

# "SINGAPORE MEETS EUROPE" MENTORSHIP PROGRAM 2008

*Business Strategies for Cross Platform Content  
Accessing European Financing and Distribution*

2-day Conference

**Orchard Hotel**  
442 Orchard Road  
Singapore 238879

*Ballroom 3*

AUGUST 26th-27th 2008  
09.00 – 16.30

Organised and presented by peacefulfish  
supported by the Media Development Authority of Singapore



**peacefulfish**  
consultancy for financing the content industry

# "SINGAPORE MEETS EUROPE" - MENTORSHIP PROGRAM 2008

## 2-day Cross Platform Conference

### DAY 1 – Tuesday 26 August 2008

0900-0940 **REGISTRATION AND COFFEE**

0940-1000 **KEYNOTE**

- How can we take the accumulated experience of a 100 years media industry like film and apply it to new media content and distribution? Likewise, how can an established content platform, such as the film industry, survive and prosper by taking advantage of modes of distribution in new media that have yet to show a solid business model?

**Dennis David Neiman**, Head of Innovation, MP Content, Film producer and distributor, Spain

1000-1130 **PANEL DISCUSSION**  
**CROSS PLATFORM CONTENT FOR THE CONVERGENCE INDUSTRIES**

- Is there anything like a recipe for successful cross platform content? What needs to be considered when crossing over content industries? What works what doesn't? What are the key learnings? Who are the major players? What are the underlying business models?

#### **Input**

**Manuel Monzon Fueyo**, Head of International Coproductions, Notro Films, Spain

#### **Chairman**

**Juliane Schulze**, Senior Partner, peacefulfish, Germany

#### **Discussion**

**Frédéric Levy**, CEO/Producer, Klute Productions, Philippines

**Manuel Monzon Fueyo**, Head of International Coproductions, Notro Films, Spain

**Leslie Wou**, CEO, Activate Ltd, Singapore

Q & A

1130-1200 **COFFEE BREAK**

1200-1245 **PRESENTATION**  
**FINANCING AUDIOVISUAL CONTENT IN EUROPE**

- How does financing of audiovisual content work in Europe? Which public and private financing sources are available? What is the role of public funds and what do applicants need to know on their criteria and requirements? Who are the main partners to be considered?

**Thierry Baujard**, CEO, peacefulfish, Germany

Q & A

1245-1430 **LUNCH BREAK** (Rosewood room)

1430-1500 **WORKSHOP I**  
**CASE STUDY ON CROSS PLATFORM CONTENT**

- International best practise examples on social media and its impact on cross platform content.

**Frédéric Levy**, CEO/Producer, Klute Productions, Philippines

Q & A

1500-1530 **WORKSHOP II**  
**CASE STUDY ON EUROPEAN CROSS INDUSTRY FINANCING OF AUDIOVISUAL CONTENT**

- Manuel Monzon Fueyo will explain the typical European financing structure of feature films using the example of projects based on comic characters and a TV star with big cross-platform potential. He will share his view on the current challenges of cross-media financing in Europe and his vision of Digital Multimedia Broadcasting.

**Manuel Monzon Fueyo**, Head of International Coproductions, Notro Films, Spain

Q & A

1530-1545 **COFFEE & NETWORKING**

END OF DAY 1

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## 2-day Cross Platform Conference

### DAY 2 – Wednesday 27 August 2008

0900-0940 **REGISTRATION AND COFFEE**

0940-1000 **KEYNOTE**

- Henrik Eklund will give his view of the challenges when it comes to offer compelling content to viewers in different cultures and consumption situations. "It is not prime time at 7 pm, it is prime time when I am on the bus!" and what that means for production and offerings. Henrik Eklund will also discuss the impact of the diluted media margin and what that may mean for the future of content production.

**Henrik Eklund**, CEO, Kamera, Sweden

1000-1130

#### **PANEL DISCUSSION**

#### **CROSS PLATFORM DISTRIBUTION OF AUDIOVISUAL CONTENT**

- Which type of content travels best across platforms? Which content development strategies help secure cross platform distribution? How important is the marketing strategy? What are the key learnings?

#### **Input**

**Stefan Knobloch**, Managing Director, 668 Productions, Singapore

#### **Chairman**

**Juliane Schulze**, peacefulfish

#### **Discussion**

**Dennis David Neiman**, Head of Innovation, Multi Platform Content, Spain

**Stefan Knobloch**, Managing Director, 668 Productions, Singapore

**Henrik Eklund**, CEO, Kamera, Sweden

Q & A

1130-1200 **COFFEE BREAK**

1200-1245

#### **PRESENTATION**

#### **LEGAL ASPECTS OF CROSS PLATFORM CONTENT PROJECTS**

- How to best monetize audiovisual content. What to consider when trying to getting the most from selling and licensing rights across platforms. The legal aspects of handling rights of audiovisual content in Europe and Asia.

**Samuel Seow**, CEO, Samuel Seow Law Corporation

Q & A

1245-1430 **LUNCH BREAK** (Rosewood room)

1430-1530

**WORKSHOP I**

**CASE STUDY ON DISTRIBUTION OF AUDIOVISUAL CONTENT**

- Henrik Eklund provides insight into what needs to be considered when producing and distributing content for different cultures and in different consumption situations. He will discuss today's realities regarding revenues and the consequences for content production.

**Henrik Eklund**, CEO, Kamera, Sweden

Q & A

1530-1630

**WORKSHOP II**

**CASE STUDY ON HOW TO BEST PITCH CROSS PLATFORM CONTENT PROJECTS TO POTENTIAL PARTNERS & INVESTORS**

- Kris Leong will walk participants through the essential components of a business plan. Key takeaways for participants will be a clearer understanding of the pre-investment process and what venture capitalists are looking for –is it a market or management team? Get an inside track on how to pitch to potential partners and investors.

**Kris Leong**, Vice President, Singapore/Korea, Walden International, Singapore

Q & A

1630-1645

**COFFEE & NETWORKING**

END OF DAY 2