<p>FRESH BRANDED TV 16.50 - 17.20 Esterel</p>
<p>17.30 - 18.15 MEDIA MASTERMIND KEYNOTE: BEN SILVERMAN, Founder & CEO, ELECTUS Grand Auditorium</p>	
<p>CONTENT 360: NEXT GENERATION AUDIENCE ENGAGEMENT "FLASH PITCH" & MATCHMAKING 18.30 - 19.30 Carlton Hotel</p>	
<p>CREATIVE PARTY - Carlton Hotel, Grand Salon 19.30 - 23.00</p>	

WEDNESDAY 14 APRIL	
<p>DIGITAL THINK TANK</p> <p>BCMA BRANDED CONTENT BREAKFAST 8.30 - 9.30 La Verrière Grand Auditorium</p>	
<p>MEDIA MASTERMIND KEYNOTE: JEREMY DARROCH, CHIEF EXECUTIVE, SKY 9.30 - 10.15 Grand Auditorium</p>	
<p>3D TV FOCUS</p> <p>2010, THE BREAKTHROUGH YEAR 10.30 - 11.20 Esterel</p>	<p>CONTENT 360 CHALLENGE</p> <p>ENGAGING WITH TEENS THROUGH BRANDED CONTENT FOR COCA-COLA 10.30 - 11.15 Auditorium A</p>
<p>3D PRODUCTION 11.30 - 12.45 Esterel</p>	<p>BETTER ADVERTISING MODELS? 11.30 - 12.30 Auditorium A</p>
<p>3D LUNCH 13.00 - 14.15</p>	
<p>SOCIAL MEDIA SEMINAR</p> <p>SOCIAL MEDIA & BUILDING AN ENTERTAINMENT BRAND ONLINE: MAKING THE SWITCH FROM PUSH TO PULL 15.00 - 17.00 Auditorium A</p>	<p>NEXT GENERATION ONLINE VIDEO EXPERIENCE 14.00 - 14.45 Auditorium K</p> <p>ENGAGING WITH CHILDREN THROUGH THE USE OF CONNECTED TV 15.00 - 15.45 Auditorium K</p> <p>BEST OF BBC ONLINE CROSS-MEDIA CONTENT 16.00 - 17.15 Esterel</p>
<p>SCREENINGS</p> <p>BEST OF MULTIPLATFORM CONTENT FEATURING SELECTED DIGITAL EMMY® NOMINEES 17.30 - 18.15 Esterel</p>	
<p>CONTENT 360 ZAPPING SHOW 18.30 - 19.30 Grand Auditorium</p>	
<p>20.00: CONTENT 360 & VIP DIGITAL DINNER Majestic Hotel - <i>By Invitation Only</i></p>	

THURSDAY 15 APRIL	
<p>DIGITAL THINK TANK</p> <p>NETWORKING BREAKFAST 9.00 - 10.00 Foyer Auditorium A</p>	
<p>NEXT GENERATION AUDIENCE ENGAGEMENT KEYNOTE: KEVIN SLAVIN, MANAGING DIRECTOR & CO-FOUNDER, AREA/CODE 10.00 - 10.30 Auditorium A</p>	
<p>MOBILE ENGAGEMENT 2.0: 10.45 - 12.00 - AUDIENCE ENGAGEMENT THROUGH MOBILE APPS - MOBILE AUGMENTED REALITY Auditorium A</p>	
<p>FRONTIERS OF DIGITAL INTERACTION: 12.15 - 13.30 - DIGITAL CITY & MEDIA - LOCATION-BASED CITY GAMES Auditorium K</p>	
<p>LUNCH 13.30 - 14.30</p>	
<p>MIP DIGITAL WRAP-UP SESSION- BUILDING CROSS-PLATFORM STRATEGIES 14.45 - 16.00 Auditorium A</p>	
<p><i>As of 3rd March 2010</i> Subject to Change</p>	