

TV

animation

film

licensing

content

MY  
CONTENT™



# Entertainment Content Summit

29<sup>th</sup> - 30<sup>th</sup> November, 2010

Dubai International Convention & Exhibition Centre

Industry Sponsor

**twofour54**  
أبوظبي

مجتمع إبتكار المحتوى الإعلامي  
content creation community



**Karim Sarkis**  
Executive Director Broadcast  
Abu Dhabi Media Company



**Fadi Ismail**  
GM of O3 Productions/  
MBC Group



**Abdel Boazzati**  
Senior Manager for Agents  
Markets, EMEA - Warner Bros



**Laila Suhail,**  
CEO  
Dubai Events and Promotions



**Karina Etchison**  
VP Sales Europe  
Telemundo Internacional



**Tarek Mounir**  
Commercial Director  
Cartoon Network Arabic



**Adib Khair**  
Owner  
Sama Art Production



**Daniela Tully**  
Vice President of Development  
Imagination



**Mohammed Saeed Harib**  
Founder  
Lammtara



**Samir Ayoub**  
CEO  
Mindshare MENA



**Ghassan Ayoubi**  
Executive Director  
Rubicon



**Georges Dabaghi**  
General Manager  
Middle East for the OnDemand Group



**Maher Hobbi**  
Head of Distribution Sales & Syndication  
Al Jazeera Network



**Ghanim Ahmed Al Ghanim**  
Managing Director  
Glorly Horizons



**Tahsin Mzaik Ph.D.**  
CEO  
Aalami Media Holding



**Laura Abu Asaad**  
Managing Director  
Fardous Art Production



**Jackie Ferguson**  
International Licensing Manager  
BBC Worldwide



**Harry Ravelomanantsoa**  
Director of Sales - Africa & the Middle East  
Toon Boom Animation, Inc.

### 11:00 : 11:30 "Opening Speech"

#### Speakers:



**Abdul Salam Al Madani,**  
President  
INDEX Holding



**Laila Suhail,**  
CEO  
Dubai Events and Promotions



**Martin Brochstein**  
Senior VP, Industry Relations and Information  
International Licensing Industry  
Merchandise's Association (LIMA)

### 12:00 – 12:45 "GCC Focus TV Content & Requirements"

#### Panelists



**Adib Khair**  
Owner  
Sama Art Production



**Samir Ayoub**  
CEO  
Mindshare MENA

### 14:00 – 14:45 "Local Production Focus on TV Content"

#### Moderator



**Ghassan Al Katheri**  
Prominent Actor, Radio & TV Presenter  
Cultural Advisor, Script Editor

#### Panelists



**Adib Khair**  
Owner  
Sama Art Production



**Laura Abu Asaad**  
Managing Director  
Fardous Art Production



**Heba Abu Musaed**  
Director/Producer  
Zaha Productions



**Lara Al Safadi**  
Independent Producer

### 15:00 – 15:45 "Co-Production Focus for the Region"

During a period of budget constraints, the production community is crossing borders in search of new co-production partners, creative collaboration and funding opportunities. This panel of producers will draw the big picture of the co-production current trends and discuss the opportunities that the new and emerging markets are offering to the market.

#### Moderator



**Fadi Ismail**  
GM of O3 Productions/  
MBC Group

#### Panelists



**Lara Al Safadi**  
Independent Producer



**Daniela Tully**  
Vice President of Development  
Imagination



**Amer Bitar**  
Managing Director  
Spacetoon International

### 16:00 – 16:45 "International Content for the Middle East"

#### Moderator



**Awni Al Lababidi**  
Managing Director  
Founoon Film Distribution

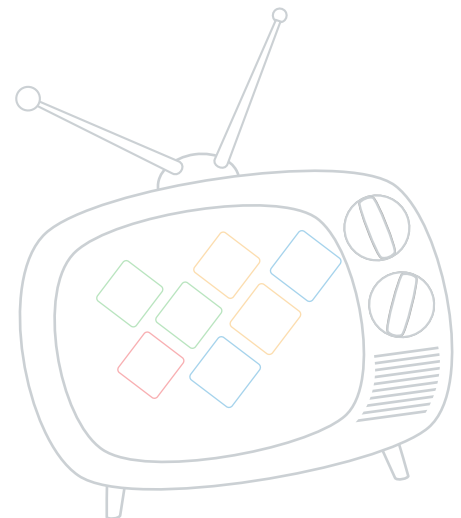
#### Panelists



**Fadi Ismail**  
GM of O3 Productions/  
MBC Group



**Karina Etchison**  
VP Sales Europe  
Telemundo International



## 11:00 – 11:45 “Successful Licensing Business Model and Case Study in the Middle East”

### Moderator



**Martin Brochstein**  
Senior VP, Industry Relations and Information  
International Licensing Industry  
Merchandise's Association (LIMA)

### Panelists



**Ghassan Ayoubi**  
Executive Director  
Rubicon



**Ghanim Ahmed Al Ghanim**  
Managing Director  
Glory Horizons



**Abdel Boazzati**  
Senior Manager for Agents Markets and  
Emerging Markets, EMEA  
Warner Bros. Consumer Products (a division  
of Warner Bros.)



**Jackie Ferguson**  
International Licensing Manager  
BBC Worldwide

## 12:00 – 12:45 “Animation Development, Challenges, and Opportunities in the Region”

### Moderator



**Ghassan Ayoubi**  
Executive Director  
Rubicon

### Panelists



**Mohammed Saeed Harib**  
Founder  
Lammtara



**Tarek Mounir**  
Commercial Director  
Cartoon Network Arabic



**Tahsin Mzaik Ph.D.**  
CEO  
Aalami Media Holding



**Zaidoun Karadsheh**  
Managing Director/ Partner  
Sketch in Motion



**Harry Ravelomanantsoa**  
Director of Sales - Africa & the Middle East,  
Toon Boom Animation, Inc.

## 14:00 – 14:45 “Outsourcing Animation Production Opportunities for the Region”

### Speakers



**Tahsin Mzaik Ph.D.**  
CEO  
Aalami Media Holding



**Rina Bardic**  
Marketing & PR Director  
AI Productionz



**Omar Teryaqi**  
MSP Board Member

## 15:00 – 16:00 “Defining winning strategies for content services across regional operator’s multi-platforms”

- ▲ Are content services ready and enabled to take shape on multi-platforms? In what order? In what form?
- ▲ What is the evolution path and dynamics of capturing the ‘eyeballs of the viewer’?
- ▲ How do we assess the elasticity-of-demand of potential content and how do we price and monetize it?
- ▲ What is the optimal mix of content, and how bring forward and consolidate local content?

### Moderator



**Georges Dabaghi**  
General Manager  
Middle East for the OnDemand Group  
(a fully owned subsidiary of SeaChange)

### Panelists



**Karim Sarkis**  
Executive Director Broadcast  
Abu Dhabi Media Company



**Mohsen Malaki**  
Director Strategy  
Intigral



**Mario Jorge Pino**  
Director - Business Development & Strategy  
Etisalat



**Maher Hobbi**  
Head of Distribution Sales & Syndication  
Al Jazeera Network

### Miltos Vidalis

Senior Director Content,  
Portals & Devices Management  
DU

