

Location: Conference Hall

29 May 2023

10:30-11:00

How not to violate the rights of others when creating content? And what to do if your rights are violated?

Speaker: Ekaterina Kalinicheva, Head of the IP Protection Practice in Internet, SEMENOV&PEVZNER (Russia)

11:00-13:00

Topical issues of interaction between regional TV Broadcasters and regulators, taking into account innovations in legislation

Conference for regional TV Broadcasters by MASTER RESHENY (Russia)

13:00-14:00

Changes in legislation and new media working conditions

Conference for regional TV Broadcasters by STP MEDIA (Russia)

14:00-15:00

TV 2023. Where is this world heading?

- What's happened to television in the world over the past few years and what've the global political, economic and other crises led to?
- How has television viewing changed and where does the modern viewer watch content?
- Is broadcast TV really dying?
- What challenges are global online platforms facing and how are they changing their strategy right now?
- Why is AVOD now the most important growth point for Internet platforms, which until recently placed all their hopes on the subscription model?
- What are FAST channels and why are they capturing TV space at a gigantic rate?
- Why are global platforms rushing to snap up sports broadcast rights?

Speaker: Alexey Korlyakov, Head of Format Research and Translation Department, TNT Channel (Russia)

15:00-16:00

Programming of regional TV Channel

Conference for regional TV Broadcasters by NATIONAL TELEVISION SYNDICATE (Russia)

16:00-17:00

Content for pay TV Channels

Speakers:

Irina Dorogan, General producer of thematic TV-channels, RED MEDIA (Russia)

Ekaterina Yakushenko, Sales Director THEMA RUS (Russia):

- Anniversary year for TV channels in THEMA RUS portfolio: 25 years of Mezzo, 10 Museum TV bodies, 15 years of MyZen TV.
- Mezzo: from 21st March to 1st May every evening - a gift: 25 recordings of legendary concerts, 17 live broadcasts
- MyZen: From a TV channel about yoga and beautiful views to a TV channel for the whole family.
- New programs: "The World's Most Amazing Health Resorts", "Masters of Deco" with Valerie Damido, "Aerial View of the Earth" by Jan Arthus-Bertrand, "Daring Bonsai" - a reality show in the format of a competition.
- Non-linear assets of the THEMA portfolio.

17:00-18:30

Forum co-production of animation “Russia – India – Iran”

- Changes in international distribution of children's content, new opportunities
- Viewing demands in these countries. How to export animation to local markets
- Coproduction with Asian countries
- Distribution and co-production - is there any support from the state
- Best national and international animation projects from Russia, India and Iran
- Successful cases, cooperation opportunities

Organizers: Russian Animated Film Association, India Pavilion, Iran Pavilion

Moderators:

Igor Shibanov , CEO, SuperHeroes Channel

Irina Mastusova, Director, Russian Animated Film Association

Speakers:

Vladimir Nikolaev, General Producer, Voronezh Animation Studio

Svetlana Barabanshchikova, Business Development Director, STB

Vadim Sotskov, CEO, KinoAtis

Anna Volkova, Head of MENA, RIKI Group

Katerina Pshenitsina, Business Development Director, SMF LLC

19:00-21:30 / Location: Korean Cultural Center, Arbat Street, Building 24, Floor 3

“Korean Animation Night” Network Party

The “Korean Animation Night” Network Party is organized by KOCCA, Ministry of Culture, Sports and Tourism and Korean Cultural Center in Moscow.

Korean Animation Night Networking Party program:

- Opening Ceremony
- K-pop performance
- KOCCA presentation
- Presentation of 8 Korean animation series (by CLS Media, ToyTron, Roi Visual)
- Networking opportunities
- Cocktail party

30 May 2023

10:30-11:00

Opportunities for international cooperation in animation.

- Promising formats of co-production projects.
- Russian-Chinese anime.
- Pitching of the animated series "IN THE DEEP".

Speakers:

Rafail Mansurov, Executive producer of the RED SQUARE MEDIA GROUP

Roman Antonenko, CEO of the DEEP MEDIA & ENTERTAINMENT

Evgeny Krasnov, Head of Content of the DEEP MEDIA & ENTERTAINMENT

11:00-12:00

Seeing China: Fresh Content Showcase

7 exhibitors of CHINA PAVILION present 60 projects, including 38 TV dramas, 2 variety show, 3 documentaries, 13 children animation and 4 films.

Organizer: CHINA PAVILION

Speakers:

Pavel Liu, Distribution Manager, Future TV

Cecilia Zhu, General Manager, Huace Global.

Li Cong, Head of Content Business Department, SMG Pictures & WingsMedia

Eunice LIU, Distribution Specialist, IX MEDIA Hangzhou

Yaonan Liu, COO, Beijing Filmtag Technology

Candice Wen, Global business development manager, Shenzhen Kukan Culture Communication

Yan WANG, International Content Acquisition & IP Investment, YOUKU Kids

12:00-13:00

Entertainment TV Trends 2023

- Nostalgia is one of the biggest TV entertainment trends right now
- Social experiments as a way to attract the attention of the audience
- Dating and competitive reality shows are more popular than ever on both platforms and on-air TV
- Asian content and its impact on the non-scripted format market
- Do new technologies - VR, AR, DeepFake, AI - work in TV shows?

Speaker: Alexey Korlyakov, Head of Format Research and Translation Department, TNT Channel (Russia)

13:00-14:00

New content from Türkiye. Cooperation opportunities

Fresh content presentations by Türkiye exhibitors to key TV Broadcasters and OTT platforms.

Participants: ATLAS KÜRESEL MEDYA, ATV, CALINOS ENTERTAINMENT, INTER MEDYA, KANALD INTERNATIONAL, MIST DANISMANLIK, OGM UNIVERSE, RAYA GROUP DISTRIBUTION, THE MEDIAHUB, TURKISH RADIO TELEVISION CORPORATION

14:00-15:00

New content from India. Cooperation opportunities

Organizer: MEAI (INDIA PAVILION)

Participants - exhibitors of INDIA PAVILION: DISCREET ART PRODUCTIONS, IN10 MEDIA, MOTION PHILM CGI, PHANTOM DIGITAL EFFECTS, ROTOMAKER INDIA, STARLING PRODUCTION (INDIA)

15:00-16:00

New content from Iran. Cooperation opportunities

Organizer: DAMAMEDIA (IRAN PAVILION)

Participants – exhibitors of IRAN PAVILION: KAHKESHAN STUDIOS, AVANG NEGAREH, PARS CG STUDIO, BONYANFILM TOOS, SABA CENTER

16:00-16:30

Impact of audiovisual localization quality on TV viewing

Speaker: Valeriy Dovbnia, CEO, CYRILLICA (Russia)

16:30-17:00

Where is this world going and how to roll out our cinema to world markets. The experience of a training course for Russian film exporters

- Prospects for the export of Russian cinema
- How to make cinema a business
- Exporting film products to world markets

Speaker: Alexey Kozulyaev, General Director, RuFilms

17:00 – 18:30

Iran Evening

Organizer: Cultural department of the Embassy of Iran in Moscow

Film coproduction opportunities between Russia and Iran
Tea, coffee. Persian sweet treats.