



## The Great Kids Summit 2017

Trends and Currents in Children's Television

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

**Thursday, September 14, 2017, 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: **Jochen Voß**, Crossmedia Producer, Prime Productions, Cologne

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

10.15 – 11.00 hrs, Presentation  
**Digitalisation – And Its Effects on Kids Programming**  
Carsten Brüggerhoff, Senior Consultant, &samhoud Deutschland, Cologne

11.00 – 11.45 hrs, Keynote  
**Knowledge is Power – but Ignorance is Bliss. TV's Defective Relationship to Education**  
**Carsten Göttel**, Head of Programme, SUPER RTL, Cologne

11.45 – 12.15 hrs, Coffee break

12.15 – 13.00 hrs, Keynote  
**Mister Maker, LoliRock & Totally Spies! – How to Create Successful Global Program Brands**  
**Jean-Philippe Randisi**, CEO, Zodiak Kids, London

13.00 – 14.00 hrs, Lunch break

14.00 – 14.45 hrs, Keynote  
**360 ° – Taking Kids Brands Across All Platforms, from TV and On-Demand, to Books, Apps and Toys**  
**Christopher Keenan**, SVP & Executive Producer, Content Development and Production, Mattel Creations, El Segundo

14.45 – 15.30 hrs, Keynote  
**Fun Stuff with a Purpose – Positive Multi-Platform Kids Content with Global Growth Potential**  
**Anttu Harlin**, Co-Founder & CEO, Gigglebug Entertainment, Helsinki

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**  
**Carsten Göttel**, Head of Programme, SUPER RTL, Cologne  
**Stefan Kreutzer**, Business Development Manager, remote control productions, Munich  
**Brigitta Mühlenbeck**, Head of Children's and Family TV Unit, WDR, Cologne  
**Wolfgang Schmitz**, CEO & Designer, Ahoiii Entertainment, Cologne



#kidssummit