

WHERE WORK AND PLAY COLLIDE

YOU'LL MEET THESE SPEAKERS:

- **Steven Andrew**, Controller of Children's & Youth Programmes, ITV Network Limited (UK)
- **Finn Arnesen**, International Head of Programme Production, Cartoon Network, Boomerang and Toonami (UK)
- **Pierre Belaisch**, Deputy Managing Director in Charge of Programs, Canal J (UK)
- **Kirk Bloomgarden**, CEO, Copyright Promotions Licensing Group PLC (UK)
- **Carole Bonneau**, VP, Programming, TELETOON Canada Inc. (CA)
- **Deirdre Brennan**, ABC Kids Programmer, ABC TV (AU)
- **Christian Davin**, Chairman & CEO, Alphanim (FR)
- **Richard Dickson**, SVP, Mattel Brands Consumer Products, Mattel Inc
- **Marc du Pontavice**, Chairman, Xilam (FR)
- **John Easum**, VP of Licensing & Sales, ShoPro Entertainment
- **Donna Friedman Meir**, President, Kids' Programming & Production, National Geographic Television & Film
- **John Hardman**, SVP, Programming Kids' WB!, The WB Television Network
- **Cheryl Hassen**, Creative Head, Children's & Youth Programming, CBC TELEVISION (CA)
- **Bob Higgins**, SVP Programming & Development, Cartoon Network
- **Brown Johnson**, EVP, Nick Jr.
- **Liz Kalodner**, EVP & General Manager, Global Consumer Products and International TV Distribution, Sesame Workshop
- **Sid Kaufman**, EVP of Worldwide Merchandising, Nelvana
- **Nicole Keeb**, Commissioning Editor Children's Programmes, ZDF (DE)
- **David W. Kleeman**, Executive Director, American Center for Children and Media
- **David Levine**, VP Corporate and Business Affairs, Ragdoll Limited
- **Stu Levy**, Chairman/CEO, TOKYOPOP
- **Tom Lynch**, CEO, Tom Lynch Company
- **Rick Mischel**, CEO, Mainframe Entertainment Inc. (CA)
- **Peter Moss**, EVP, TV Programming & Development, Corus Entertainment (CA)
- **Lisa Olfman**, President, Portfolio Entertainment Inc. (CA)
- **Al Ovadia**, EVP, Sony Pictures Consumer Products
- **Jane Ritson-Parsons**, President Hasbro Properties, Group
- **Jonathan Peel**, Chairman, Millimages UK Ltd (UK)
- **Dea Perez**, VP Programming & Operations, Discovery Kids
- **Adina Pitt**, Director of Acquisitions, Nickelodeon & TV Land, MTV Networks International
- **Maura Regan**, VP, International Licensing & New Business Development, Products and International TV Distribution, Sesame Workshop
- **Bill Schultz**, President, Mike Young Productions Inc.
- **Daniel W. Sherreff**, CEO, EVENT TV International
- **Bill Shribman**, Executive Producer, WGBH Interactive
- **Bruce Steinberg**, CEO, Fox Kids Europe
- **Beth Stevenson**, Partner, VP Production & Development, Decode Entertainment Inc
- **Karl Woolley**, Managing Director, Tell Tale Productions Ltd
- **Cyma Zarghami**, EVP & GM, Nickelodeon - Nick at Nite

***more speakers to be announced!**

SPECIAL EVENT!



inductee
Theresa Plummer-Andrews
Head of Acquisitions & Co-Productions, BBC



KidScreen Hall of Fame Celebration

Thursday, February 12th, 2003 (beginning at 6pm)

Please join as we tip our hats in honor of this year's KidScreen Hall of Fame inductee **Theresa Plummer-Andrews**. Theresa will be recognized for her outstanding work and excellent track record as an aggressive buyer of kids rights for BBC, and for to her role in the development and production of premier children's programming such as Bob the Builder, Noddy, Little Robots, Pingu to name just a few. In the tradition of celebrity roasts, the evening celebration will consist of anecdotes and jovial tributes from Theresa's industry friends and colleagues. Reserve your seat today. It's an event you won't want to miss!



Register online and save!
www.kidscreensummit.com
\$25 off for internet bookings

Break Through In Kids Entertainment

Yes, I would like to register for the KidScreen Summit on February 12 & 13, 2004 for the early bird rate of US\$995
*Rate expires January 23, 2003

Yes, I would like to add workshops on February 14, 2004 for just \$300 more.

5 WAYS TO REGISTER

- ☎ www.kidscreensummit.com
- ☎ Sharlene at 416.408.2300 ext. 313
Toll free in North America: 1.866.408.2306
- ☎ Attention: Sharlene at 416.408.0870
- ✉ swilder@brunico.com
- ✉ KidScreen Summit
c/o Brunico Communications Inc.
366 Adelaide St. W., Suite 500,
Toronto, Ontario M5V 1R9
Make check payable to Brunico Marketing Inc.



THE ROOSEVELT HOTEL
45 East 45th Street (Madison Ave at 45th)
New York, NY 10017
P: 212-661-9600 F: 212-885-6161

Need Accommodation?

Mention the KidScreen Summit to secure the preferred rate of \$165 for single or double occupancy at The Roosevelt Hotel. Phone 212-661-9600 or 888-TEDDY-NY to make your reservations. This rate will be offered, based on availability in the room block, until January 22, 2004.

www.theroosevelthotel.com

ALWAYS READ THE FINE PRINT:

*To qualify for special offer, payment in full must be received by the indicated deadline. The sponsors and management of this conference reserve the right to change the program date, meeting place and content, and assume no liability for the changes. Notice will be supplied in the event of such changes. New York sales tax where applicable. All prices quoted in US dollars.™ KidScreen Summit title, tagline and logo are trademarks of, and is produced by Brunico Marketing Inc.™ KidScreen is a trademark of Brunico Communications Inc.

CANCELLATION POLICY

Should you be unable to attend this event, we require cancellation notice in writing on or before January 12, 2004 at 5 p.m. EST. We regret that any cancellation made after this date will not be eligible for a refund. All cancellations are subject to a \$150 administration fee. All prices are quoted in US dollars. Should you wish to transfer your registration to an alternative member of your organization, please inform us by phone, a minimum of 24 hours prior to the conference, at 416.408.2300 x313. If for any reason whatsoever the conference is cancelled, the liability of Brunico Marketing Inc. shall be limited to reimbursement of the conference fees.

Register online save \$25!

kidScreen SUMMIT™

WHERE WORK AND PLAY COLLIDE

REGISTRATION FORM

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FEBRUARY 12-14, 2004

THE ROOSEVELT HOTEL, NEW YORK, NY

"Content was solid. Break out sessions were very good. Networking opportunities better than I expected."

Joe Tedesco
Vice President + General Manager
Family Channel Inc.

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TO RESERVE YOUR SEAT TODAY!**

WHERE WORK AND PLAY COLLIDE

JAM PACKED
AGENDA AND SESSION
OUTLINES INSIDE!

kidscreen SUMMIT™

www.kidscreensummit.com

- KIDS PRODUCTION
- KIDS PROGRAMMING
- KIDS LICENSING & MERCHANDISING

Reasons You Should Attend:

- Network with key industry executives and get your properties on their radar
- Compelling and relevant panel discussions, case studies and intimate workshops
- Conveniently scheduled right before Toy Fair; Make one trip and do both events to cover all ground
 - Concurrent sessions so you can cater the conference to your own personal needs

2 DAY CONFERENCE + WORKSHOPS

THE ROOSEVELT HOTEL

FEBRUARY 12-14, 2004

NEW YORK, NY



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CALL TOLL FREE 1-866-408-2306 or 416-408-2300 ext. 313 TO RESERVE YOUR SEAT TODAY!



Serious business and serious fun is what KidScreen Summit is all about. Bringing together all of the **players** in the business, it is the ultimate kids industry experience. It's your best opportunity to do business, **make connections**, and pitch ideas AND you'll have fun while doing it. Isn't that why you chose to work in the **kids industry** in the first place?

"We have sold two projects directly as a result of the last two KidScreen Summits. Need I say more?"

- Mike Young, Founder & Partner,
Mike Young Productions

Covering the core sectors of Programming, Production and Licensing & Merchandising, KidScreen Summit presents an exciting agenda packed with choice.

Delegates can program their own conference, specific to their needs and make the most of their conference experience.

NEW THIS YEAR!

More International Speakers

In recognition of your need to work with more and more international partners, we have assembled our most diverse line-up of industry experts ever, bringing in speakers from around the globe.

More Session Choices

We know you need to be able to program your own conference, some areas of the kids business are more important to your day-to-day than others. In this brochure, you'll see sessions broken down into the following categories: General Sessions (of interest to all attendees); Consumer Products/Licensing & Merchandising; Production/Distribution; Programming; Marketing & Promotions; Focus on Japan (a special regional stream this year); and the 30 Minutes with... series.

BACK BY POPULAR DEMAND!

30 Minutes with... Sessions

Lucky individuals will get the chance to have a small group meeting with some of the most elusive and knowledgeable kids industry execs. Admittance is limited to 35 people per session, on a first-come-first-serve basis. You must pre-register before the conference, so register early and make your selections to ensure you get your first choices. Each delegate can attend 2 sessions.

Post-Conference Workshops - February 14th

More in-depth, instructional workshops covering topics like Script Deconstruction, Understanding Retail, Licensing Legalities, The Perfect Pitch, Building Buzz Through PR and more. Visit www.kidscreensummit.com for full details on each workshop and for information on how to register.

More Networking Opportunities

Lots of time has been set aside for you to network with colleagues and future partners. Mingle with other delegates at the breaks, meals and social events, take meetings in the delegate's lounge, come celebrate at the Hall of Fame reception and spend some time visiting our exhibitors in the booth area.

One-On-One Draws

Your chance to get some private face time with someone that could greenlight your project or give you advice on where to take it. Submit your business card onsite for a chance to win a ONE-ON-ONE meeting with some of our speakers. Speakers and schedules will be set-up in advance and posted on www.kidscreensummit.com, the draws will be made onsite during the opening remarks on February 12th.

Pitch It!

Bone up on your own pitching prowess by watching 4 brave souls pitch their project to our panel of kids industry heavy-weights. Learn from the success stories, or learn from the rejection - either way you'll pick up do's and don'ts by watching it happen in real time.

Warm Up Party -

Hosted again this year by Curious Pictures at their studio on Lafayette Street in Manhattan on the evening of February 11th, it promises to be a great precursor to the main event.

Sponsored by:

curiouspictures

kidScreen SUMMIT™ 2004 SESSIONS

KIDS PRODUCTION • KIDS PROGRAMMING • KIDS LICENSING & MERCHANDISING

General Sessions

State of the Kid Nation

Top execs from all sectors in the kids' biz come together on one panel to discuss and debate the issues of the day, look back at the year that was and share their opinions on what the future will hold.

Find a Partner Roundtables

Don't miss this opportunity to network with potential partners. The roundtables are meant to be informal and conducive to networking and stimulating discussion. Grab your lunch and have a seat at the table of your choice (topics and table leaders will be posted on www.kidscreensummit.com); feel free to move around and join other tables too.

Pitch It! (Ages 6-10)

Bone up on your pitching prowess by watching souls pitch their project for kids aged 6-10 to our panel of decision-makers (not to mention a room full of other potential buyers, licensees, retailers, distributors and coproduction partners). Learn from the success stories, or learn from the rejection - either way you'll pick up do's and don'ts by watching it happen in real time.

Understanding TV Ratings (and How to Use Them)

Ratings success translates into an easier licensing pitch and a ride on the consumer products train. How can you obtain ratings information for your show in different territories, what do the numbers mean and how you can use them to your advantage?

Revisiting Convergence: Interactivity, Wireless and Emerging Technologies

Although not exactly a buzz word any more, convergence – or whatever you like to call it – is still chugging along and you still have to consider it in your business strategy. What territories are more technologically advanced and how are they deploying interactive strategies? What's happening on the web? Who is starting to generate revenue with this channel? Stay on top of what the future holds and be poised to take advantage of new technologies that are picking up steam.

New Talent Showcase

We asked four kids industry execs to identify an up and coming company they have their eye on and to showcase them and their work here at the KidScreen Summit. Come see what magic they saw, what's exciting about the company and what you'll see coming from them in the future.

Home Entertainment Scene

The Gaming, VOD, and DVD market continue to grow and further fragment TV audiences. What steps should you take to develop properties for the home entertainment market, what partnerships can you cement, and what trends should you be watching?

Understanding Children's Culture

The latest research on kids culture and the role that media plays in kids development.

Consumer Products/Licensing & Merchandising Sessions

Round the World Retail Opportunities

Get the lowdown on international retail opportunities, providing you with territory-by-territory insight into top product categories, key players, distribution logistics and merchandising trends.

Developing Properties with Licensing Legs

Creating properties that will be successful on both TV and in the licensing arena requires the consumer products side and the production side to work together to create effective visuals and storylines that will work for both businesses. Our panel will discuss creating emotional stickiness, the types of images that will work for different categories and establishing trust amongst partners so that everyone is onside with the path a property is to take.

A Consumer Products Roadmap

Our expert panel will walk you through the lifespan of a property starting from the licensing agreement through to the child taking it off the retail shelf. What happens, how many middlemen are there and who are they, what's in the contract, who makes money where & how much? Gain a better understanding of the consumer products process and how the success of a programme is measured.

Making it without TV: Case Studies

History has shown that you can have a successful consumer products & licensing program for a property without TV, but just how do you do it? How do you convince risk-averse retailers to take a chance on your idea without any ratings to back-up your claim that it will be the next big thing? Case studies of successful non-TV properties will show you how to develop characters and storyline for properties that don't have television or film and help you get your idea come to fruition.

Beyond TRU & Walmart: Alternative Retail Channels

Not all properties are going to land on the shelves of Toys R Us or Walmart, but that shouldn't stop you from exploring the retail space. Learn how to make use of non-traditional retail channels and open up non-traditional licensed categories to exploit new market

Countering Counterfeiting: The Piracy Issue

Our panel will share war stories from their fight to crack down on counterfeit merchandise. When do you fight, how much is it worth and when is it often more cost-effective to just let it go?

Production/Distribution Sessions

Creative Critique: Evaluating and Developing TV Properties

A look at the creative direction of several successful properties; how do you evaluate and develop properties to minimize risk; what are the key elements that successful shows have in common and who can you turn to for advice?

Developing & Producing Live Action Programming for Kids

Gain insight from several successful live action producers on what works, what doesn't and who's buying, when you are creating exportable live action programming for kids.

No Stone Unturned: Program Financing in Europe & UK

Get the lowdown on financing opportunities in Europe & the UK, to include: government funding, coproduction opportunities, venture capital and tax breaks.

Sales Strategies for the US Market

The toughest nut to crack is potentially the most lucrative, but how can you get your show on the air in the USA? Those who have had success in the US market will share their insight into what clicks with US broadcasters and how you can develop your program to fit their needs.

Sponsored & Branded Programming

Branded Content, Advertainment, Madison & Vine, call it what you will, technology is changing the way kids watch TV and the traditional advertising business model could go the way of the dodo. If you are programming for an ad-supported channel or are hoping to get your program on said channel; come get prepared for some alternatives to the old standard.

Programming Sessions

Programming Showcase: European Channels

European programmers will share their programming strategies with you and give you an understanding of the types of programmes that are hits with their viewers. Get tips from them on how you can tailor your programme ideas to fit their audience's sensibilities.

Programming Showcase: Nick International

An in-depth look at the Nickelodeon outlets worldwide: what programming works where, how content gets developed, who to contact; giving you a better understanding of what they are looking for and a leg-up on getting them to look at your ideas.

Programming Showcase: North American Channels

Programmers from successful North American channels will showcase the programming that works for their audience, what they are currently looking for, and how you can pitch them your concepts.

Programming Showcase: Turner Entertainment Networks

An in-depth look at Turner Entertainment Networks, including Cartoon Network Europe, Cartoon Network Latin America, Pogo/Cartoon Network Asia and Cartoon Network USA: what programming works where, how content gets developed, what the relationship is between the channels and who to contact. This session will give you a better understanding of what they are looking for and the tools to be more successful in your pitch to them.

Marketing & Promotions Sessions

Promotional Strategies & Partnerships: Case Studies

What can you do to increase interest in your property at the consumer level? Who can you partner with; who pays for it; who directs it; what's the role of advertising & promotions agencies? Our panelists will present case studies of the successful efforts they have launched to elevate the level of their properties.

Program & Channel Marketing Challenges

How do you market the same TV brand in different markets where your target audiences are different? How do you maintain a consistent brand message when language and cultures differ? Join in on the discussion of marketing programming and channel brands to different kids around the world.

Focus on Japan

Licensing In Japan

What opportunities exist for non-Japanese content to be successful in that marketplace? Find out how some are doing it and what you need to know before moving forward with licensing initiatives in Japan.

Doing Business with Japan

Anime and Japanese content continues to see great success around the world, but how can you get in on the action. Our panel of

experts on the Japanese market will educate you on working with Japanese companies to facilitate import and export of content; who are the players and what do you need to know about doing business with them.

Demystifying Japanese Content

An insider's look at the origin of manga, how content gets developed in Japan and how ideas migrate to other markets.

Don't wait - space will sell out!

30 Minutes with... Sessions

Lucky individuals will get the chance to have a small group meeting with some of the most knowledgeable kids industry execs. Admittance is limited to 35 people per session, on a first-come-first-serve basis. You must pre-register before the conference, so register early and make your selections to ensure you get your first choices.

Each delegate will be eligible to attend up to 2 sessions.

30 mins with Al Ovadia, EVP, Sony Pictures Consumer Products

Find out how Al Ovadia turns Sony properties into licensed product magic. Come prepared with questions so Al's experience can help you with your forays in the consumer products arena.

30 minutes with Peter Moss, EVP, TV Programming & Development, Corus Entertainment

Get ready to find out what YTV & Treehouse are looking for and how you can prepare your pitch to Peter and his team at Corus Entertainment.

30 minutes with Finn Arnesen, International Head of Programme Production, Cartoon Network, Boomerang & Toonami

Prepare your questions for this intimate & interactive session, where you'll learn what Finn has on the slate, what programming he is looking for and how you can better work with him and his team at Cartoon Network International

30 minutes with Bob Higgins, SVP Programming & Development, Cartoon Network

Meet Bob and discover what his latest plans are for Cartoon Network. He'll give you insight into working with the US team and the kinds of properties they are looking for.

30 minutes with Liz Kalodner, EVP & GM, Global Consumer Products and International TV Distribution, Sesame Workshop

Liz will give you the inside scoop on the consumer products strategy at Sesame Workshop and how she is re-shaping the licensing business at the organization.

30 minutes with Jane Ritson-Parsons, President, Hasbro Properties Group

Get the latest on what Hasbro has coming down the pipeline and talk to Jane about how you can work with them.

30 minutes with Nicole Keeb, Commissioning Editor Childrens Programming, ZDF

Meet Nicole and find out how she programs for ZDF; she'll tell you the type of programming she is looking for and give you insight into how you might get your programs on her schedule.

30 minutes with Adina Pitt, Director of Acquisitions, Nickelodeon & TV Land, MTV Networks International

Meet Adina and find out what her screening process is; she'll tell you the type of programming she is looking for and give you insight into how you can get your programs on the Nick slate.

30 minutes with Kirk Bloomgarden, CEO, Copyright Promotions Licensing Group z

Sign up for this session with Kirk and get details on how a licensing agency can help your property break out to new categories and territories.

30 minutes with Deirdre Brennan, ABC Kids Programmer, Australian Broadcasting Corporation

Deirdre will give you a heads up on what is clicking with kids down under and discuss how she is making her programming choices for the channel.

Post-Conference Workshops - February 14, 2004

Half Day Workshops

Building Buzz Through PR

Hear from a PR expert on how you should plan your public relations attack and get tips on using this marketing alternative for both consumer and trade PR success.

Coproduction Roadmap

Our coproduction expert will give you pointers on executing a successful coproduction, to include some of the best people to work with, funding resources in different territories and pitfalls to watch out for.

Understanding Retail

A merchandising specialist will take you on a tour of the toy store to explain why certain products are placed where they are, general merchandising strategies, and the types of products that catch kids' attention while in store.

Licensing Lingo & Legalities

A licensing agent will explain the licensee/licensor relationship and take you through the contract stage, so you have a better idea of what you are getting yourself into when making the move into licensed products.

Full Day Workshops

Script Deconstruction

Each participant will send their script to our 'doctor' in advance to be critiqued and deconstructed. During this full-day workshop, each participant will get pointers on developing their scripts, developing a voice for their characters, and creating storylines that click with kids.

The Perfect Pitch


Get up on your feet in this interactive workshop where you will practice your pitch in front of an audience and get pointers from a pro.

"I found it very informative, highly qualitative, rather intensive and pleasantly informal."

Justine Bannister, Head of TV Distribution, Dupuis

kidScreen SUMMIT™ 2004 AGENDA

Day 1 - February 12, 2004

Room	Grand Ballroom	Promenade	Terrace	Vanderbilt	Plaza
Time					
9am - 10am	Keynote Panel State of the Kid Nation				
10am - 10:20am	BREAK				
10:20am - 11:30 am	Understanding Children's Culture	30 mins with Al Ovdia, Sony Consumer Products	New Talent Showcase	Demystifying Japanese Content	30 mins with Deirdre Brennan, ABC TV
11:30am - 12:30pm	Consumer Products Roadmap	30 mins with Finn Amesen, Cartoon Network, Toonami & Boomerang	Programming Showcase: European Channels	Doing Business with Japan	30 mins with TBA
12:30pm - 1:30pm	LUNCH				
1:30pm - 2:40pm	Turner Entertainment Networks Showcase	30 mins with TBA	Alternative Retail Channels	Licensing into Japan	30 mins with TBA
2:40pm - 3:00pm	Cookie Break with Cookie Monster	Sponsored by  sesameworkshop.			
3:00pm - 4:00pm	Developing TV Properties with Licensing Legs	30 mins with TBA	Sales Strategies for the US Market	Program Financing in Europe & UK	30 mins with Jane Ritson-Parsons, Hasbro Properties Group
4:00pm - 5:00pm	Revisiting Convergence	30 mins with Liz Kalodner, Sesame Workshop		Sponsored & Branded Programming	30 mins with TBA
5:00- 5:10pm	Closing Remarks				
6:00pm	Roast Cocktail - Celebrating Theresa Plummer-Andrews, BBC				

Day 2 - February 13, 2004

Room	Grand Ballroom	Promenade	Terrace	Vanderbilt	Plaza
Time					
9:15am - 10:15am	Programming Showcase: North American Channels	30 minutes with Bob Higgins, Cartoon Network	Home Entertainment Scene	Promotional Strategies & Partnerships	30 mins with Kirk Bloomgarden, Copyright Promotions
10:15am - 10:35am	BREAK				
10:35am - 11:45am	Programming Showcase: Nick International	30 mins with TBA	Developing and Producing Live Action	Round the World Retail Opps	30 mins with TBA
11:45am - 12:45pm	Evaluating & Developing Properties	30 mins with Nicole Keeb, ZDF	Program & Channel Marketing Challenges	Making it Without TV	30 mins with Adina Pitt, Nickelodeon
12:45pm - 1:45pm	LUNCH				
1:45pm - 3:00pm	Pitch It	30 mins with TBA	Countering Counterfeiting	Understanding TV Ratings	30 mins with TBA
3:00pm - 3:20pm	BREAK				
4:30 - 4:40pm	Closing Remarks				
3:20pm - 4:30pm	Closing Keynote				