



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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an Unlimited Generation

Many children now grow up with an expectation that media is always on demand; they have never known it any other way. A digital world without limits or end, an unlimited resource with unlimited possibilities for the unlimited generation: Generation U. The Summit will bring together over 1,500 delegates: executives, creatives, technology innovators, policy makers and thought leaders to discuss and debate the future media for Generation U.



The Summit offers a unique opportunity to gain insight from international thought leaders and everyone is invited to join the conversation. Sharing perspectives will be companies and organisations including ABC, BBC, DHX Media, Disney, Dubit, Endemol Shine, Fremantle Kids, Google, Minecraft, Microsoft, Netflix, ParentZone, PBS, Sesame Workshop, TalkTalk, The Premier League and Zodiak Kids.

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.



WHAT WE'LL BE DISCUSSING

Over the three-day Summit, sessions and keynotes will focus on five key themes: Innovation, Empowerment, Freedom, Entertainment and Education

KEYNOTES

Tony Hall BBC Director-General

The most important conversation happening in the media.

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.

Education

Alex Okosi, EVP & MD at Viacom International Media Networks Africa inspires the industry to embrace new methods of learning. As education combines with digital, how can content evolve and can quality educational resources be accessible to children across the globe?

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 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 strategy for the Premier League and how they plan to engage and entertain young audiences in the future.

In addition to our keynote speakers we will also feature 'in conversation with' discussions with leading names from across the industry including platform providers, creatives and policy makers



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 can the media 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 industry 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 the 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

A global content campaign that harnesses the power of entertainment to reawaken a generation's hope.

FREEDOM

Is it too late to rebuild the internet for children?

Digital distractions

In a world where smartphones 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 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

How can content makers create engaging and high quality educational media that capitalises on humour? Can this approach be adopted on a global scale?

RESEARCH

World-class research presentations including...

- **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 and stakeholders share views on how their world is evolving and most importantly the challenges ahead

FORUMS

Forums where delegates and speakers share ideas, enabling the discussion to move on in a truly powerful way

SHOWCASE

Exhibition of cutting edge ideas in content and technology

SPEAKERS



Aaron Haroon Rashid
Creator/Director Burka
Avenger & CEO,
Unicorn Black



Linda Simensky
VP of Children's
Programming, PBS



Alice Webb
Director, BBC Children's
& BBC North



Steven Bartlett
CEO, The Social
Chain Group



Gonzalo Frasca
CDO, DragonBox /
Universidad ORT



Andy Yeatman
Director Global Kids
Content, Netflix



Anne Longfield
Children's Commissioner
for England



Chris Mead
Senior Director of
Partnerships, EMEA,
Twitch



Beth Carmona
Content & Development
Director, comKids



Cha Kil-young
CEO, SevenEdu &
Chamath



Tony Hall
Director-General, BBC



**Yassmin
Abdel-Magied**
Author, Engineer &
Social Advocate

SPEAKERS



Malik Ducard
Global Head of Family
& Learning, YouTube



**Deepika Narayan
Bhardwaj**
Independent Journalist &
Documentary Filmmaker



Denise G. Tayloe
Co-Founder & CEO,
PRIVO



Dominic Smales
CEO & Founder, Gleam
Futures



Vu Bui
Chief Operating Officer,
Mojang / Minecraft



Andreas Schleicher
Director for Education
& Skills, OECD



Isabella Henriques
Director of Advocacy,
Alana Institute



James Harding
Head of News, BBC



Maya Götz
Head of IZI / Prix
Jeunesse Foundation



Peter Salmon
Chief Creative Officer,
Endemol Shine Group



Jeffrey D Dunn
President & CEO,
Sesame Workshop



Jim Steyer
Founder & CEO,
Common Sense Media

SPEAKERS



Jean-Philippe Randisi
CEO, Zodiak Kids



Thomas Grond
Head of Young
Audiences, EBU



Richard Scudamore
Executive Chairman,
Premier League



David Levine
GM, Disney Channels
UK&I, VP, Disney
Channels EMEA



Vicki Shotbolt
Founder & CEO,
ParentZone



Olivier Dumont
Managing Director,
eOne Family / eOne
Licensing



Beeban Kidron
Founder, 5Rights &
Filmmaker



Naga Munchetty
Journalist &
Broadcaster, BBC



Obie Scott Wade
Show Creator, SheZow!
CEO of ObieCo
Entertainment, Inc.



Sugata Mitra
School of Education,
Communication &
Language Sciences,
Newcastle University, UK



Cheryl Taylor
Head of Content,
BBC Children's



Tim Davie
CEO, BBC Worldwide

SPEAKERS



Rick Glankler
President & GM of Kids & Family Entertainment, FremantleMedia



Alex Okosi
EVP & MD at Viacom International Media Networks Africa



Sangeeta Desai
COO & CEO Emerging Markets, FremantleMedia



Alison Stewart
Head of CBeebies Production, Animation & Acquisitions



Mikkel B. Rasmussen
Co-founder & Director European Practice, ReD Associates



Jan Pinkava
Creative Director, Google Spotlight Stories



Steven DeNure
President & Chief Operating Officer, DHX



Susan Greenfield
Founder & President, Neuro-bio Ltd



Tristia Harrison
CEO, TalkTalk



ALICE WEBB

SUMMIT CHAIR 2017

“At this time, we need the leading voices of the international creative, technology and policy making communities to come together and consider the future of media for children and young people. The Children’s Global Media Summit is that moment.”



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unique event at **CGMS17.com**

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announcements **@CGMS2017**



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