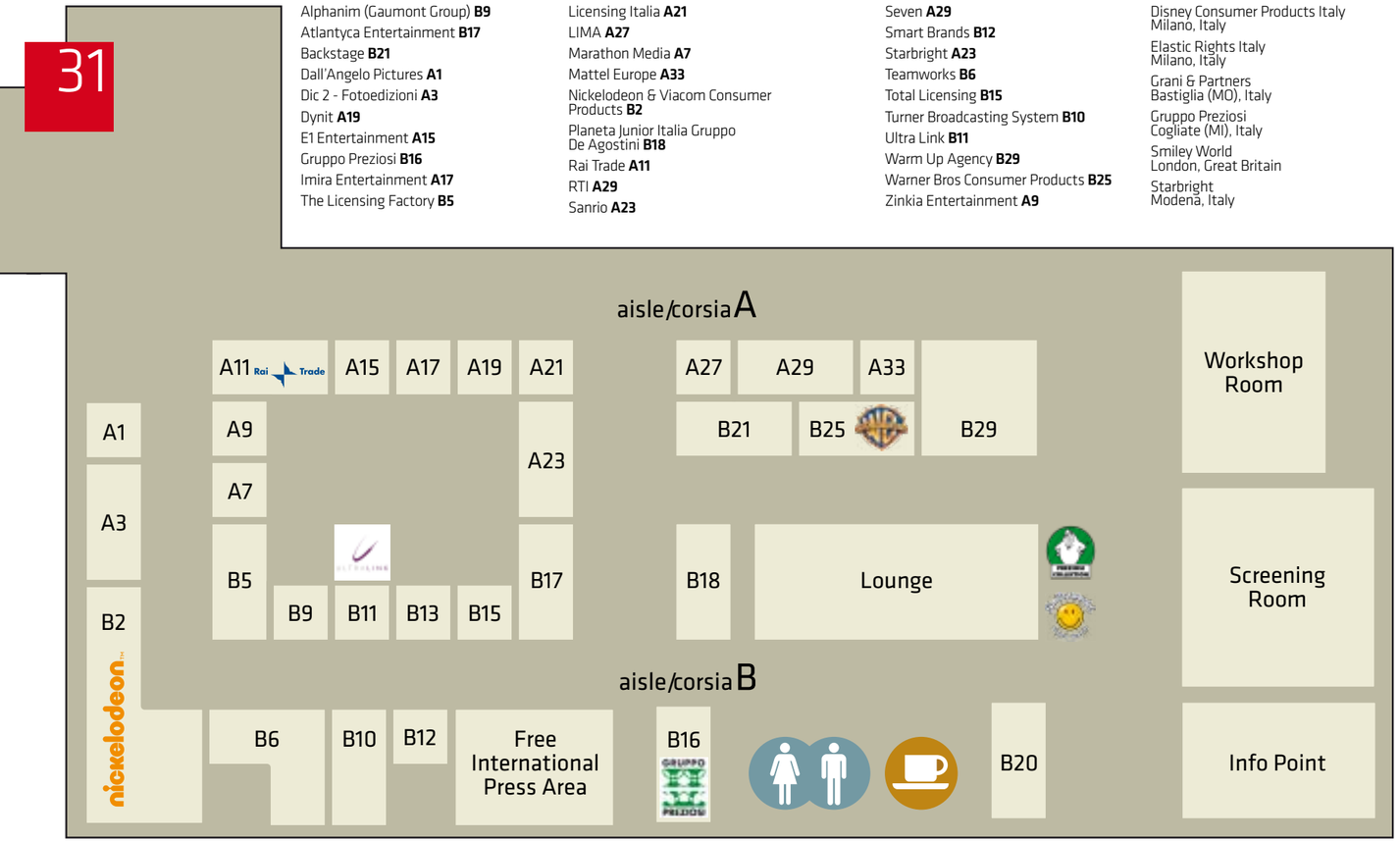
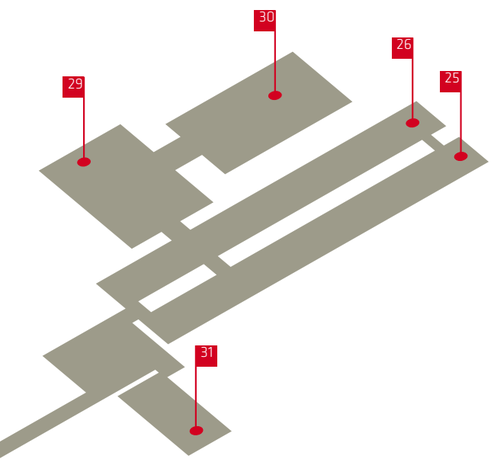
Mappa
Map





Espositori
Exhibitors

Alphanim (Gaumont Group) **B9**
Atlantyca Entertainment **B17**
Backstage **B21**
Dall'Angelo Pictures **A1**
Dic 2 - Fotoedizioni **A3**
Dynit **A19**
E1 Entertainment **A15**
Gruppo Preziosi **B16**
Imira Entertainment **A17**
The Licensing Factory **B5**
Licensing Italia **A21**
LIMA **A27**
Marathon Media **A7**
Mattel Europe **A33**
Nickelodeon & Viacom Consumer Products **B2**
Planeta Junior Italia Gruppo De Agostini **B18**
Rai Trade **A11**
RTI **A29**
Sanrio **A23**
Seven **A29**
Smart Brands **B12**
Starbright **A23**
Teamworks **B6**
Total Licensing **B15**
Turner Broadcasting System **B10**
Ultra Link **B11**
Warm Up Agency **B29**
Warner Bros Consumer Products **B25**
Zinkia Entertainment **A9**

Vetrine
Showcases

Disney Consumer Products Italy
Milano, Italy
Elastic Rights Italy
Milano, Italy
Grani & Partners
Bastiglia (MO), Italy
Gruppo Preziosi
Cogliate (MI), Italy
Smiley World
London, Great Britain
Starbright
Modena, Italy

Programma
Screening Room

Martedì 23 Marzo

11.45-13.15
Focus Backstage:
Novità 2010/2011
A cura di Backstage

14.00-14.30
Backstage e Giappone:
Nuove opportunità di Licensing
A cura di Backstage

14.30-15.00
Teen Days,
il primo Talent Show in animazione
Anticipazioni sulla 2a serie
A cura di Smart Brands

15.15-15.45
Cartoons on The Bay
Annuncio Arlecchino Award
Promosso da RaiTrade, in collaborazione con la Fiera del Libro per Ragazzi di Bologna

16.00-16.45
Disney Fairies:
dal libro al film al merchandise fino alla tv
A cura di Disney Consumer Products Italy

Mercoledì 24 Marzo

11.00-11.50
Mediaset opportunities.
Le conferme e le novità 2010/2011
A cura di RTI - Mediaset

12.00-13.00
Professione Illustratore:
Diritti d'autore e di riproduzione secondari
Relatori:
Anders Suneson
(Svenska Tecknare)
Sally Cutting
(APIM)
A cura di EIF
European Illustrators Forum

15.45-17.00
Warner Bros.
Consumer products:
the powerhouse of Entertainment
A cura di Warner Bros Consumer Products Italia
(è richiesto l'invito)

Giovedì 25 Marzo

10.00-11.00
Keynote Speech:
"Cosa rende un brand licenziabile?"
Promosso da LIMA USA
in collaborazione con
Kids Licensing Forum
Relatore:
Ciaran Coyle,
Managing Director,
Beanstalk Group UK
Introduce:
Charles Riotto,
Presidente LIMA USA

11.15-11.50
Anteprima Spike Team
A cura di Teamworks Srl
(è richiesto l'invito)

12.00-14.00
Licensing Classic Publishing Brands
Promosso da Total Licensing
I brand classici, partendo dall'editoria, sono stati la base di numerosi programmi di licensing ed entertainment con le property più varie, Winnie the Pooh, SpiderMan e Beatrix Potter.
Questo seminario andrà a fondo sul licensing di brand classici dell'editoria e su come le aziende hanno gestito lo sviluppo e la creazione di programmi di licensing in varie parti d'Europa.
Francesca Ash,
Editore, Total Licensing
Bettina Koeckler,
SVP Licensing, EMEA. Chorion
Eric Edery,
Direttore Licensing, Method Animation Xpress
Maria Giovanna Gurrieri,
Direttore Divisione Licensing, Atlantyca

14.15-15.00
Novità da Mattel Brands
Consumer Products:
una nuova property girls
A cura di Victoria Licensing & Marketing

15.00-16.00
Dai libri illustrati
all'animazione audiovisiva:
intrattenimento di qualità
per ragazzi
Eva Mejuto,
OQO editora
Marcos López,
OQO filmes
Géraldine Gonard,
Imagina International Sales

16.00-16.30
Professor Balthazar
the license that wasn't meant to be
A cura di Ultralink

Screening Room
Programme

Tuesday 23 March

11.45 am-1.15 pm
Focus Backstage:
2010/2011 news
By Backstage

2.00-2.30 pm
Backstage and Japan:
new licensing opportunities
By Backstage

2.30-3.00 pm
Teen Days,
the first animation Talent Show
Sneak preview of season 2
By Smart Brands

3.15-3.45 pm
Cartoons on the bay
Arlecchino Award Announcement
Promoted by RaiTrade in cooperation with Bologna Children's Book Fair

4.00-4.45 pm
Disney Fairies:
from book to film,
to merchandise, to tv
By Disney Consumer Products Italy

Wednesday 24 March

11.00-11.50 am
Mediaset opportunities.
2010/2011 Confirmations and news
Organised by RTI - Mediaset

12.00 a.m-1.00 pm
The Profession of Illustrator:
Copyrights and Subsidiary rights
Speakers:
Anders Suneson
(Svenska Tecknare)
Sally Cutting
(APIM)
Organised by EIF
European Illustrators Forum

3.45-5.00 pm
Warner Bros.
Consumer products:
the powerhouse of entertainment
By Warner Bros Consumer Products Italia
(By invitation only)

Thursday 25 march

10.00-11.00 am
Keynote Speech:
"What makes a brand licensable?"
Promoted by LIMA USA
in cooperation with
Kids Licensing Forum
Keynote speaker:
Ciaran Coyle,
Managing Director,
Beanstalk Group UK
Introduced by:
Charles Riotto,
President LIMA USA

11.15-11.50 am
Spike Team preview
By Teamworks Srl
(By invitation only)

12.00 am-2.00 pm
Licensing classic publishing brands
Organized by Total Licensing
Classic brands, from a publishing base, have formed the basis of many successful licensing and entertainment programmes with properties as diverse as Winnie the Pooh, SpiderMan and Beatrix Potter. This seminar will take an in-depth look into the licensing of classic publishing brands and how different companies have approached developing and creating licensing programmes in different parts of Europe.
Francesca Ash,
Publisher, Total Licensing
Bettina Koeckler,
SVP Licensing, EMEA. Chorion
Eric Edery,
Head of Licensing, Method Animation Xpress
Maria Giovanna Gurrieri,
Director Licensing Division, Atlantyca

2.15-3.00 pm
News from Mattel Brands
consumer products:
a new property for girls
By Victoria Licensing & Marketing

3.00-4.00 pm
From picture books
to audiovisual animation:
quality entertainment for children
Eva Mejuto,
OQO editora
Marcos López,
OQO filmes
Géraldine Gonard,
Imagina International Sales

4.00-4.30 pm
Professor Balthazar
the license that wasn't meant to be
By Ultralink