

VS Next Sessions

Meet the Top Global Executives

.....

SEPTEMBER 15

.....

The new OTT ecosystem: trends over SVOD, AVOD, TVOD

With the Covid-19 crisis the programming consumption has exploded in hours and genres. Some of the main responsible have been the OTT platforms, which have gained subscribers in all the world and have diversified their business models in AVOD, SVOD, TVOD, among others. Organized by OMDIA and Prensario, this panel shows the top trends and the strategies of the protagonists of this amazing business segment.

SPEAKERS

David Urgell

SVP, Head of Streaming Services EMEA-Asia, Pluto TV/ViacomCBS Network

Filippa Wallestam

EVP & Chief Content Officer, Nordic Entertainment Group (NENT)

Jacob Ahlin

Director of Digital Propositions EMEA, A+E Networks UK

MODERATOR

Maria Rua Aguite

Executive Director, OMDIA



.....

Unscripted Formats: Global Trends and Looking Ahead

K7 Media provides insight and intelligence on global TV and video trends, helping its international client base understand what audiences are watching. K7's Client Manager Ella Turner looks at unscripted formats from around the world. The session will explore current trends in unscripted formats, as well as taking a look towards the future to consider what we can expect to see on our screens as we come out the other end of the global pandemic.

PRESENTER

Ella Turner

client manager, K7 Media



Globo Super Pitching: A Life Worth Living

Join us on this amazing opportunity to a deep dive into the big hit telenovela with the highest ratings in its time slot in Brazil since 2015. Globo will share with its partners the key factors for the success of this powerful story about the value of life, that is also enchanting Portugal and will inspire the world.

SPEAKERS

Paula Venturim

Sales Executive, Globo

Rosane Svartman

Author, Globo



SEPTEMBER 16

VS Showcase: Turkish content arises

Virtual Screenings Autumn organizes this exclusive Turkish programming showcase to discover the newest productions from this global player. Take a look to the most recent productions from the top producers, broadcasters and distributors.

SPEAKERS

Izzet Pinto

CEO, Global Agency

Fredrik af Malmberg

managing director, Eccho Rights

Emrah Turna

executive director, Kanal D International

Aysegul Tuzun

managing director, MISTCO

José Luis Gascue

EVP, Head of Worldwide Sales (Calinos)

Can Okan

CEO, Inter Medya

Nil Pekin

sales manager, Raya Group

Ates Ince

managing director, MADD Entertainment

MODERATOR

Prof. Arzu Ozturkmen

Boğaziçi University (Turkey)



Latin America 2.0, new and better

The Sub-Continent has evolved in the last two decades offering much more opportunities for different global audiovisual businesses. There is a “New Latin America” concept that needs to be highlighted and described by some of their top representatives, including three leading Media Groups and a key content distributor and producer that taken the Latino content to the world.

SPEAKERS

María Lucía Hernández

Director General Manager International Sales, RCN Television (Colombia)

Raphael Correa Netto

international business director, Globo (Brazil)

María Pérez Campi

Sales Director, Latin America & US Hispanic, Dori Media

MODERATOR

Nicolas Smirnoff

director, Prensario International



SEPTEMBER 17

Trending European drama: what's next?

European drama is a serious thing with productions from Germany, Italy, Spain and Portugal reaching new markets globally. Leading local media groups describe their strategies to increase sales and gain recognition, while they reinforce the efforts towards international coproductions.

SPEAKERS

María Jesús Pérez

International Sales Director, RTVE (Spain)

Susanne Frank

Director ZDFE.drama, ZDF Enterprises (Germany)

Claudia Marra

head of sales, RTI Mediaset (Italia)

Carlota Vieira

Manager, SIC Content Distribution (Portugal)

MODERATOR

María Chiara Duranti

editor of FormatBiz (Italy)



What Buyers Want in Indonesia

The fourth largest country in the world by population is also a key television market in South East

Asia with 10 national TV channels and key local and international OTT services serving to more than 260 million people. Take a look to the top Indonesian players describing their content needs in this panel organized by ASIA TV FORUM & MARKET (ATF).

SPEAKERS

Ario Bagus Widyatmiko

Chief Content Officer, PT. Digdaya Duta Digital

Banardi Rachmad

Head of Programming Acquisition, PT. Surya Citra Televisi (SCTV)

Hendy Lim

Content & Channel Vice President, Indonesia Entertainment Group (IEG)

Luthfi Cahya Wibisono

General Manager, PT. Telekomunikasi Selular

MODERATOR

David Scott

Associate Director, APAC, Omdia



.....

SEPTEMBER 18

.....

How to Create Content that Brands and Audiences Want Using Global Demand Data

While content still reigns king, financing the production of content without changing the storytelling remains a challenge. This presentation by Warner Media MX's Data and Insights Director, Alex Nemeque, and Parrot Analytics' Director of Applied Analytics, Alejandro Rojas, will showcase best practices for utilizing global data to determine what content appeals to audiences, ensuring your production is an attractive investment for brands and advertisers, while maintaining the magic of the story.

SPEAKERS

Alejandro Rojas

Director of Applied Analytics, Parrot Analytics

Alex Nemeque

Data and Insights Director, WarnerMedia MX



.....

SEPTEMBER 19

.....

The Post-Covid Latin American Media Ecosystem: producers & screens debates about the future

How has Covid-19 affected the Latin America industry? And which is the scenario once the pandemic is over? Prensario gathers in this panel a selection of the top broadcaster, producers and platforms of the region who describe the impact and discuss about the future of the business.

SPEAKERS

Catalina Porto

executive manager of production, Caracol Television (Colombia)

Ana Cecilia Alvarado

VP of International Business, Ecuavisa Studios (Ecuador)

Eduardo Fernández

Head of Production of eltrece, programing director of Artear networks, and team leader of eltrece.com (Argentina)

MODERATOR

Agustin Genovese

Television.com.py



SEPTEMBER 20

Content production insights: Ukraine, Kazakhstan, Kyrgyzstan

The session, prepared by Ukraine-based media consultancy Media Resources Management, will not just give an overview of some post-Soviet states' media markets in a nutshell. It will dig deeper into production business and its peculiarities: the freshest analytical report on AV content business in Ukraine, as well as two fireside chats with producers from Kazakhstan and Kyrgyzstan. Totally different markets with common history and big ambitious plans, but each of them presents interesting results and success stories during the last 5-10 years.

SPEAKERS

Nikolay Pak

Director of First Creative Association (Kazakhstan)

Ernest Abdyjaparov

CEO, Studio Ernest Abdyjaparov (Kyrgyzstan)

HOST AND INTERVIEWER

Artem Vakalyuk

Head of Analytics Department, MRM (Ukraine)



SEPTEMBER 21

Spanish content becomes global: present & future of an industry in expansion

The audiovisual industry in Spain is getting hotter. The Iberian country has been chosen by top global OTTs such as Netflix or Amazon Prime Video to produce the top programming in Spanish language for the world. How has this transformation taken place? Leading screens and producers describe the market that is gaining momentum internationally with renown projects as Money Heist, Las Chicas del Cable, Ines del alma Mia, among many others.

SPEAKERS

Ana Bustamante

general director, Mediterráneo, Mediaset España

Mercedes Gamero

general director, Atresmedia Cine

Fernando López Puig

director of contents, channels and production, RTVE

Daniel Écija

founder, showrunner and producer at The Good Mood

María García

sales manager, Boomerang TV

MODERATOR

Irene Jiménez

editor, Audiovisual 451



SEPTEMBER 22

Latin America: a land of opportunities": the evolution from an only-telenovela producer to a full content provider

Latin America is a highly-diverse and huge piece of land with 19 territories, two languages spoken (Spanish and Portuguese) and close to 630 millions of inhabitants. With new competitors coming from everywhere (Turkey, South Korea, CIS/CEE), the region showed in the last two decades a maturation of its M&E sector bringing a diversification in content development, services, locations/landscapes, talents and incentives that are pushing Latin America (again!) in the global audiovisual map. Organized by Prensario in partnership with Media Resources Management and Kiev Media Week.

SPEAKERS

Elena Antonini

director of sales and coproductions, ViacomCBS International Studios

Patricia Jasín

VP Sales, TV Azteca International

Esperanza Garay

CEO, Mega Global Entertainment

Estefania Arteaga

International Sales Director - Asia, Caracol International

Manu Marti

head of fiction, Fremantle Latin America

MODERATOR

Fabricio Ferrara

international business director, Prensario



SEPTEMBER 23

What Buyers & Commissioners Want in Singapore

Singapore is a strategic country in the heart of Asia not only because of its geographical location, but also because it is the home of the top panregional linear and non linear platforms that are producing more and more Asian Originals. Take a look to the top Indonesian players describing their content needs in this panel organized by ASIA TV FORUM & MARKET (ATF).

SPEAKERS

Joy Olby-Tan

Lead, Acquisitions, Mediacorp

Rita Seow

Lead, Audience & Content, Chinese Audience, Mediacorp

Ishaan Misra

Executive, Content Strategy & Acquisitions, Discovery

Justin Deimen

President, Production & Acquisition, 108 Media

MODERATOR

Annette Kunst

Managing Director South East Asia, Nielsen Media



Animation in Ibero America: audiences during Covid-19, production and content creation in the "new normal"

Animation has gone through the Covid-19 much better compared to the live action sector. During the last months the development, creation and production of local and international projects have grown. Platino Industria generates this panel with top executives, who describe the context, analyze the challenges and describe their strategies to keep their leadership.

SPEAKERS

Lucas Arechaga

programming, strategy and operation director, Cartoon Network Latin America

Genaro Díaz

planning coordinator of the image and publicity vice-presidency, Televisa

Paula Taborda

senior director of content and acquisitions, Planeta Junior

PRESENTERS

Adriana Castillo

General Coordinator Platino Industria / PR Egeda México

Carlos Gómez

general director, Egeda México

MODERATOR

Paul Vaca Herrera

executive producer, Alterego



SEPTEMBER 24

Changes in TV Ecosystem

Leading international content consultancy 3Vision offers on this session an updated review on the major trends hitting the TV Ecosystem, such as Direct to Consumer, Pay TV, Free TV and AVOD, as well as the insights about the content distribution market.

PRESENTER

Jack Davison

EVP, 3Vision

