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VS Next – Conferences Global Decision Makers & Content Trends

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MAY 11

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The future of streaming: what is next?

2021 will be the year of partnerships and bundles. Global media research company OMDIA offers key data & insights and discuss about the top trends with leading global OTTs.

SPEAKERS

Mirjam Laux

VP International Platform, Roku

Marco Nobili

SVP of Marketing, Streaming Division, ViacomCBS Networks International

Archana Anand

Chief Business Officer, ZEE5 Global

Jeff Cooke

VP of Programming, International Digital Networks, STARZ

MODERATOR

Maria Rua Agute

Senior Research Director, OMDIA



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Globo Presents: “Once We Were Six” – Exclusive Launch Showcase

Globo launches its new telenovela, a Brazilian literature big hit that has been conquering audiences for decades and will be presented for the first time to the international market. Once We Were Six is a family drama about resilience – a story of a matriarch who struggles to maintain unity and harmony in her family despite life obstacles.

SPEAKERS

Marina Melo

Sales Manager, Globo

Angela Chaves

Author

Ana Brancato

Research and Knowledge Specialist, Globo



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MAY 12

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K7's Entertainment Predictions for 2021

K7 Media uncovers some of the key predictions and trends in entertainment for 2021, exploring global trends across Europe, the US and Asia, and revealing the genres and topics gaining traction with audiences.

SPEAKERS

Ella Turner

Client Manager, K7 Media

Trang Nguyen

Asia Pacific Researcher, K7 Media



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Turkish Showcase Reloaded

After the huge success at Virtual Screenings Autumn 2020, these powerhouses promote their new Spring releases in a new edition of the Turkish Showcase at LA Virtual Screenings 2021.

SPEAKERS

Mikaela Pérez

Manager, Kanal D International

Fredrik Af Malmborg

Managing Director, Eccho Rights

Emre Görentaş

Content Sales Deputy Manager, ATV

Özlem Özsümbül

Head of Sales, MADD Entertainment

Can Okan

CEO, Inter Medya

Aysegul Tuzun

Managing Director, MISTCO

José Luis Gascue

EVP, Calinos Entertainment

MODERATOR

Carolina Acosta-Alzuru

College of Journalism and Mass Communication, University of Georgia

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How to Successfully Expand Revenue Streams for Content Assets

Traditional borders between content platforms and geographies are falling apart. This erosion means entertainment leaders can now monetize content over a wide variety of options ranging from SVOD and AVOD platforms to consumer products, gaming, theatrical releases and traditional

pay and linear TV models. Senior executives from Warner Media and Parrot Analytics will share their insights on how to develop content strategies that tap into wider sources of revenue streams. Attendees of this panel discussion will walk away with knowledge of shifting audience demand trends as well as actionable steps they can take to leverage content to drive revenue growth..

SPEAKERS

Alejandro Rojas

director of Applied Analytics, Parrot Analytics

Alex Nempeque

Data & Insights Director, WarnerMedia Latin America



MAY 13

The Global eSports and Game-Related Live-Streaming Ecosystem

From market and audience sizing to key developments, this session is a deep-dive into the esports and game-related live-streaming market, offering a realistic estimate of the ecosystem's current and future performance. Major trends that have further accelerated the interest in esports, streaming and gaming.

SPEAKERS

Isadora dos Santos

Junior Market Analyst, Newzoo



European drama gains global momentum

Drama has been a top genre in the European market and more newcomers are taking the scene. Some of Europe's leading producers and platforms gather in this roundtable to discuss new emerging business models, co-productions and the impact of the EU plan for the economic recovery on the industry.

SPEAKERS

María Valenzuela

SVP International Strategy and Business Development, Buendía Estudios (Spain)

Cristina Vaz

Member of the Executive Committee, CFO, Grupo Impresa/SIC (Portugal)

Robert Franke

VP Drama, ZDF Enterprises (Germany)

Nicola de Angelis

Head of Development and International Co-productions, Fabula Pictures (Italy)

Nadia Rekhter-Gareva

Development Producer and Head of International Department, Star Media (Russia)

MODERATOR

Geraldine Gonard

Conecta FICTION's founder and director



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MAY 14

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Media Group Powerhouses go DTC: How to Successfully Transition into Global Streaming

Powerful players from all over the world are entering the streaming space. Globo, Globoplay and Parrot Analytics share their insights on how to develop content with attractive narratives that appeal to international streaming audiences on first and third-party platforms.

SPEAKERS

Alejandro Rojas

Director of Applied Analytics, Parrot Analytics

Paula Venturim

Sales Executive, USA, Globo

Dimitri Araujo

Marketing Manager, Globoplay



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APAC: ahead in the global content business

APAC has become one of the most dynamic regions in the global audiovisual business. Key referents from Japan, Korea and The Philippines talk about the moment of the market and explain how Asian talents are more and more involved in key international projects.

SPEAKERS

Hirosuke Usui

Senior Expert, Media Business Dept., Media Strategy & Planning Office, Tokyo Broadcasting System Television Inc. (Japan)

Cirilo Ruel Bayani

head of International Production of ABS-CBN Corporation (The Philippines)

Jin Woo Hwang

President / Executive Producer, Something Special (South Korea)

MODERATOR

Fabricio Ferrara

International Business Director, Prensario International



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MAY 15

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Room for everyone? The independent OTTs in key territories

Independent OTTs all around the world are battling with majors for the attention of their audiences. Leading streaming platform from CEE/CIS, Asia and Latin America discuss on the table about which is the best strategy to keep being relevant in this competing field.

SPEAKERS

Fyodor Grechaninov

Strategy and Business Development Director, oll.tv/MGU (Ukraine)

Vanessa Rosas

COO, BlimTV/Televisa (Mexico)

Mansi Shrivastav

SVP, Content Acquisitions, Alliances & Syndication, MX Player (India)

MODERATOR

Fabricio Ferrara

International Business Director, Prensario International



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The Studio business: beyond Latin America

An exclusive panel about the most important Latin American Studios with key referents of the top countries/producers. Co-productions and international alliances, the evolution of the Latin American contents meet the international demand

SPEAKERS

Fernando Gaston

VP of Contents, ViacomCBS International Studios (VIS)

Patricia Jasín

VP of Azteca Estudios

Catalina Porto

Executive Manager of Production, Caracol TV

MODERATOR

Nicolás Smirnoff

Managing Director, Prensario International



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MAY 16

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Content, Formats and Rights Protection: the new landscape

FRAPA has more than two decades supporting the format protection in the global marketplace. The association describes the moment of the format industry in this pandemic context, and explains how it works with its more than 100 associated companies.

SPEAKERS

Hayley Babcock

FRAPA Advisory Board member, and owner of Hayley Babcock Media Consulting (USA)

Carlotta Rossi Spencer

FRAPA Advisory Board member and Head of Acquisitions Banijay Group (UK)

Maria Grechishnikova

CEO, Star Media (Russia)

MODERATOR

Phil Gurin

FRAPA co-chairman, and CEO of The Gurin Company (USA)



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MENA content trends: identifying opportunities

OTT investment in original production and acquisition is increasing three fold over the past year in MENA. Four of the top regional players discuss their upcoming projects and content strategies.

SPEAKERS

Walid Finan

CEO, TenTime

Nadine Samra

Chief Business Officer, Weyyak

Abe Shady Aboul Naga

General Manager, Viu

Kamel Weiss

Strategic Business Development Director, GNAM/Spaceton TV

MODERATOR

Heba Korayem

Content Market Consultant, H. Consult



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MAY 17

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Adapting to Covid-19: business twists to evolve

Key Latin American broadcasters share their experience of producing entertainment shows during the lockdown by restructuring existing formats, generating new ideas for format adaptations, and launching new Covid-proof shows. How to work together, providers & clients, and go through the crisis.

SPEAKERS

Guillermo Pendino

VP Brand Head South Cone, ViacomCBS (Argentina)

Susana Umbert

production manager, Latina (Peru)

Patricia Daujotas

Content Director, Canal 10 (Uruguay)

MODERATOR

Michelle Wasserman

SVP, Latin America, Banijay Rights



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Latin America: relevance & recognition of a drama gem

Drama distribution has evolved into a more challenging business worldwide, with newcomers bringing top productions to the market. Latin America remains a key provider and show its evolution. The Covid-19 impact and beyond, co-productions and business diversification

SPEAKERS

María Lucía Hernández

Head of Sales, RCN (Colombia)

Mario Castro

Sales Director Asia and Africa, Televisa International (Mexico)

Angela Colla

Head of sales, Globo

MODERATOR

Nicolás Smirnoff

Managing Director, Prensario International



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MAY 18

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US Hispanic: the promised land

Hispanics spend 113 hours a week using their devices. Consider that they are responsible for more than half of the growth of the US population, it can be assured that they are responsible for 40% of video consumption in the country. Take a look to this amazing TV market through some of their top players.

SPEAKERS

Jorge Balleste

VP of Content Partnerships and Acquisitions, Univision

Guillermo Sierra

Head of Television and Digital Services, HITN

Doris Vogelmann

VP of Programming and Operations, Vme Media

MODERATOR

Richard Middleton

editor, TBI



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Contents for children, present and future

A dialogue on the structural change in the distribution and diffusion of children's content, the new waters where the players of the segment navigate in Latam, Europe and the rest of the world.

SPEAKERS

Yago Fandiño

Head of children's content at Clan, RTVE (Spain)

Genaro Diaz

Coordinator of Planning, Image and Advertising, Televisa (Mexico)

Cielo Salviolo

Director, PakaPaka

MODERATOR

Paul Vaca

Executive Director at Ci Edutainment



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MAY 19

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The Future of TV – Global Content Distribution Trends

Using the latest data, we take a fast-paced look at the significant developments to the distribution ecosystem and TV industry trends including, Studio D2C, Broadcaster Digital Evolution and SVOD growth.

SPEAKERS

Jack Davison
EVP, 3Vision



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WAWA: female talent for export

Women talent behind the most successful international IPs: a warm interview from Worldwide Audiovisual Women Association (WAWA) to Camilla

SPEAKERS

Hammerich, Executive Producer

Nordisk Film Production, creator of Scandi blockbusters The Killing and Borgen.

MODERATOR

WAWA

Executive Board Members

