



The Great Kids Summit 2018

Trends and Currents in Children's Television

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

Tuesday, September 4, 2018, 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**, next step next crossmedia, Cologne

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

10.15 – 11.00 hrs, Keynote
Kids-TV and its Audience – Insights and Perspectives
Margret Albers, Project Manager, Förderverein Deutscher Kinderfilm e.V., Leverkusen

11.00 – 11.45 hrs, Keynote
Kids' Content Goes Digital – Creative Approaches for Novel Offers
Boris Bolz, CDO, SUPER RTL, Cologne

11.45 – 12.15 hrs, Coffee Break

12.15 – 13.00 hrs, Keynote
The Potential of Artificial Intelligence – And Where it is Taking Kids
Lee Allen, Associate Partner, TH_NK, London

13.00 – 14.00 hrs, Lunch Break

14.00 – 14.45 hrs, Keynote
How to Successfully Adapt Brands into Children's Media
Tim Collins, CEO, The Brand Director, London

14.45 – 15.30 hrs, Keynote
Get More Animated – About the Importance of Animation for Kids' Content
Theo Sparks, Animated Person & Explorer, London

15.30 – 16.00 hrs, Coffee Break

16.00 – 17.00 hrs, Closing Panel
A Look at Germany – Trends and Currents in Children's Media
Boris Bolz, CDO, SUPER RTL, Cologne
Linda Kruse, Game Designer and Co-Founder, The Good Evil, Cologne
Brigitta Mühlenbeck, Head of Children's and Family TV Unit, WDR, Cologne
Gabriele Walther, Managing Director, Caligari Film- und Fernsehproduktion, Munich