



The Great Kids Summit 2016

Trends and Currents in Children's Television

A seminar co-hosted by SUPER RTL and HMR International GmbH & Co. KG

Friday, 23 September 2016, 10.00 – 17.00 hrs
SUPER RTL, Picassoplatz 1, 50679 Cologne, Germany

Children's programming has always been a standout genre marked by intense competition around the world. New digital distribution channels and hard-fought contests over them have now come to define this marketplace. Which kind of content suits this segment, and how must it be shaped to get through to today's young audience? The Great Kids Summit will showcase successful formats, examine strategies, trends, and critical factors to succeed in an international context, and will explore opportunities for producing companies and broadcasters to make the most of current developments.

Host: **Jörn Behr**, Host, Cologne

10.00 – 10.15 hrs, Welcome
Claude Schmit, CEO, SUPER RTL, Cologne

10.15 – 11.00 hrs, Presentation
A Look Back Ahead – The Secret Code of Successful Kids' Programming
Carsten Göttel, Program Director, SUPER RTL, Cologne

11.00 – 11.45 hrs, Keynote
"BBC Children's" – The Big Digital Plan
Helen Bullough, Controller, CBBC Production, London

11.45 – 12.15 hrs, Coffee break

12.15 – 13.00 hrs, Keynote
Let's Go Games – How Classic Kids Brands Become Games
Stefan Kreutzer, Business Development Manager, remote control productions, Munich

13.00 – 14.00 hrs, Lunch break

14.00 – 14.30 hrs, Keynote
"Bottersnikes & Gumbles", "Piggy Tales" & "Skunk Fu!" – Children's Animation and Live-Action
Marie-Laure Roche, Senior Sales Manager, CAKE Entertainment, London

14.30 – 15.00 hrs, Case Study
Promotion in Kids TV - How Does it Work?
Bettina Vogel, VP Creative Content & Development, Viacom International Networks, GSA/VIMN, Berlin

15.00 – 15.30 hrs, Keynote
Engaging and Emotional – How to Produce and Execute Content across All Media and Platforms
Gary Pope, Client Director, Kids Industries, London/Cape Town

15.30 – 16.00 hrs, Coffee break

16.00 – 17.00 hrs, Closing panel
A Look at Germany – Trends and Currents in Children's Television
Barbara Biermann, Head of Children and Youth Main Editorial Department, ZDF, Mainz
Carsten Göttel, Program Director, SUPER RTL, Cologne
Dr. Stefan Piëch, CEO, Your Family Entertainment, Vienna
Michael Stumpf, Managing and Programming Director, KiKA, Erfurt

