

Westminster Media Forum Keynote Seminar: Financing children's media - IP, co-pros and public policy support

Timing: Morning, Tuesday, 8th May 2012

Venue: Sixty One Whitehall, London SW1A 2ET



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
The Rt Revd Graham James, Lord Bishop of Norwich, Member, House of Lords Select Committee on Communications
- 9.05 - 9.15 **The state of play - children's media in the UK**
What challenges is the children's media sector facing? How is it faring financially? What are its prospects in the short, medium and long-term?
Jeremy Roberts, Partner, Sheridans
- 9.15 - 9.30 **The children's media sector - safeguarding UK production, development and broadcast**
What are the options for mitigating the difficulties facing children's media production in the UK through international co-productions, merchandising and utilising IP? What would be the impact of increasing numbers of co-productions on the UK industry - e.g. what proportion of profits are likely to leave the country and how much is likely to be reinvested?
Sander Schwartz, President, Kids & Family Entertainment, FremantleMedia Enterprises
- 9.30 - 10.20 **Financing children's media - co-production, merchandising and successful exploitation of IP**
What are the options for the British children's television production sector to ensure its long-term financial health? What are the advantages and disadvantages of international co-productions for UK children's television producers? Is co-production good for UK children's television - e.g. what are the dangers that programming will no longer be designed to meet the needs of British children to ensure wider international sales? How are intellectual property rights, and the ability to exploit them for merchandise and other activities, affected by co-productions? What lessons can be learned from successful merchandising and IP exploitation from companies such as Aardman? What are the emerging ways for indies to exploit their IP assets and how can children's production in particular capitalise?
Amanda Whittle, Co-founder, Bryant Whittle
Helen McAleer, Managing Director, Walker Books UK and Walker Productions
Kelvyn Gardner, Managing Director, LIMA UK
Greg Boardman, Founding Director, Three Stones Media
Gina Fegan, Chief Executive Officer, D-Media Network and Sector Specialist, Screen and Digital Media, UK Trade & Investment
Questions and comments from the floor with **Sander Schwartz**, President, Kids & Family Entertainment, FremantleMedia Enterprises
- 10.20 - 11.10 **Beyond TV - delivering children's media online, on-demand and via mobile**
Following the Bailey Review's recommendations to limit the exposure of children to commercial messages, what are the emerging options for funding children's online content? How far is there likely to be a mirroring of television - e.g. is enough being done to ensure a rich source of entertainment and media for children online and via mobile? How far are traditional television producers playing catch-up with new platforms and exploiting their capabilities to better reach and engage with children? To what extent can new technologies and platforms - such as on-demand and IPTV - be utilised to mitigate the impact of the loss of children's programming from the main networks schedule? With moves to restrict advertising to children (both in the real and virtual worlds), what are the emerging options for responsible monetisation and funding of content online?
Andrew Brown, Creative Director, Brass Agency
Kay Benbow, Controller, CBeebies, BBC
Jacqueline Harding, Director, Tomorrow's Child and Parentchannel.tv
Gregory Watson, Managing Director, Fun Kids
Miles Bullough, Head of Broadcast and Executive Producer, Aardman Animations
Questions and comments from the floor
- 11.10 - 11.15 **Chairman's closing remarks**
The Rt Revd Graham James, Lord Bishop of Norwich, Member, House of Lords Select Committee on Communications
- 11.15 - 11.40 Coffee
- 11.40 - 11.45 **Chairman's opening remarks**
Baroness Benjamin, Chair, All-Party Parliamentary Group for Children's Media and the Arts
- 11.45 - 12.10 **The public policy priorities for securing children's television**
Is the Government doing enough to mitigate the effects of reduced advertising revenue on the independent production of children's television? What are the next steps for policy to ensure the long-term health and future growth of the children's television production sector?
Helen Goodman MP, Shadow Minister for Culture, Media and Sport
Questions and comments from the floor
- 12.10 - 12.55 **Next steps for public service broadcasting and children's media policy - the industry's priorities**
Discussion from the industry perspective on what would encourage more children's television on the schedule and areas that Government could actively intervene to support the UK's independent production sector. How will expected proposals in the Communications Green Paper to reward broadcasters who invest in UK content with EPG prominence work in practice? How should investment be defined - e.g. use of UK-based facilities, writers, actors? Will focusing production of culturally British content limit the ability of independent producers to sell their programming internationally?
Professor Jeanette Steemers, Professor of Media and Communications, University of Westminster
Tom Broughton, Associate, Communications Chambers and Co-author, *Securing the Future of UK Animation*
Iain Harvey, Producer, The Illuminated Film Company
Adam Minns, Executive Director, Commercial Broadcasters' Association (COBA)
Nigel Pickard, Chief Executive Officer, Zodiak MEAA and UK Kids & Family and Board Member, Children's Media Foundation
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Baroness Benjamin, Chair, All-Party Parliamentary Group for Children's Media and the Arts
Thomas Raynsford, Senior Producer, Westminster Media Forum