



CHILDREN'S GLOBAL MEDIA SUMMIT 2017

5-7 DECEMBER
MANCHESTER, UK

GENERATION U

The future of media for an
Unlimited Generation

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Many children now grow up with an expectation that media is always on demand; they have never known any other way. For these post-millennials, the digital world is without limits or end, an unlimited resource with unlimited possibilities for the unlimited generation: Generation U.

CGMS 2017 has an international mix of industry pioneers to lead and inform the discussion on how we will connect with this generation. Designing a meaningful media future for children is a business imperative for many of us, and the Summit is a chance to shape the next few years

for our sector.

This year's event welcomes delegates from content making, policy and technology platforms. Everyone is invited to participate in the conversation with companies and organisations like ABC, Amazon, BBC, Cartoon Network, Ditch the Label, DHX Media, Disney, Dubit, Endemol, Fremantle Kids, Google, Internet Matters, Minecraft, Microsoft, Netflix, Nickelodeon, ParentZone, PBS, Sesame Workshop, Sinking Ship Entertainment, The Premier League and Unicorn Black. It will be a unique opportunity to gain insight at the highest level from global thought leaders and to share your own.

Hosted in Manchester, the birthplace of the first modern computer, it seems only fitting that the Summit explores the impact of digital technology on the world of children's media.

Over the three day Summit, sessions and keynotes will be based around five key themes of Innovation, Empowerment, Freedom, Entertainment and Education. We'll share more information soon, but for now here's a taste of what's to come. We look forward to seeing you





WHAT WE'LL BE DISCUSSING

Here's a preview of some of our keynotes and sessions.
For updates follow [@CGMS2017](https://twitter.com/CGMS2017) or check online at cgms17.com.

WELCOME ADDRESS

**Tony Hall BBC
Director-General**

The most important conversation happening in the media.

OPENING KEYNOTE

**Generation
Unlimited**

In a world with unlimited possibilities, the Summit offers the opportunity to stop, think and talk about the future for the next generation of children.

KEYNOTES

Innovation

With an eye to the future, our speaker delivers their vision of how to have huge commercial success while keeping the needs of the customer at heart.

Empowerment

Digital media may be unlimited, but there are still many boundaries around fully empowering young people. Generation U are the citizens of the future – how can media equip them to live the best lives they can?

Freedom

Unlimited freedom in the digital world may be impacting on children's mental health and wellbeing. What should the industry do next to engage with the everyday problems that young people face online?

Education

Jeffrey D. Dunn, President and CEO of Sesame Workshop, is bringing an iconic brand into today's complex digital and cultural environment. As Sesame approaches its 50th anniversary, what has the organisation learnt during its half-century journey and what challenges has it faced and overcome? How has it stayed true to its mission as it continues to grow and innovate?

Entertainment

Richard Scudamore has spearheaded one of the biggest success stories in sport, the English Premier League. He shares his views on how digital is shaping the future strategy for the Premier League and how they plan to engage and entertain young audiences.

In addition to our Keynote speakers we will also feature 'in conversation with' discussions with leading names from across the industry.



SESSIONS

We'll be running a series of sessions on the themes of...

**INNOVATION
EMPOWERMENT
FREEDOM
EDUCATION
ENTERTAINMENT**

INNOVATION

Making things better for Generation U

The future of play

Open-world games are filled with never-ending choice, diversions and creativity. Does play without limits best serve the needs of young people, and where do we go from here?

The rise of the machines

Right here, right now, what's next for the likes of AI, Machine Learning, AR and VR?

With these technologies becoming integrated into every aspect of our lives, how will they transform children's media and the lives of Generation U?

Can content still be king?

Do established media providers have to give up success to innovate?

What is keeping Netflix up at night? A debate on how the media should and could deliver content in an unlimited future.

What is the future of storytelling?

What innovative technologies are being used to tell stories in new ways and what will be the next big thing? How are AI, AR, VR and holograms changing children's expectations?

EMPOWERMENT

How do we give children a stronger voice?

Generation journalist

How can we help young people understand the source of news stories and their authenticity? How can the media industry as a whole tackle issues such as fake news?

My voice, my way

Smart phones allow kids to create and share their own content instantly.

Do young people need limits, or free rein? How do adults facilitate and platforms moderate in this brave new world?

Unboxing girls and boys

The media has the power to label and reinforce stereotypes. How should international content makers represent gender in the future? Is it possible to avoid stereotypes in digital media and empower kids to just be themselves?

You can't be what you can't see

Showing young people they can be who they want to be, rather than telling them, is powerful. Aspiration, inspiration and motivation are fuelled when people from all backgrounds can be seen on and off screen. How will we continue to encourage diversity in its truest global sense?

Hope works

Showcase of a global content campaign to harness the power of entertainment to reawaken generation's hope.

FREEDOM

Is it too late to rebuild the internet for children?

Digital distractions

In a world where smart phones rule, young people's lives are changing – but is it for the better? What can we do to ensure children are resilient, healthy citizens who can still enjoy the freedom technology brings?

Thriving online

How can we strike a balance between freedom and wellbeing online? A discussion on mental health in relation to evolutions in media technology for Generation U.

Own it

Showcase of a new tool kit to help kids be the boss of their online life. Empowering them to explore digital spaces positively so they can be healthy, happy and creative citizens.

If you're not paying you're the product

Is it possible to create a 'safe space' on a global scale, and what are the commercial realities surrounding this?

The router of all evil

What can be done to safeguard young people online and who's responsible?

If we work together, is global self-regulation realistic? Is legislation what we really want and will some young people always find ways around the rules?

ENTERTAINMENT

What will entertain kids in the future?

The anatomy of a trend

Some thought eSports would be a trend, but its growth now suggests that it's here to stay. Why do some things stay and some go?

Is that entertainment?

Is the traditional framework for entertainment and the commissioning process fit for purpose? YouTube, Netflix, Amazon and others are changing the landscape - what's the new model of commissioning and how might it evolve?

'Ca\$hing in on the kids'

Kids are one of the most lucrative markets for the commercial sector. As the industry evolves, what ethical, legal and creative challenges will this present? Is a radical rethink needed?

Celebrities unleashed

The route to being famous for 15 minutes is shorter than it's ever been and a new celebrity culture for kids has emerged.

In an unlimited world, how will celebrities rise and fall? What will 'celebrity' even look like in the future?

EDUCATION

How can the digital era empower kids to learn?

Tech, tools and teaching

We live in a world where education is not distributed evenly. With a multitude of tech and tools available, can every child have the opportunity to learn and what content will inspire them?

Learning at the edge of chaos

Sugata Mitra is on a mission to change the way we teach children and shape the way they learn.

How will children's learning evolve, and how can we ensure that it continues to grow in a positive direction?

The teenage years

Hormones, self-image, relationships and studies occupy the teenage mind, but they are hungry to learn about themselves and the world. Who is pushing the boundaries and delivering content that's cutting through and helping teenagers learn about life?

Learning, a laughing matter

Laughter makes the world go round, so how can content makers create engaging and high quality media that capitalises on humour to teach? Can this approach be adopted on a global scale?

RESEARCH

We'll be delivering original world-class research presentations, here we share a taster of the sessions ...

- **Policy communities seeking to empower children through media**
- **Children's screen-related fear, nightmare and thrill experiences**
- **Digital storytelling workshops as coming of 'half' age ceremony**
- **Freedom to express and enjoy, freedom from online sexual harassment**
- **Using technology to empower street-connected children: the Inequality Question Project**

CURATORS OF THE FUTURE

Panel session where commissioners share views on how their world is evolving... and most importantly the challenges ahead.

FORUMS

Forums will be held with contributions from delegates and speakers, enabling the discussion to move on in a truly powerful way.



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SEE YOU IN DECEMBER!

Register as a delegate for this unique event at cgms17.com

Receive updates on exciting speaker announcements [@CGMS2017](https://twitter.com/CGMS2017)

Hear more from the organisers in [this video](#)

We look forward to welcoming you in Manchester from 5 - 7th December

