



The Great Kids Summit 2019

Trends and Currents in Children's Television

A seminar co-hosted by SUPER RTL and HMR International

Thursday, September 5th 2019 from 10.00 – 17.00 hrs
SUPER RTL, Picassoplatz 1, 50679 Cologne

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, Presentation

Storytelling for Kids: Beyond the Experience!

Alison Norrington, Founder, Storyteller & Experience Designer, storycentral, London

11.00 – 11.45 hrs, Keynote

Content is King – Factors Of Success For Germany's Most Popular Kids Channel

Martin Gradl, Content Director, SUPER RTL, Cologne

11.45 – 12.15 hrs, Coffee Break

12.15 – 13.00 hrs, Case Study

Knowledge for Kids – How Does Media Meditation Work

Gesa Dankwerth, Managing Editor & Moderator, TVision, Cologne

13.00 – 14.00 hrs, Lunch Break

14.00 – 14.45 hrs, Keynote

Giving Children a Balanced Play Diet

Dr Amanda Gummer, Managing Director & Founder, Fundamentally Children, Welwyn Garden City

14.45 – 15.30 hrs, Keynote

What About AI and Robots – How do Children Interface with Technology

Martyn Farrows, COO, SoapBox Labs, Dublin

15.30 – 16.00 hrs, Coffee Break

16.00 – 17.00 hrs, Closing Panel

Kids Content in Germany – What's The Situation here?

Hermann Florin, Managing Partner, Feine Filme, Berlin/Cologne

Martin Gradl, Content Director, SUPER RTL, Cologne

Stefan Kreutzer, Business Development Manager, remote control productions, Munich