

# TVKIDS

*Summer Festival*



# Event Agenda

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# Barbie & Chelsea

THE LOST

BIRTHDAY



All-New Movie - 1x60'

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**THOMAS & FRIENDS** **ALL ENGINES GO**™

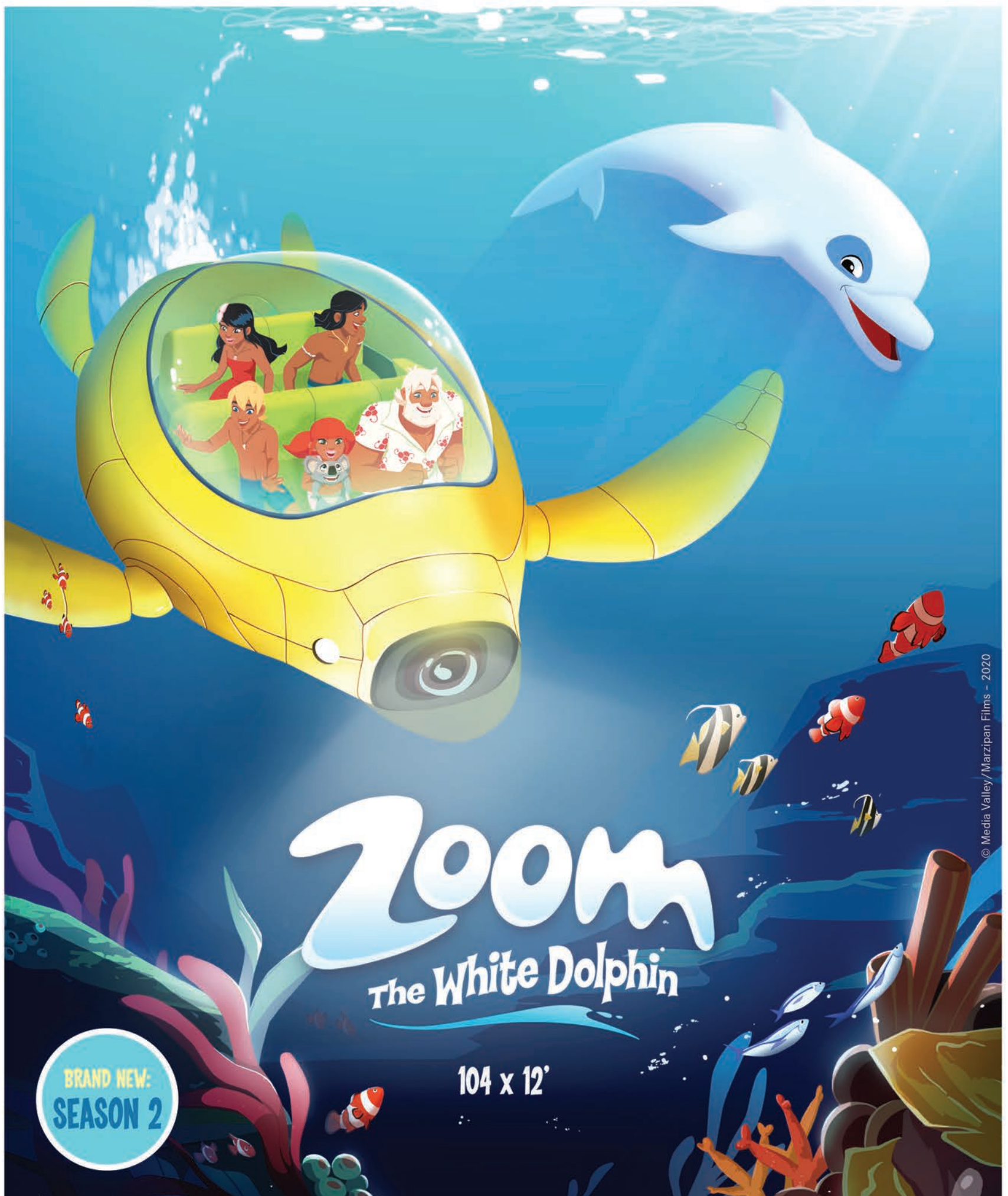


**Brand New Series - 104x11' + 2x60'**

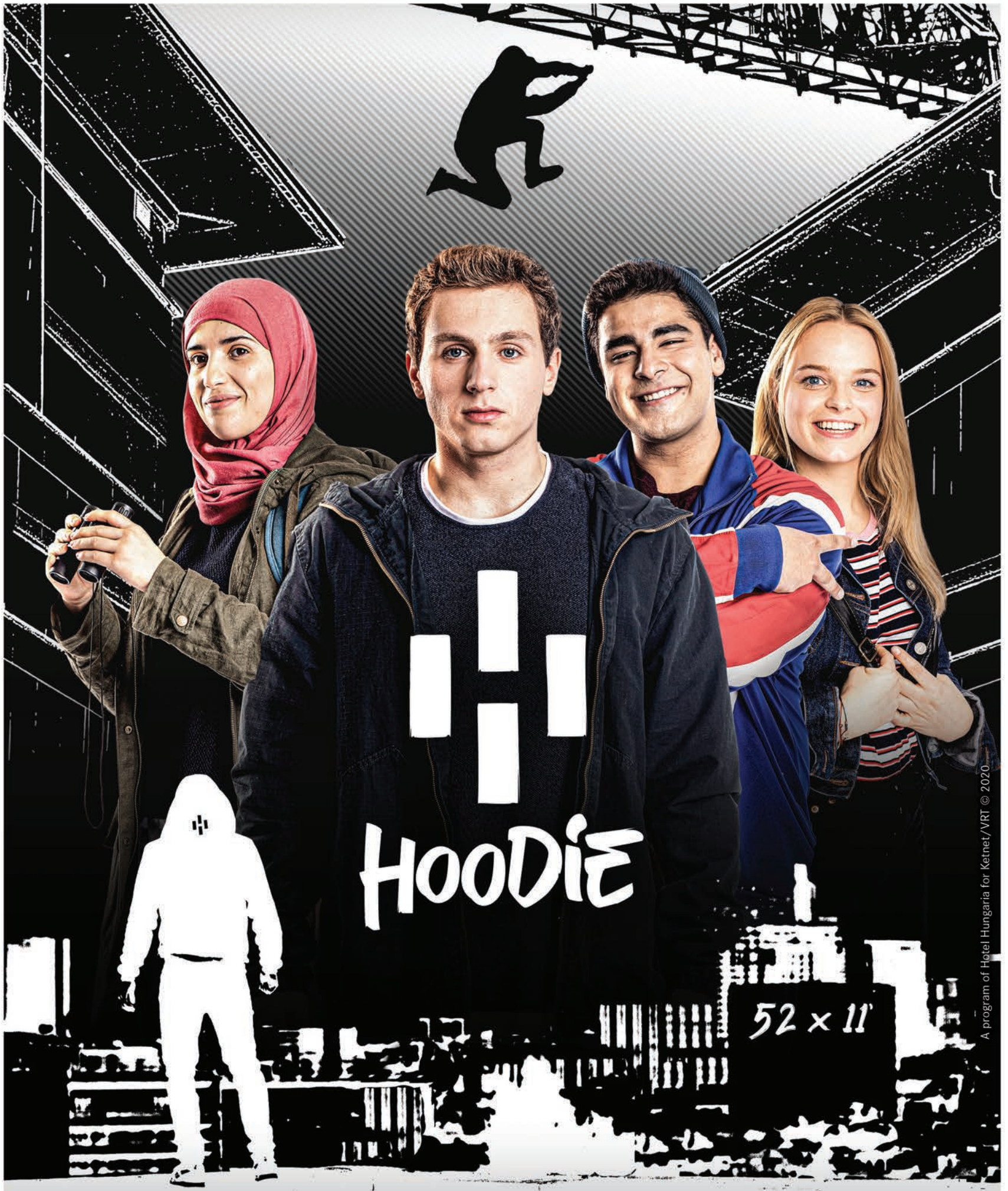
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BY MANSHA DASWANI

# Back for More



As much of the world cautiously begins to emerge from lockdown, I've been reflecting a lot about how this Covid-19-plagued year has changed all of us. For us at *World Screen* and *TV Kids*, it's been 16 months of reinvention and adaptation as we adjusted our offerings to meet the needs of our readers around the world. Moving into the virtual events business has been the biggest shift for us, and it's been an exhilarating process of learning an entirely new skill set. And that learning continues. Our inaugural TV Kids Festival in February was a huge success with 30-plus speakers, several world premieres and some 2,000 registered participants. We started planning the TV Kids Summer Festival just a few days after we wrapped our winter edition, listening intently to our speakers—and tracking our own analytics—to get a better sense of the insights the global kids' community needed in this time of constant evolution. The 35 speakers we've lined up, who you can read about in this agenda, touch on so many of the most pressing issues for makers of kids' content. You'll hear about the strategies of key public broadcasters, the complexities and rewards of dealing with AVOD platforms, the need for producers and commissioners to make substantive efforts at embracing diversity, the keys to building hit brands, innovation in financing models and so much more. We look forward to welcoming you from June 7 to 10. Enjoy the show! ■



The Wee Littles



Pre School Series  
52x5'

Living, Loving, & Sharing  
In A Great Big World

SimStop™  
A Simulated  
Stop Motion  
Series



Created by Christina O'Shea & Clifford Parrott

Written & Directed by Emma Hogan & Clifford Parrott

Produced by Christina O'Shea at Magpie 6 Media Entertainment

Distributed by Toon2Tango and Mondo TV



For further information please contact:



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**ULLI STOEF**

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JUNE 7

**9 a.m. EDT In the Public Interest**

PBS KIDS' Linda Simensky, Rai's Luca Milano, BBC's Sarah Muller and DR's Niels Lindberg on the crucial role of pubcasters in the kids' content ecosystem.



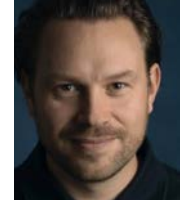
Linda Simensky



Luca Milano



Sarah Muller



Niels Lindberg

**10 a.m. EDT Keynote: Mattel's Ynon Kreiz**

Under Ynon Kreiz's leadership as chairman and CEO, Mattel has stepped up its efforts to capture the full value of its iconic IP portfolio. Stay tuned for a look at *Barbie & Chelsea The Lost Birthday* immediately following the keynote.



Ynon Kreiz

**11:30 a.m. EDT Keynote: YouTube's Nadine Zylstra**

The head of family, learning and impact at YouTube Originals will share how she is partnering with top YouTube creators and producers to develop hit original series for the platform.



Nadine Zylstra

**12:30 p.m. EDT Keynote: ViacomCBS's Maria Kyriacou**

As president of ViacomCBS Networks UK and Australia, Maria Kyriacou will share her insights on the company's kids' businesses in those markets and discuss its "no diversity, no commission" policy.



Maria Kyriacou

**1:30 p.m. EDT Changing the Face of Kids' TV**

Lion Forge's David Steward II, Big Bad Boo's Shabnam Rezaei and Safi Ideas' Wa'qaar Mirza on how they are ensuring that kids' television reflects the lives of all kids around the world.



David Steward II



Shabnam Rezaei



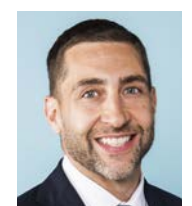
Wa'qaar Mirza

**3 p.m. EDT The Magic of Sesame Street**

In this fun session, we'll hear from the iconic Cookie Monster, followed by a Q&A with Ed Wells, EVP and head of global media and education at Sesame Workshop.



Cookie Monster



Ed Wells



**GU  
RU**

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JUNE 8

**9 a.m. EDT Keynote: WarnerMedia's Tom Ascheim**

The president of Warner Bros. Global Kids, Young Adults and Classics will provide an update on the latest developments at Cartoon Network and Boomerang, highlight the kids' slate at HBO Max and discuss collaboration between Cartoon Network Studios and Warner Bros. Animation.



Tom Ascheim

**10:30 a.m. EDT Oh Canada!**

WildBrain's Josh Scherba, Guru Studio's Frank Falcone, marbledmedia's Mark Bishop, Portfolio's Joy Rosen and Thunderbird/



Josh Scherba



Frank Falcone



Mark Bishop



Joy Rosen



Richard Goldsmith

Atomic Cartoons' Richard Goldsmith weigh in on consumption trends, financing challenges and global expansion.

**12 p.m. EDT Keynote: Disney's Ayo Davis**

As executive VP of creative development and strategy at Disney Branded Television, Davis will discuss the live-action slate she oversees for Disney+, Disney Channel, Disney XD and Disney Junior.



Ayo Davis

**1:30 p.m. EDT Panel & Premiere: ZDF Enterprises' Space Nova**

SLR's Suzanne Ryan, Super RTL's Lisa Albers and ABC Australia's Michael Drake will discuss how the new animated co-pro came together ahead of the premiere of the show.



Suzanne Ryan



Lisa Albers



Michael Drake

**3 p.m. EDT Anatomy of a Hit**

The *Total Drama* franchise has charmed kids across the globe. In this session, we'll hear from Fresh TV's Tom McGillis and Jennifer Pertsch and CAKE's Ed Galton on how the brand is still going strong.



Tom McGillis



Jennifer Pertsch



Ed Galton



50 X 5'



104 X 11'



52 X 5'



20 X 11'



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GET IN TOUCH: **BIANCA RODRIGUEZ**

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JUNE 9

**9 a.m. EDT Keynote: M6's Philippe Bony**

The head of thematic and youth channels at M6 Group will outline the strategies the company has put in place to keep its market-leading portfolio—which includes Canal J, Gulli and TiJi—at the forefront of the French kids' sector.



Philippe Bony

**10:30 a.m. EDT Keynote: Aardman's Sean Clarke**

The managing director of the acclaimed British animation studio will discuss its commitment to innovation, nurturing talent, philanthropic initiatives and opportunities for growth.



Sean Clarke

**12 p.m. EDT In the AVOD Stream**

This super-session will look at the massive kids' AVOD opportunity from both the platform and distribution perspectives. In the first half, we'll



Jon Gisby

Ashley  
HoveyDominic  
GardinerCharles  
Courcier

hear from WildBrain Spark's Jon Gisby and Roku's Ashley Hovey on working with content and ad partners, while in the second part, Jetpack Distribution's Dominic Gardiner and Xilam Animation's Charles Courcier will discuss the complexities and rewards of AVOD licensing deals.

**1:30 p.m. EDT Keynote: 9 Story's Vince Commisso**

The president and CEO of 9 Story Media Group will weigh in on the strategy for building brands, the company's focus on diversity and representation and managing a business amid the pandemic.



Vince Commisso

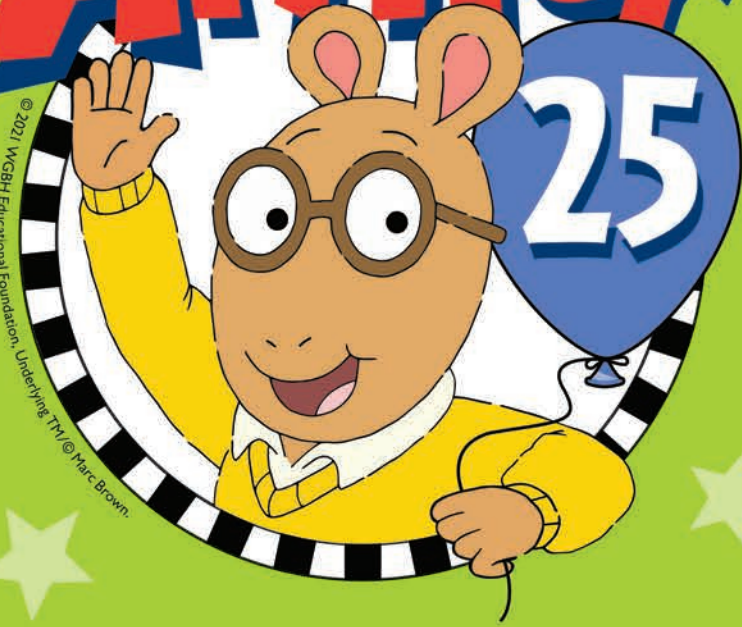
**3 p.m. EDT Pioneer Award: ZDF's Nicole Keeb**

The head of international co-productions, development and acquisitions for children and youth at ZDF will be honored for her contributions to the children's programming industry with a TV Kids Pioneer Award.



Nicole Keeb

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# MOLLY of DENALI<sup>™</sup>



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102 x 11' + 2 x 44' SPECIALS

JUNE 10

**9 a.m. EDT Premiere: Mondo TV & Toon2Tango's *The Wee Littles***

*The Wee Littles* is about a tiny family of four, living in the forest, handling their compact size with their own unique and inventive flair. Ahead of the premiere, Mondo TV's Luana Perrero and Toon2Tango's Jo Daris give a behind-the-scenes look at how the series came together.

**11 a.m. EDT Premiere: Dandeloo's *The Upside Down River***

*The Upside Down River* is an adventure story based on the cult youth novel by Jean-Claude Mourlevat featuring a breathtaking quest for the one magical drop of water from the River Qjar that allows for eternity.

**12 p.m. EDT Premiere: ACTF's *Hardball Season 2* & *The Inbestigators***

In season two of *Hardball*, Mikey and the gang go on a huge adventure to win against the best players in the state in the prestigious handball tournament—Staties! *The Inbestigators* is a mystery detective comedy series. When 10-year-old Maudie, a freakishly gifted observer of human behavior, forms a detective agency with her classmates Ezra, Ava and Kyle, no school or neighborhood crime is left unsolved.







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**Lisa Albers**  
**Senior Editor**  
**Super RTL**

**L**isa Albers has been part of the editorial team at the leading children's broadcaster in Germany since 2012. She is now working in the department for fiction commissioning and development. She is an experienced commissioning editor, having followed numerous international series developments and productions, among them *The Jungle Bunch*, *My Knight and Me*, *Mighty Mike*, *Space Nova* and the upcoming *Jade Armor*. As dubbing editor, she was responsible for the German dubbing and localization for international top kids' formats and brands, such as *Super Wings*, *Puss in Boots*, *Barbie Dreamhouse Adventures*, *Bob the Builder* and *Dawn of the Croods*. She has also served as producer for Toggolino. She is a fiction enthusiast who loves bringing great shows to kid audiences in Germany and worldwide. She has a strong eye for detail, storytelling and kid-relatable characters. ■

## **SESSION**

June 8: 1:30 p.m. EDT Panel & Premiere:  
ZDF Enterprises' *Space Nova*

# NOW YOU KNOW

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## Cutie PUGS ABC

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In Development



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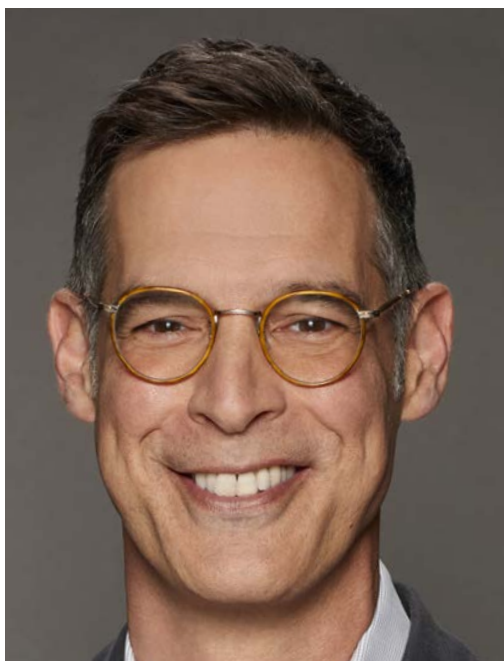
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## Happy Trails

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**Tom Ascheim**  
**President, Warner Bros.**  
**Global Kids, Young Adults**  
**and Classics (KYAC)**  
**WarnerMedia**

**T**om Ascheim is responsible for leading the global strategy for WarnerMedia's Kids & Family programming across Cartoon Network and HBO Max, as well as Adult Swim, Turner Classic Movies (TCM), Boomerang and the company's three powerhouse animation studios: Warner Bros. Animation, Cartoon Network Studios and Hanna-Barbera Studios Europe. In January 2021, Ascheim was appointed to also oversee Warner Bros.' Wizarding World/Harry Potter franchise.

Ascheim works collaboratively with his colleagues across WarnerMedia studios and networks to build, enhance and drive growth for the kids, young adults and classics brands across all platforms, while developing and implementing global and local strategies to unlock the full potential of the division. The KYAC brands are currently distributed in 192 countries around the world with its networks in 500 million homes and delivered through more than 65 channels in 31 languages.

Prior to joining Warner Bros., Ascheim was president of the cable network Freeform, chief strategy officer at Sesame Workshop, CEO at *Newsweek* and executive VP and general manager of Nickelodeon Television, among other senior media roles. ■

## **SESSION**

June 8: 9 a.m. EDT Keynote

**M**ark Bishop is co-founder and executive producer at Toronto-based marblemedia, the award-winning independent production company he started 20 years ago with fellow co-founder and executive producer, Matt Hornburg. Together, they have built the business into one of Canada's leading and most respected indies, with an output that covers scripted and unscripted shows for prime time, family and kids' audiences. marblemedia runs its own successful YouTube channel, marbleKids, and also owns Distribution360. Bishop is vice-chair of the Canadian Media Producers Association (CMPA) board of directors and a board member of the Canadian Association of Content Exporters (CACE). ■



**Mark Bishop**  
**Executive Producer**  
**& Co-CEO**  
**marblemedia**

## **SESSION**

June 8: 10:30 a.m. EDT Oh Canada!



**Philippe Bony**  
**General Manager, Thematic  
& Youth Channels, &  
President, Gulli**  
**M6 Group**

**P**hilippe Bony began his career at Paris Première when the channel was created. After working as head of development at Lyonnaise Communications, he joined the French satellite platform TPS's creative team in 1996, where he then became deputy managing director in charge of programs. He joined M6 Group in 2005 as deputy managing director of programs. Today, Bony is head of M6 Group's thematic TV channels division, including Paris Première, Téva, M6 Music, MCM and RFM TV, as well as the youth TV channels Gulli, Canal J, TiJi in France, TiJi and Gulli Girl in Russia, Gulli Bil Arabi and Gulli Africa. He is a member of the executive committee of M6 Group. ■

## **SESSION**

June 9: 9 a.m. EDT Keynote

**S**ean Clarke is a senior entertainment marketing and licensing executive with over 20 years of experience in branded character franchise development. Principal areas of expertise include IP financing and commercial development alongside the creation of integrated marketing campaigns across movie, TV and digital platforms and brand extensions into licensed merchandise and live events.

Clarke is most recently a co-executive producer on Aardman's features *Early Man*, *Shaun the Sheep: The Movie* and *A Shaun the Sheep Movie: Farmageddon*, released in U.K. cinemas in October 2019.

In November 2019, Clarke was announced as the managing director of Aardman, taking over from co-founder David Sproxton, who stepped back from the managing director role after 43 years at the helm of the organization.

Clarke has been at the company for over 20 years and headed up the international rights and marketing department for over a decade. ■



**Sean Clarke**  
**Managing Director**  
**Aardman**

## **SESSION**

June 9: 10:30 a.m. EDT Keynote



**Vince Commisso**  
**President & CEO**  
**9 Story Media Group**

**9** Story Media Group is a leading independent creator, producer and distributor of top-quality content for young audiences around the world. With facilities in Toronto, New York, Dublin and Bali, the 9 Story family of companies has produced thousands of episodes of best-in-class kids' and family programming, including hit shows like *Daniel Tiger's Neighborhood*, *Blue's Clues & You!*, *Doc McStuffins*, *Wild Kratts* and more.

Vince Commisso began his career in 1992 at Nelvana, prior to co-founding 9 Story Entertainment in 2002. 9 Story has gone on to earn countless awards, including 17 Emmy Awards and two Oscar nominations. Commisso serves on the boards of the Canadian Media Producers Association (CMPA) and the Canadian Association of Content Exporters (CACE) and holds an MBA from the Schulich School of Business. In 2015, Commisso was awarded the prestigious EY Entrepreneur of the Year Award for the Entertainment and Media category (Ontario). ■

## **SESSION**

June 9: 1:30 p.m. EDT Keynote



**C**ookie Monster is the co-host of *The Not-Too-Late Show with Elmo* and the frenzied yet cuddly character on a persistent quest for more food, especially cookies, on *Sesame Street*. His voracious appetite has made him the perfect character to model healthy habits as he continues to learn about cooking and eating healthy foods. Despite his struggle to control his impulses and delay gratification, Cookie Monster will always share his snacks with his friends like Elmo and Abby.



**Cookie Monster**

## **SESSION**

June 7: 3 p.m. EDT *The Magic of Sesame Street*



**Charles Courcier**  
**SVP, Digital Production  
& Distribution**  
**Xilam Animation**

**X**ilam Animation is the Academy Award-nominated French studio behind internationally renowned IP such as *Oggy and the Cockroaches* and *Zig & Sharko*, and upcoming shows including *Chip 'n' Dale* for Disney+ and *Oggy Oggy* for Netflix. Charles Courcier is responsible for sourcing, developing, financing and producing original web series to expand Xilam's presence on YouTube, in addition to growing the studio's presence across AVOD and SVOD platforms. Since joining the company, Courcier has expanded Xilam's lineup of AVOD partners to over 15 platforms; accelerated the company's YouTube presence with 10 billion views reached in 2020; produced Xilam's first digital series, *Boon & Pimento*; and successfully integrated into Xilam's catalog the short-form series *Where's Chicky?*, which now garners 100 million YouTube views per month.

Courcier joined Xilam in 2019 from Amuse, a subsidiary of Millimages dedicated to digital production and distribution. He has also held positions at Gaumont Animation and Sacrebleu Productions. ■

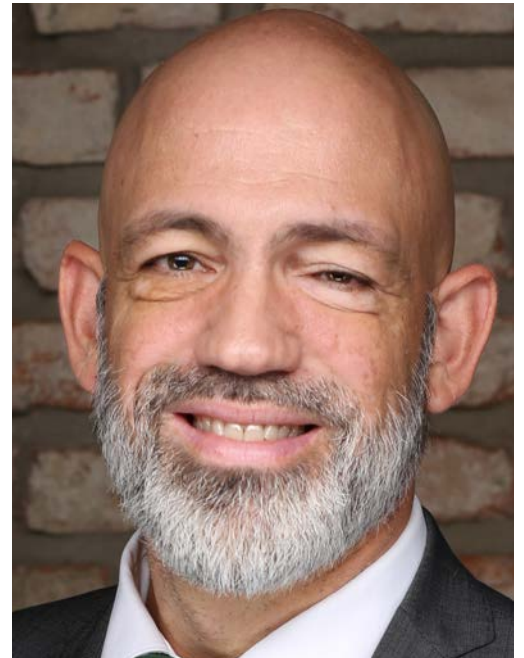
## **SESSION**

June 9: 12 p.m. EDT In the AVOD Stream

**J**o Daris started his career in large FMCG companies, ending up at Hasbro in a European role for trading cards and trading card games. From there, he joined Studio 100 to build up the international business, which resulted in opening up the international office in Munich, the acquisition of EM.Entertainment and the opening of Studio 100 Animation in France. He then moved to m4e as chief content officer. After the sale of m4e to Studio 100, Daris continued in this role in the newly merged company. Today, he co-owns Toon2Tango, a creative production hub for animated series and features, where he fulfills the role of chief creative officer.

Simultaneously Daris also worked for Belgian prodco Fobic Films in various roles, from financing to production management and production. Fobic produces theatrical features and prime-time television for the Belgian market. Lately, Daris has also joined the ranks of Geronimo in Belgium, helping them to sell and produce high-concept series for streaming platforms.

As a producer, Daris is best known for *Wissper*, *Agent 203* and *Grisù* and for various prime-time series and theatrical releases in Belgium. ■



**Jo Daris**  
**Chief Creative Officer**  
**Toon2Tango**

## SESSION

June 10: 9 a.m. EDT Panel & Premiere: *The Wee Littles*



**Ayo Davis**  
**Executive VP, Creative  
Development & Strategy**  
**Disney Branded Television**

**A**yo Davis oversees all live-action programming created by Disney Branded Television for Disney+ and the Disney Channel, Disney XD and Disney Junior networks. She reports to Gary Marsh, president and chief creative officer of Disney Branded Television.

In this role, Davis oversees scripted and unscripted series, movies and specials, and manages the teams for original development, current programming, original movies, unscripted content, casting and talent relations, integrated content strategy and educational resource group/D&I. She helps fuel the company's Disney+ streaming platform and branded networks with programming geared toward kids, tweens, teens and families that is imaginative, aspirational and reflective of their world and experiences.

Davis is a member of the board of trustees of Dillard University and on T. Howard Foundation's board of directors, for which she was also a 2020 award honoree. She was on the 2017 host committee board of Girls Inc. and was a 2016 honoree, as well as a member of Jack and Jill of America, and a supporter of the nonprofit Links Incorporated, an organization that provides community service and mentors youth. She received a Bachelor of Arts degree in communications from Dillard University. ■

## **SESSION**

June 8: 12 p.m. EDT Keynote

**M**ichael Drake manages the ABC Me slate for primary-school-aged children. Drake looks after a vast slate of projects, including scripted drama and comedy, animation and factual. He also works across the development slate for internally produced series. Specializing in scripted narrative, Drake has worked on *Hardball*, *Itch* and *Maverix* in the live-action space, and *The Strange Chores*, *100% Wolf* and *Space Nova* in the animated space, the latter of which he also executive produced. An experienced writer and editor, Drake also developed and script-produced *The Wonder Gang*, ABC Kids' new flagship preschool series. He also co-created, produced and script-produced *Mackaroy Uncovered*, Australia's first scripted podcast for children, which received an AWGIE nomination for best writing in audio. ■



**Michael Drake**  
**Development Executive,**  
**Children's Content**  
**ABC Australia**

## SESSION

June 8: 1:30 p.m. EDT Panel & Premiere: ZDF Enterprises'  
*Space Nova*



**Frank Falcone**  
**President & Executive**  
**Creative Director**  
**Guru Studio**

**F**rank Falcone has been bringing film and television projects to life as an animator, director and executive producer for over 25 years. Under his creative vision, Guru Studio has become a leader in character-driven storytelling and high-quality animated entertainment for kids and families around the world. Guru's roster of hit shows includes *True and the Rainbow Kingdom*, *Justin Time*, *Abby Hatcher*, *Ever After High* and the global preschool smash hit *PAW Patrol*. Falcone also served as an executive producer on the Academy Award-nominated film *The Breadwinner*, where, under his watchful eye, Guru's team contributed visual development that brought the rich 'story world' sequences to life. Falcone co-created the preschool series *Pikwik Pack*, which launched on Disney Junior U.S. and Treehouse in 2020. ■

## SESSION

June 8: 10:30 a.m. EDT Oh Canada!

**W**ith over 25 years of experience, Ed Galton has worked all over the world for leading producers and distributors, including in Paris as VP of international sales at Gaumont and subsequently as VP of business development for French animation house Xilam; in London and Hamburg as COO for Igel Media and in New York at Fox Lorber Associates as director of international sales.

Galton is executive producer on a number of kids' shows, including the multi-award-winning *Bottersnikes & Gumbles*, *Angelo Rules* and *Mush-Mush & the Mushables*; CBeebies' pioneering animated series *Pablo*, created, written and voiced by autistic talent; and the upcoming *Angry Birds: Summer Madness* for Netflix. He is also a board member of Animation UK. ■



**Ed Galton**  
**CEO**  
**CAKE**

## **SESSION**

June 8: 3 p.m. EDT Anatomy of a Hit



**Dominic Gardiner**  
**CEO**  
**Jetpack Distribution**

**D**ominic Gardiner founded the kids' and family content-distribution company Jetpack Distribution in 2014 with studio production partner Samka Productions. It has gone on to become a leading distributor of global kids' shows, including *Dennis & Gnasher Unleashed*, *Master Moley*, *Clangers*, *Wolf*, *Mighty Little Bheem*, *Talking Tom and Friends*, *Yoko and Kitty is Not a Cat*.

The company prides itself on working in partnership with kids' content producers. As well as finding the best homes for its shows, it consults on a range of areas, from financing to marketing, helping producers build the profile of their work. Jetpack offers a bespoke and flexible service tailored for the individual needs of each producer.

Prior to launching Jetpack, Gardiner held various senior-level roles in London and Tokyo at global TV and entertainment companies, including The Walt Disney Company (director of acquisitions) and Turner, where he was the channel manager of Cartoon Network.

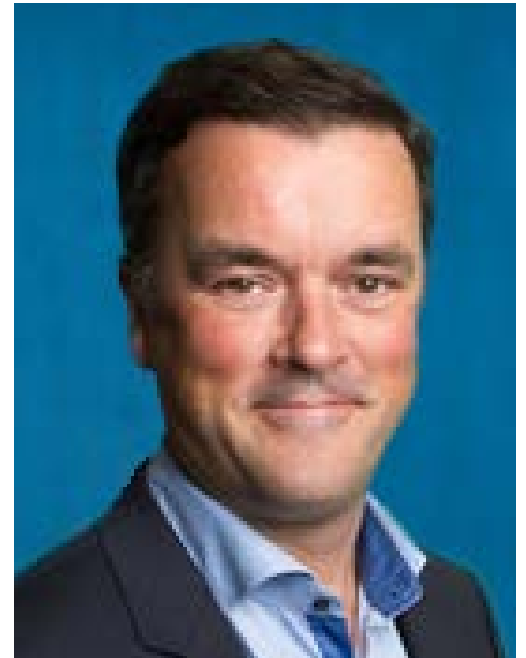
Gardiner's areas of expertise within the media industry include acquisitions, programming, scheduling, creative, production, operations, marketing, digital and business development. ■

## **SESSION**

June 9: 12 p.m. EDT In the AVOD Stream



**J**on Gisby has spent 20 years leading, building and advising major companies that create and distribute premium digital content. He was one of the many architects of the BBC's strategy for online and on-demand services. As managing director of Freeserve, he built and monetized one of the U.K.'s largest online audiences via a portfolio of hundreds of partnerships in media, technology and e-commerce. He became managing director of Yahoo! UK and later ran their media and communications products across Europe. As a director at Channel 4, he transformed the broadcaster's digital services and culture by building 4oD into the U.K.'s leading VOD business. He has subsequently helped launch several OTT video ventures, including Rightster in the U.K. and Magine TV in Sweden and Germany. He was head of Europe at Vevo, the joint venture between Sony Music and Universal Music Group. He also chairs the British Screen Advisory Council (BSAC), the U.K.'s leading forum for senior commercial and policy executives in TV, film, games and digital media, whose members include major broadcasters, studios, platforms and producers. He started his career in strategy consulting, having graduated from Oxford, Johns Hopkins and Harvard Business School. ■



**Jon Gisby**  
**EVP & Managing Director**  
**WildBrain Spark**

## **SESSION**

June 9: 12 p.m. EDT In the AVOD Stream



**Richard Goldsmith**  
**President, Global**  
**Distribution & Consumer**  
**Products**  
**Thunderbird**  
**Entertainment**  
**& Atomic Cartoons**

**R**ichard Goldsmith oversees the sale of Thunderbird's productions to media platforms as well as related consumer experiences. He has led production, media distribution, licensing and merchandising and business development for major brands at The Walt Disney Company, Warner Bros. Entertainment, The Jim Henson Company and Chartwell Partners, the investment company that controlled Spanish media group Univision Communications. Prior to joining Thunderbird, Goldsmith was president and CEO of Cyber Group Studios USA, a subsidiary of the Paris-based animation company. Since 2016, he has also served as an adjunct associate professor at the University of Southern California's School of Cinematic Arts, John C. Hench Division of Animation & Digital Arts, where he teaches graduate-level animation artists about the business of animation. ■

## **SESSION**

June 8: 10:30 a.m. EDT Oh Canada!

**A**shley Hovey is responsible for the kids' and family business, the linear business and driving overall partner strategy, monetization and audience engagement with AVOD partners on Roku.

Hovey was previously at Comcast, where she was a senior director of advertising strategy and development for the \$2.5 billion cable ad business. And before that, she worked for British Telecom and Nielsen in various business development, product and client services roles, including working with Facebook building its ad-measurement solutions.

Hovey has a Master of Business Administration from Tuck School of Business at Dartmouth and a B.A. in Classical Languages from Pomona College. ■



**Ashley Hovey**  
**Director, AVOD Growth**  
**Roku**

## SESSION

June 9: 12 p.m. EDT In the AVOD Stream



**Nicole Keeb**  
**Head, International**  
**Co-Productions,**  
**Development**  
**& Acquisitions,**  
**Children & Youth**  
**ZDF**

**N**icole Keeb developed a love for animation at an early age and went on to study film, sculpture and history at the Staatliche Hochschule für Bildende Künste in Braunschweig, Germany. She worked for pubcaster WDR on *Die Sendung mit der Maus* (*The Show with the Mouse*) for two years and was an intern at SAT.1, the first private channel in Germany, in the news department. After two years, Keeb was hired by Premiere, Germany's leading pay-TV platform at that time. She was responsible for TV movies and entertainment and worked as an editor in the children's department, eventually being promoted to lead that division. After five years, she moved to Mainz to work for ZDF as a commissioning editor for acquisitions and co-productions in the children and youth department. In 2006, she was promoted to her current position. ■

## **SESSION**

June 9: 3 p.m. EDT Pioneer Award

**M**attel is a leading global toy company and owner of one of the strongest catalogs of children and family entertainment franchises in the world. Mattel's mission is to create innovative products and experiences that inspire, entertain and develop children through play.

Mattel engages consumers through its portfolio of iconic franchises, including Barbie, Hot Wheels, Fisher-Price, American Girl, Thomas & Friends and MEGA, as well as other popular brands that it owns or licenses in partnership with global entertainment companies. Mattel operates in 35 locations and sells products in more than 150 countries in collaboration with leading retail and e-commerce companies.

Ynon Kreiz joined Mattel as CEO in April 2018 and was appointed chairman of the board of directors in May 2018, following several executive leadership positions in the media and entertainment industry. Prior to Mattel, Kreiz was chairman and CEO of Maker Studios. Prior to Maker Studios, Kreiz was chairman and CEO of the Endemol Group. Prior to Endemol, Kreiz was a general partner at Balderton Capital (formerly Benchmark Capital Europe), one of the leading early-stage startup investors in Europe. Before this, he co-founded Fox Kids Europe, where he served as chairman and CEO. ■



**Ynon Kreiz**  
**Chairman & CEO**  
**Mattel**

## **SESSION**

June 7: 10 a.m. EDT Keynote



**Maria Kyriacou**  
**President**  
**ViacomCBS Networks**  
**UK & Australia**

**B**ased in London, Maria Kyriacou has full management oversight of all ViacomCBS operations in its two most valuable international markets, which includes flagship brands MTV, Comedy Central and Nickelodeon, as well as free-to-air broadcast networks Channel 5 in the U.K. and Network 10 in Australia. Kyriacou is also charged with driving forward ViacomCBS's streaming and in-house studios strategy. She reports to Raffaele Anecchino, president and CEO of ViacomCBS Networks International (VCNI).

Prior to her existing role, Kyriacou was president of international at ITV Studios, where she oversaw its international production business and worldwide distribution arm, ITV Studios Global Entertainment. Leading an executive committee with responsibilities for strategy, sales, operations, finance, risk management, people management and M&A, Kyriacou is credited with expanding ITV Studios' international growth revenues and attracting new talent to the business.

Kyriacou joined ITV Studios from The Walt Disney Company, where she was senior VP of digital media distribution, EMEA, with responsibility for the company's digital media sales and strategy across both channel and program distribution. ■

## **SESSION**

June 7: 12:30 p.m. EDT Keynote

**N**iels Lindberg is commissioning editor for DR Ramasjang (4- to 8-year-olds) and DR Minisjang (1- to 3-year-olds), including international animation projects. DR is known for its edgy comedies and unique kids' content, and is currently looking to invest big in animation coming out of the Nordic region. Lindberg has formerly held positions as chief creative officer for the Danish office of Scandi YouTube MCN Splay Networks/Splay One, and has led format acquisitions for the Nordic production group Strix. ■

## SESSION

June 7: 9 a.m. EDT In the Public Interest



**Niels Lindberg**  
**Commissioning Editor**  
**DR Ramasjang & DR**  
**Minisjang, DR**



**Tom McGillis**  
**President**  
**& Executive Producer**  
**Fresh TV**

**A**n Emmy Award-winning executive producer, series creator and writer of YA entertainment, Tom McGillis is the co-creator of such international hits as the *Total Drama* franchise, *My Babysitter's a Vampire* and *6teen*. As president of Fresh TV, McGillis is at the helm of the company's expansion into prime time and is responsible for leading the Fresh development team in its collaboration with American and Canadian networks and talent.

Early 2018 saw Fresh TV acquire the rights to *Lucas the Spider*, the friendly critter that gained viral popularity among fans of all ages, while amassing over 300 million views on YouTube. Retaining the authenticity and running alongside Fresh TV's ongoing production of original YouTube shorts, the new *Lucas the Spider* series will focus on Lucas and his innocent and endearing perspective of the world, while introducing longer narratives, new characters and an expanded universe. The series, in collaboration with CAKE, Cartoon Network, Boomerang and WexWorks Media, is currently in the midst of production. ■

## **SESSION**

June 8: 3 p.m. EDT Anatomy of a Hit



**R**ai Ragazzi is the department for children and kids at the Italian public broadcaster Rai. This includes two free-TV channels (Rai Yoyo, the leading Italian children's channel, and Rai Gulp), as well as the units for production and co-production of animation, kids' drama and live shows. Rai Ragazzi is one of the main European commissioners and investors in kids' content.

Previously, Luca Milano spent years as deputy executive director of Rai Fiction, Rai's department in charge of prime-time drama production.

International co-productions and the relationship with the independent audiovisual industry have been among his main assignments.

He is also chairperson of the kids media group at EBU, the European union of public broadcasters.

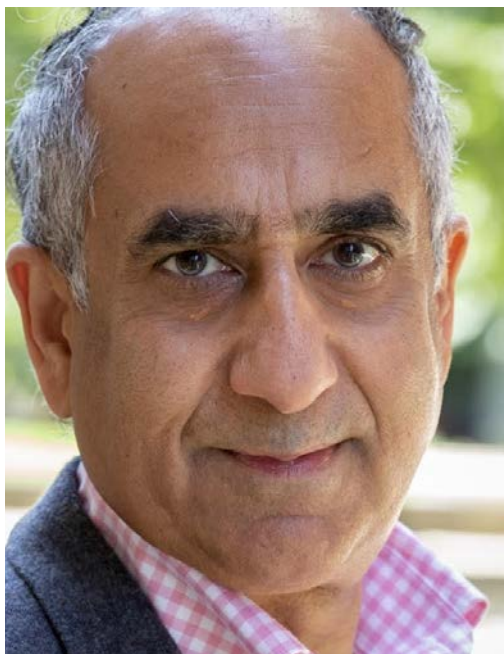
Before joining Rai, Milano worked as a foreign affairs journalist, United Nations information officer and as head of international development at an Italian consulting company. He has been a professor at the universities of Florence, Milan and Rome, teaching classes in TV drama and in animation production. ■



**Luca Milano**  
**Executive Director**  
**Rai Ragazzi**

## **SESSION**

June 7: 9 a.m. EDT In the Public Interest



**Wa'qaar A Mirza**  
**Co-Founder & CEO**  
**Safi Ideas**

**A**n accomplished British entrepreneur with over 30 years of experience in direct response marketing strategy, Wa'qaar A Mirza has held senior executive positions at leading global media, financial and consumer brands, including PwC, British Telecom and HSBC.

An accomplished author, speaker, producer and director, much of Mirza's work has been in cultural and religious production with a focus on content working toward greater equality and visibility for marginalized groups. Mirza has produced programs for National Geographic and the Discovery Channel.

In 2020, Safi Productions launched *Zayn and Zayna's Little Farm*, a preschool animated show dedicated to seeding inclusive ideas and teachable moments in kindness, mindfulness, family and community to all children. ■

## **SESSION**

June 7: 1:30 p.m. EDT Changing the Face of Kids' TV

**S**arah Muller rejoined BBC Children's in 2019 and was recently appointed the new head of acquisitions and commissioning for 7 to 12s. Previously she was VP of children's and youth programming at Sony Pictures Television, with responsibility for POP and other channels. Before that, she was head of children's at Channel 5, where she was responsible for the Milkshake! brand refresh, content portfolio overhaul and studio reorganization. She was also creative director, scripted, animation and co-productions for CBBC In-House, a role that grew from her work as head of CBBC acquisitions, animation and drama development. Passionate about all kids' content, but especially drama and animation, she has commissioned projects such as *Danger Mouse*, *Strange Hill High*, *Creeped Out*, *Harriet's Army*, *Wolfblood*, *The Dumping Ground*, *The Worst Witch* and *Just William*.

Prior to joining BBC Children's, Muller was managing director of Elephant Productions. ■



**Sarah Muller**  
**Head, BBC Children's**  
**Commissioning &**  
**Acquisitions, 7-Plus**  
**BBC**

## SESSION

June 7: 9 a.m. EDT In the Public Interest



**Luana Perrero**  
**Head, Content Sales**  
**Mondo TV Group**

**A**fter graduating in business economics, Luana Perrero started her career in marketing at Azimut-Benetti Group, the world's leading builder of high-end mega yachts. In 2003, she joined Warner Bros. Pictures in London; there, as senior sales analyst, she worked on the European theatrical distribution of blockbusters such as *Batman Begins*, *Harry Potter* and *Superman Returns*, along with animated features *Happy Feet* and *Looney Tunes: Back in Action*. She then moved to Dubai, where she supported Blink Studios' business development under the leadership of Tarek Mounir. In 2008 she joined Atlantyca Entertainment, where she was instrumental in setting up the distribution department while working between Paris and Milan. In 2012 she joined Rainbow as head of content sales. Currently heading international content distribution at Mondo TV S.p.A., Perrero and her team build the content businesses for Mondo TV's growing portfolio of great shows. ■

## SESSION

June 10: 9 a.m. EDT Panel & Premiere: *The Wee Littles*

**A**n Emmy Award-winning executive producer, writer and series creator of YA entertainment, Jennifer Pertsch is the co-creator of such smash hits as the *Total Drama* franchise, *My Babysitter's a Vampire*, *Backstage* and *6teen*. As head of creative affairs at Fresh TV, Pertsch is responsible for spearheading creative development, taking shows from early option to screen, handpicking talent and empowering creative excellence. ■

## SESSION

June 8: 3 p.m. EDT Anatomy of a Hit



**Jennifer Pertsch**  
**VP, Creative Affairs &  
Executive Producer**  
**Fresh TV**



**Shabnam Rezaei**  
**Co-Founder**  
**Big Bad Boo Studios**

**S**habnam Rezaei founded Big Bad Boo Studios to produce and distribute quality family programming. She has produced and directed the Hulu original series *The Bravest Knight*, winner of a 2020 GLAAD Award. She has also created and directed original shows such as *16 Hudson* (Amazon Prime/TVOKids), the miniseries *Lili & Lola* (Oznoz/ICI TV) and the *ABC with Kenny G* musical series. Rezaei started her career producing the series *Mixed Nutz*, and her first creation was *1001 Nights*.

Based in Vancouver and New York, the company's own streaming channel Oznoz provides cartoons in ten-plus languages, including *Thomas & Friends*, *Bob the Builder*, *Babar* and more.

With a BS in Computer Science, a BA in German Literature from the University of Pennsylvania and an MBA from New York University, Rezaei spent ten years in the financial software industry in New York and London at Fortune 500s such as Deloitte & Touche and Misys. She has been featured on CBC, CNN, Forbes, BBC, FOX, *The New York Times* and NPR. She was born in Iran and grew up in Austria. She speaks English, German, Persian, French and Spanish and is raising her two daughters trilingual. ■

## **SESSION**

June 7: 1:30 p.m. EDT Changing the Face of Kids' TV

**P**ortfolio Entertainment is a Toronto-based media company, launched in a spare bedroom with a borrowed typewriter 30 years ago. Joy Rosen and partner Lisa Olfman transformed Portfolio Entertainment into a powerhouse specializing in the production, distribution and animation of kids' and family entertainment for television and digital media content platforms. Portfolio's current production slate includes *Hero Elementary* (PBS KIDS) and the prime-time animated comedy series *Doomsday Brothers* (Corus Entertainment).

Portfolio's distribution arm is a global player recognized for intelligent dealmaking and enduring relationships with broadcasters, digital platforms and content providers. Its diverse program catalog now boasts over 2,000 episodes of animation, kids, scripted and digital media content. Strategic vision and incorrigible optimism led the partners to a multi-faceted expansion in 2015, with the launch of Portfolio Animation, a state-of-the-art animation studio. Additionally, the company attracted a key senior management team, diversified its slate, ramped up production output and relocated to its new vibrant headquarters in downtown Toronto. ■



**Joy Rosen**  
**CEO & Co-Founder**  
**Portfolio Entertainment**

## **SESSION**

June 8: 10:30 a.m. EDT Oh Canada!



**Suzanne Ryan**  
**Founder, CEO**  
**& Executive Producer**  
**SLR Productions**

**S**LR Productions, established in 2000, is one of Australia's leading Emmy- and multi-award-winning children's entertainment companies, specializing in the creative development and production of world-class media content.

With more than 30 years experience in the screen content business, Ryan is an Emmy Award-winning producer, winner of the Premier's NSW Export Awards in Creative Industries, a two-time recipient of Screen Producers Australia—Children's Producer of the Year and winner of B&T Women in Media Producer of the Year, as well as many more awards. Ryan has held two council positions at Screen Producers Australia, including her current position as advisor to council, and has championed the arts and the children's screen sector for decades.

Ryan has financed and executive produced hundreds of hours of children's and family content sold to 160 countries, including successful brands *Guess How Much I Love You—The Adventures of Little Nutbrown Hare*, the *Alice-Miranda* movies, *Space Nova*, *The Skinner Boys—Guardians of the Lost Secrets*, *Lexi & Lottie—Trusty Twin Detectives*, *Captain Flinn and the Pirate Dinosaurs*, *Sam Fox—Extreme Adventures* and *I Got a Rocket*. ■

## **SESSION**

June 8: 1:30 p.m. EDT Panel & Premiere: ZDF Enterprises' *Space Nova*



**J**osh Scherba oversees the talented teams at WildBrain who are responsible for creating winning kids' and family content and placing it on screens globally. Scherba has been with the company since its founding in 2006, coming over with DECODE Entertainment when it merged with Halifax Film to form WildBrain's predecessor company, DHX Media. Since that time, Scherba's passion for kids' and family content has been key to driving the growth of WildBrain's business into a leading international producer and supplier of television programming. As president, Scherba leads the creative and business teams behind the development and production of series, as well as content distribution sales. Scherba has also played an integral role in building the company's leading YouTube-based kids' network, WildBrain Spark. ■



**Josh Scherba**  
**President**  
**WildBrain**

## **SESSION**

June 8: 10:30 a.m. EDT Oh Canada!



**Linda Simensky**  
**Head, Content**  
**PBS KIDS**

Linda Simensky collaborates with producers, co-production partners, PBS station programmers and distributors throughout the development, production, postproduction, broadcast and digital phases for PBS KIDS content. She leads the development of a multiplatform video content strategy, designed to respond to the quickly evolving media environment and meet the needs of current and future viewers. She spearheads new, experimental approaches for emerging platforms to engage kids and support their learning, developing a slate of content that represents the next generation of children.

Simensky's efforts in transforming PBS KIDS' lineup for children over the past several years have brought PBS to the forefront of the children's media space. The American public rates PBS KIDS as the most trusted educational media brand for children, and PBS KIDS' programs consistently rank highly with moms and preschoolers.

Since joining PBS in 2003, Simensky has worked with renowned producers to develop hit shows that now reach 72 percent of all kids ages 2 to 8 in the U.S. Before joining PBS, Simensky was senior VP of original animation for Cartoon Network. She began her career at Nickelodeon. ■

## **SESSION**

June 7: 9 a.m. EDT In the Public Interest

**D**avid Steward II is an Academy Award-winning producer who owns and operates multiple companies with a mission of creating, discovering and highlighting multicultural and diverse content in the entertainment industry.

In 2018, Steward founded Polarity, a holding company to oversee the operations of a portfolio of companies. The companies offer an array of content offerings, including graphic novels and comics, animated television, streaming and cinematic features and gaming. In 2019, Polarity launched the Lion Forge Animation studio, credited for producing the *Hair Love* short film, winner of Best Animated Short at the 2020 Academy Awards.

Among the significant entertainment deals brokered by Steward in the last year include a partnership with Wendell Scott Ventures to introduce the legacy of Wendell Scott, NASCAR's first Black racer, to audiences through films, TV series, digital content, games and more; a first-look deal with Brian Grazer and Ron Howard's Imagine Kids+Family label; a partnership with BRON Studios on the animated TV series *Heiress*; a *Hair Love* spin-off series (*Young Love*) for HBO Max; and a multi-picture joint-venture partnership with Chinese studio Starlight Media, to name a few. ■



**David Steward II**  
**Founder**  
**Lion Forge Animation**

## SESSION

June 7: 1:30 p.m. EDT Changing the Face of Kids' TV



**Ed Wells**  
**EVP & Head, Global  
Media & Education**  
**Sesame Workshop**

**E**d Wells is responsible for developing Sesame Workshop's long-term strategic vision for media and education in the U.S. and around the world while maximizing audience engagement and growing the organization's commercial and educational endeavors.

Previously, as Sesame Workshop's senior VP and head of international media and education, Wells broadened the organization's international reach through innovative new engagement opportunities and strategic partnerships across core areas: consumer products, content production and distribution, English-language learning and formal education and themed entertainment. He oversaw the Workshop's on-the-ground expansion and led his team in identifying early childhood issues in different regions, addressing them with the support of local sponsors by developing community outreach programs featuring *Sesame Street's* characters, educational assets and whole-child approach to learning.

Prior to joining Sesame Workshop in 2017, Wells was executive VP and head of international for WWE. Prior to that, he worked across the Viacom International Media Networks brands based in New York, Singapore and Japan, where he served as VP and general manager of Nickelodeon. ■

## **SESSION**

June 7: 3 p.m. EDT *The Magic of Sesame Street*

**N**adine Zylstra partners with top YouTube creators and producers to develop hit original series for the platform. Prior to YouTube, Zylstra served as VP of *Sesame Street* production and programming and supervising producer for *Sesame Street*. Her body of work has been distinguished by numerous awards, including a Peabody Award and Webby Award for her work with *Sesamestreet.org*, numerous Emmy Awards for outstanding directing and producing in a children's television series, several South African Avanti Awards, and the United Nations/NHK/Japan Prize for Courage in depicting youth in difficult circumstances. ■



**Nadine Zylstra**  
**Head, Family,**  
**Learning & Impact**  
**YouTube Originals**

## **SESSION**

June 7: 11:30 a.m. EDT Keynote

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# TVKIDS

*Summer Festival*

PREMIERES

## Mondo TV & Toon2Tango's *The Wee Littles*

June 10: 9:00 a.m. EDT

*The Wee Littles* is about a tiny family of four, living in the forest, handling their compact size with their own unique and inventive flair. Ahead of the premiere, Mondo TV's Luana Perrero and Toon2Tango's



Jo Daris give a behind-the-scenes look at how the series came together.



## Dandeloooo's *The Upside Down River*

June 10: 11 a.m. EDT

*The Upside Down River* is an adventure story based on the cult youth novel by Jean-Claude Mourlevat featuring a breathtaking quest for the one magical drop of water from the River Qjar that allows for eternity.



## ACTF's *Hardball Season 2 & The Inbestigators*

June 10: 12 p.m. EDT

In season two of *Hardball*, Mikey and the gang go on a huge adventure to win against the best players in the state in the prestigious handball tournament—Staties! *The Inbestigators* is a mystery

detective comedy series. When 10-year-old Maudie, a freakishly gifted observer of human behavior, forms a detective agency with her classmates Ezra, Ava and Kyle, no school or neighborhood crime is left unsolved.



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