

主旨发言 | KEYNOTE

CN



张苾芊: 独立制片人,
纪录片电影《美国工厂》联合制作人
Zhang Yi Qian,
Co-Producer,
American Factory

节目展播 | PROGRAM SHOWCASE SESSIONS

关于节目展播的更多信息, 请点击此链接:
<https://www.mip-china.com/zh-cn.html>

More info on program showcase sessions please click
on the link: <https://www.mip-china.com/en-gb.html>

行业分享 | INFORMATIONAL SESSIONS

EN

后2020时代, 纪实内容的发展趋势
Factual Trends and Beyond 2020



发言人 / Speaker:
Michelle Lin,
Asia Pacific Manager,
K7 Media

CN

案例分析: 中国首部Netflix Original动画作品《伍六七》
出海的背后

Case Study: Scissor Seven, The Story Behind The First Netflix
Original Chinese Anime Going Abroad



发言人 / Speaker:
邹沙沙, 啊哈娱乐创始人兼CEO,
中国原创动画《伍六七》出品人、制片人
Aiken Zou, Founder & CEO of Aha Entertainment,
Producer of China's original animation 'Scissor Seven'

EN

流媒体时代的编排和营销战略
Scheduling and Marketing Strategies in the Streaming Era



发言人 / Speaker:
Tim Mulligan,
EVP & Research Director,
Midia Research

EN

新的超级模式——打造全球爆款的秘籍是什么?
New Superformats - What Makes A Global Hit?



发言人 / Speaker:
Jonathan Broughton,
Lead analyst,
Broadcast Intelligence

EN

亚洲视角: 如何成功地和欧美共同开发、联合制作内容
Successfully Co-Developing and Co-Producing with Europe
and the US: An Asian Perspective



发言人 / Speaker:
高桥登 / Noboru Takahashi,
General Manager, International Business,
Twin Engine Inc.

EN

什么节目受欢迎? 什么节目不流行? 有脚本和无脚本内容定制和
发展趋势解析

What's Hot and What's Not: Scripted and Unscripted
Commissioning and Development Trends



发言人 / Speaker:
Guy Bisson,
Executive Director,
Ampere Analysis

沙龙对谈 | PANEL SESSIONS

CN

《无敌鹿战队》案例分享: 合力创作跨越国界的好内容
Case Study Deer Squad: Working Together To Create Content
that Travels

发言人 / Speakers:



张国礼,
亚洲区总经理兼高级副总裁,
维亚康姆哥伦比亚集团
Pierre Cheung, SVP & GM,
ViacomCBS
Networks International Asia



杨晓轩, 副总裁, 爱奇艺
Yang Xiaoxuan,
Vice President,
iQIYI, Inc.

主持人 / Moderated by:

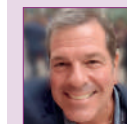


孙欣, 制片人, 大好传媒有限公司
Cecilia Sun, Producer,
Good Media Co.

EN

对话: 如何把西方内容传播到亚洲, 并把亚洲的节目模式带到西方?
In Conversation: Western Content Distribution to Asia,
and Bringing Asian Formats to The West

发言人 / Speakers:



Tim Crescenti,
President,
Small World Int'l Formats



Sabrina Duguet,
EVP Asia Pacific,
All3media International

主持人 / Moderated by:



Kristian Kender,
Managing Director,
CMM-I

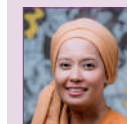
EN

对话: 国际买家青睐什么样的中国影视内容?
In Conversation: What Do International Buyers of Chinese
Content Want?

发言人 / Speakers:



Claudia Dreyer,
International Relations /
Director Special Projects,
Group Box Brazil



Syahrizan Mansor,
VP, Nickelodeon Brand
Asia,
ViacomCBS Networks
Asia

主持人 / Moderated by:



Kristian Kender,
Managing Director,
CMM-I