

Venue: Conference Hall, 8 and 9 November 2023

Working language: Russian

Preliminary Conference Program.

Detailed program, see: [worldcontentmarket.com](http://worldcontentmarket.com)

## 8 November 2023

11:00-12:30

### Regional TV Channels in Russia: new challenges

Organizer: Master Resheny

Speakers:

- Alexander Shirokikh - Executive Vice President, NAT
- Anna Kremenetskaya - General Director, Master Resheny
- Top managers and program directors of regional TV Channels, media lawyers

12:30-13:00

### How to produce your own content for 5 minutes

Organizer: iactive.pro

Speakers:

- Alexander Popov – General Director, iactive.pro
- Nina Malofeeva – Commercial Director, iactive.pro

13:00-14:30

### TV Viewing Trends and Profitability Models

Organizer: STP MEDIA

Speakers:

- Igor Pototsky - General Director, STP MEDIA
- Daria Pototskaya – Program Director, STP MEDIA

14:30-15:30

### Gaming and TV. Interactive formats

Speaker: Alexey Korlyakov - Head of Format Acquisitions and Research Department, TNT Broadcasting Network

15:30-16:30

### TV content in contemporary circumstances. Experience of regional TV channels

Organizer: National Television Syndicate

16:30-18:00

**Panel discussion "How to make money on children's content? Commercial animation in Russia"**

Moderator: Igor Shibanov - Producer, Expert, Director, Children TV channel SuperHeroes

Speakers:

- Olesya Myasnikova - Director of Children Department, START media holding, Producer and Executive Director, StoryTime production center
- Ruben Oganesyanyan – Director, TV Channel “Sun”
- Maria Smirnova – Content Director, KION
- Anna Tarada – Director, Animation Department, CTC Media
- Alexey Sashin – Creative Producer, Premier One
- Alexander Sablukov – Director, O+media Company, TV Channel “Mult”
- Evgeniya Chirikova - Head of Content, Souzmultfilm, TV Channel "Multilandia"

## 9 November 2023

11:00-12:30

**Trends in global entertainment TV. What formats are popular today?**

Speaker: Alexey Korlyakov - Head of Format Acquisitions and Research Department, TNT Broadcasting Network

12:30 – 13:00

**“Mission failed? Why is piracy rising again?”**

Speaker: Andrey Klimenko - CEO, PiratePay

13:00 – 14:00

**Presentations of Russian animation brands. Pitching of animation projects for co-production**

Organizer: Russian Animated Film Association (RAFA)

Moderators:

- Igor Shibanov - General Director, SuperHeroes channel
- Irina Mastusova - Executive Director, Russian Animated Film Association

**Presentation of the animated series "PoniLearny"**

Speaker: Polina Korotun - Head of Marketing Department, Ponimatica Animation Studio

**Export development of a musical animation project for children**

Speaker: Evgeniy Venkovsky – Chief Customer Officer, Platoshka Animation Studio

**Presentation of animation brands of Peganov Entertainment**

Speakers:

- Evgeniy Gubarev - Head of Distribution, Licensing and Localization, Peganov Entertainment
- Alexey Pokrovsky - Executive Producer, Peganov Entertainment

**Presentation of animated series "Yesenia's Magic Shop"**

Speaker:

Oleg Roy – General Producer and Author, Great Frame

14:00-15:00

**New drama series and formats from Türkiye. Screenings**

Participants: Atlas Medya, ATV, Global Agency, Inter Medya, MISTCO, Raya Group Distribution, The MediaHub, Turkish Radio Television Corporation, Kanal D International, Blue Media.

15:00-16:00

**Content production and post-production trends. Localization of foreign TV series on Russian TV Channels and OTT platforms**

**Lucky Production experience in foreign drama series post-production, localization and dubbing in Russia**

Speakers:

- Igor Kachmar - Founder
- Tatyana Kachmar - General Director
- Anna Oparina - Operations Director

**RuFilms experience in foreign drama series localization in Russia**

Speaker: Alexey Kozulyaev - Founder and CEO, RuFilms

**Production Center KAPRIZKA presentation**

Speaker: Yuri Tsodikovich - General Director, Producer, Production Center KAPRIZKA (Perm)

16:00-16:30

**Cooperation with Iran. IRIB MEDIA TRADE presentation**

Speakers:

Mohammad Ali Gholamrezaei, General Director, IRIB Media Trade  
Ali Karbalaei Hosseini, Head of Sales & Co-production, IRIB Media Trade

16:30-17:00

**Rights Contractual protection for foreign content in Russia**

Speaker: Yulia Sycheva Partner - Head of Legal Practice, Lumieres

17:00 – 18:00

**New Russian content and projects for co-production**

**New projects of the media holding "Red Square"**

**Content about wildlife for 3 targeted audiences**

Speaker: Artem Voytyuk – Director, Company BIS, Ufanet Group

**Presentation of the intellectual and entertaining television game “Art Club 375”**

Speaker: Ekaterina Perova - Creative Producer, Director, Bright Show Production

**Content for kids and youth**

Speaker: Speaker: Lelya Arkhitektseva-Vilneva, Chief Film Director, Genesis Films

**Original content for OTT platforms**

Speaker: Alexey Fedorov - director of the in-house production department, RUTUBE