

Venue: Market conference hall

26 November 2024

10:30-11:30

AI and Entertainment Formats: Is the Future Here?

- How is artificial intelligence transforming non-scripted shows today?
- Deepfakes, virtual hosts, and virtual producers
- Will virtual participants replace real ones in the near future?
- The first reality show from Korea where AI does everything (or almost everything)
- What AI-driven formats can we expect soon?

Speaker: **Alexey Korklyakov** – Head of Format Acquisition and Research, TNT Broadcasting Network

11:30-13:00

Programming Concept Features for the 2024/2025 TV Season

Organizer: **Master Resheniy**

Speakers:

- **Anna Kremenetskaya** – CEO, MASTER RESHENIY
- **Alexander Shirokikh** – Executive Vice President, CEO, National Association of Broadcasters (NAT)
- **Andrey Boyarinov** – CEO, MEDIA HILLS

13:00-14:00

National Television Syndicate Conference

Regional and Federal Channel Ratings: Learning from Experience. Content Presentation.

Organizer: **National Television Syndicate**

14:00-15:00

"MosKino" Film Platform – A One-Stop Portal for Filmmakers in Moscow

- Filming Movies and Series in Moscow: Rules and New Regulations
- Working with the MosKino Film Commission: Submit a Filming Application, Receive Consultation, and Obtain Permits in Just a Few Clicks
- Location, Costume, and Prop Selection: Reducing Pre-Production Costs in Moscow
- How Foreign Productions Can Obtain Filming Permits in Moscow

Speaker: **Ilya Tolstov** - Deputy General Director, MosKino

15:00-16:00

Panel Discussion: "Content for Children and Teens in Russia – Trends and Prospects"

As the Year of the Family in Russia draws to a close, substantial focus has been placed on promoting family values and creating new content for children and teens. This discussion will cover what goals have been achieved, the opportunities and support programs available for producing family-oriented content, and the challenges faced by the children's film and animation sectors. Experts will debate whether the state is truly invested in this segment's growth and discuss the market's prospects in Russia, including the development of children's cinema in the regions.

Topics for Discussion:

- **State Support and Industry Challenges**
How has the government's attitude toward the industry evolved this year? What successes can we celebrate, and what challenges remain in the industry? When can we expect to see these issues addressed?
- **Market Prospects for Children's and Family Content**
What are the outlooks for the children's and family content markets in Russia, and how do they differ? What can we expect from producers in these segments, and what are the current audience demands?
- **Government Support and Production Standards**
Can the state support the industry? What support programs are available, and how can high-quality children's content be created? What benchmarks should guide this effort?
- **Successful Cases and Trends**
Which successful cases stand out in this segment, and why do they perform best? What are the viewing trends, and where is children's content headed?
- **Government Involvement in Creative Processes**
Should the government intervene in the production process and regulate creative processes in the youth segment? Is there a need for standards, a new cultural code, or specific guidelines for children's content? Should this be limited to family content?

Moderator: **Igor Shibanov** - Producer, Expert, General Director of the children's channel "SuperHeroes" and distribution company KinoGo.

Speakers:

- **Alexei Pokrovsky** – Director of the Department of Public Relations, the State Film Fund of the Russian Federation, member of the Expert Council of the Ministry of Culture of the Russian Federation, and head of the National Agency for the Development of Family Content.
- **Alexander Gerasimov** – Film producer, General Director, Film Company "Masterfilm," Chairman of the Animation Film Commission of the Union of Cinematographers of Russia, Honored Worker of Culture of the Russian Federation.
- **Philipp Kudryashov** – President of the Guild of Producers of the Union of Cinematographers of Russia and director of the "Tales of Childhood" film festival in Serbia.
- **Anna Tarada** – Director of the Animation Department, CTC Media.
- **Albert Ryabyshv** – General Producer, Film Company R-media.
- **Kirill Yemelyanov** – Production Director of the Digital Department, "Solntse" TV Channel.

16:30-17:00

"Happy Hour with Buyers" by MediaHub (Türkiye)

Drama Showcase with Refreshments

Join an exclusive "Happy Hour with Buyers," hosted by MediaHub, featuring the best in Turkish drama! This relaxed showcase blends networking and refreshments, offering buyers a unique chance to explore top dramas in a casual, engaging setting. Don't miss this opportunity to connect, discover new hits, and enjoy a taste of Türkiye's storytelling magic.

17:00-18:00

Conference of the Russian Animated Film Association: "Is it Easy to Be Young? Emerging Studios in the Process of Creating Animation Content"

Each year, the number of animation studios in Russia grows, and Russian Animated Film Association welcomes new companies into its ranks. What challenges do newcomers face when creating animation content? Members of the Russian Animated Film Association will share their experiences and present their projects.

Topics for Discussion:

- How to start an animation business in Russia?
- Where to find funding for projects?
- How to assemble a qualified team?
- What projects are trending right now?

Organizer: **Russian Animated Film Association**

Moderator: **Maria Melnichuk** – Senior Project Manager, Association of Animated Cinema

Speakers:

- **Olga Larionova** – Head of Media Department, Platoshka Animation Studio
- **Evgeniya Milyutina** – Executive Producer, Global Influencers
- **Kirill Kiichenko** – Development Director, Paranoid Animation Studio
- **Pyotr Dolgov** – Head of Studio, PolPyatogo Studio
- **Darya Ermochikhina** – Head of Animation, PolPyatogo Studio
- **Roman Konyukhov** – Director, Peppers Animation Studio
- **Elena Kalgina** – Director and Co-founder, "Ya Na Stile" Project
- **Alexei Pokrovsky** – Executive Producer, Peganov Entertainment
- **Roxana Bushkova** – Business Development Lead, ITSALIVE Studio; CEO, ITSCOOL CG School
- **Alexandra Shakhmatova** – General Producer, ITSALIVE Studio

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11:00-12:00

AI in Content Production and Distribution: Legal Risks and Opportunities

This session will explore operational and practical issues associated with using neural technologies in media creation and distribution. It will provide guidance on avoiding legal conflicts and leveraging AI for business advantage. The session is aimed at producers, legal experts, and media distributors.

Topics:

- Synthetic Voices for Localization: Legal aspects of usage and contract drafting.
- Deepfakes and Digital Actor Copies: How to protect against claims from actors and their estates.
- AI in Animation and Visual Effects: What is legally permissible with neural networks, and what crosses the line?
- Labeling AI-Generated Content: Why and how to properly label AI-created materials.

Speakers:

- **Yulia Sycheva** – Head of Legal Practice, Lumieres
- **Natalia Ganicheva** – Head of Legal Support for Film Distribution and Investment, GPM KIT
- **Violetta Aizvert** – Head of Production for Live-Action Film Projects

12:00-14:00

Screenings: "New Drama and Films from Türkiye, India, and the Middle East"

Discover a selection of the latest dramas and films from Türkiye, India, and the Middle East, showcasing the region's unique storytelling and high production quality. This screening session offers buyers an exclusive first look at captivating new titles, blending rich cultural narratives with universal appeal. A must-attend for those seeking standout content for the Russian and CIS markets.

Participants:

- **Global Agency** (Türkiye)
- **Inter Medya** (Türkiye)
- **MISTCO** (Türkiye)
- **ATV** (Türkiye)
- **ZEE Entertainment** (UAE)
- **Prime Target Content Distribution** (UAE)
- **Indywood Distribution Network** (India)
Shyam Kurup – Director
- **Safir Animation** (Russia)
Alexey Bogatyrev – Advisor to the General Director

14:00-15:00

Current Legal Challenges in Media Compliance

This session will address key aspects of media regulation and enforcement practices on critical supervisory issues, including: the use of profanity and offensive language, depictions of smoking, alcohol and drug use, portrayal of LGBTQ+ and pedophilia themes, promotion of terrorism and extremism, foreign agent labeling, and age rating requirements.

Organizer: **STP Media**

15:00-16:00

"Music School" Special Screenings (Yamini Films, India)

New Indian film directed and produced by Papparao Biyyala.

This heartfelt 11-song musical explores the pressures placed on children by India's education system and by parents who prioritize academic success over creativity, leaving little room for the arts. Against this backdrop, music and drama teachers Mary and Manoj dream of staging "The Sound of Music" with their students in Hyderabad. Facing resistance from parents, they eventually find support from some who allow them to escape to Goa for focused rehearsals. Amid the preparations, Manoj's feelings for Mary grow, though complicated by her ex, Albert. The journey takes an unexpected turn when one young actress attempts to elope, putting the entire play in jeopardy. Yet, against all odds, Mary and Manoj manage to bring their cast back together for a successful performance.