

# The future of children's content - latest trends, commercial opportunities and safeguards 21<sup>st</sup> May 2015

## **CONDITIONS FOR USE OF TRANSCRIPTS:**

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

# **Contents**

About this Publication	3
Agenda	4
Session Chair's opening remarks	
Anna Home, Chair, The Children's Media Foundation (transcript)	6
"Children's media through a child's lens: what do they want from us now and in the future" Emma Worrollo, Managing Director, The Pineapple Lounge (transcript)	7
Mosting the demands of the digital generation, ennertunities and shallowers	
Meeting the demands of the digital generation - opportunities and challenges  Tim Patterson, Vice President, Director of Programming, Nickelodeon UK and Ireland (text submitted by speaker)	10
From web to mobile - future growth and diversification	
Darran Garnham, Chief Commercial Officer, Mind Candy (transcript)	13
Questions and comments from the floor with <b>Emma Worrollo</b> , Managing Director, The Pineapple Lounge and	
Tim Patterson, Vice President, Director of Programming, Nickelodeon UK and Ireland (transcript)	16
Engaging young audiences - multi-screen content, commercial strategies and safeguards	
Marc Goodchild, Creative Director and Co-Founder, SyncScreen and Partner, The Little Big Partnership (transcript)	25
Kate Wilson, Managing Director, Nosy Crow (transcript)	27
Dylan Collins, Chief Executive Officer, SuperAwesome (transcript)	29
Dr Ian Twinn, Director of Public Affairs, ISBA (transcript)	31
Questions and comments from the floor (transcript)	33
Session Chair's closing remarks	
Anna Home, Chair, The Children's Media Foundation (transcript)	42
Session Chair's opening remarks	
Ga Lok Chung, Management Consulting, KPMG (transcript)	43
The future of original UK children's content	
Anna Home, Chair, The Children's Media Foundation (transcript)	44
Oli Hyatt, Managing Director, Blue-Zoo Productions and Chair, Animation UK (transcript)	46
Questions and comments from the floor (transcript)	49
Financing children's content - rights, investment and Government support	
Mike Watts, Co-Founder and Chief Executive Officer, Novel Entertainment and Chairman, Children and	
Animation Policy Group, Pact (transcript)	55
Huw Walters, Director, Industry Media (transcript)	58
Helen McAleer, Chief Global Development Officer, Walker Group and Managing Director,	
Walker Productions (transcript)	60
David Glick, Founder and Chief Executive Officer, Edge Group (transcript)	62
Questions and comments from the floor (transcript)	64
Session Chair's and Westminster Media Forum closing remarks	
Ga Lok Chung, Management Consulting, KPMG (transcript)	69
Amy Cutter, Associate Producer, Westminster Media Forum (transcript)	70
<u>Comments</u>	71
Sonia Copeland Bloom, Director, Bloomin' Marvellous Productions	
<u>List of Delegates Registered for Seminar</u>	73
Contributor Biographies	79
About the Core Sponsors of the Westminster Media Forum	82

Please be advised that speakers' PowerPoint presentations are included within the transcript itself, just beneath the relevant speaker's text. Please note that not all speakers are able to grant permission for us to include their slides.

# **About this Publication**

This publication reflects proceedings at the Westminster Media Forum Keynote Seminar: The future of children's content - latest trends, commercial opportunities and safeguards held on 21<sup>st</sup> May 2015. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Media Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Media Forum are acknowledged. We would also appreciate being informed.

### **Westminster Media Forum**

UK Headquarters 4 Bracknell Beeches Old Bracknell Lane West Bracknell Berkshire RG12 7BW

T: 01344 864796 F: 01344 420121 publications@westminsterforumprojects.co.uk

### **Directors**

Peter van Gelder Chris Whitehouse