

# ImMediaTe Cross-Media Summit

digital creativity for cross-media content production and services



*International event in Rome*

**8<sup>th</sup> April 2011 - Casa del Cinema**

*(Villa Borghese) Largo Marcello Mastroianni, 1 – Rome*

PRELIMINARY PROGRAMME - PUBLIC DRAFT

Partnerships for better  
**innovation support**

EUROPE  
INNOVA

Innovation in Services  
**ImMediaTe**

# 8<sup>th</sup> April 2011

## Conference

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**09.00 – 09.30**      **REGISTRATION**

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**09.30 – 09.50**      **WELCOME SPEECHES**

**Stefano TURI**, *General Director FILAS IT*

**Reinhard Buescher**, *Head of Unit, DG Enterprise and Industry, European Commission BE*

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**09.50 – 10.10**      **KEYNOTE SPEECH**

**Michael DENNY**, *Senior Vice President – SONY COMPUTER ENTERTAINMENT EUROPE*

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**10.10 – 10.30**      **COFFEE BREAK**

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**10.30 – 11.30**      **PANEL 1 “CREATIVITY 2 NETWORKED MEDIA”**

MODERATOR: **Andrew BULLEN**, *Co-Founder, Creative Cooperative UK*

**Francesco DANZA**, *President, Digital Video IT*

**Paco LANCIANO**, *General Director Mizar IT*

**Gaetano RUVOLO**, *General Manager Sony Computer Entertainment Italia and President AESVI, Italian Association of Software and Videogames Editors IT*

**Gino BELLAZIA**, *Professor, University of Birmingham’s Digital Heritage Hub, UK*

**Dino PATTI**, *Founders, Playdead, DK*

**Michel REILHAC**, *Arte France FR*

**Kamil OTHMAN**, *Vice President Multimedia Development Corridor, MDEC MY*

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**11.30 - 12.30**      **PANEL 2 “FINANCE 4 CREATIVITY”**

MODERATOR: **Jenny TOOTH**, *Managing Director, Angel Capital Innovations and British Business Angels Network UK*

**Patrick VANHOUDT**, *Senior Economist, Department for Industry and Commercial Services, European Investment Bank BE*

**Stanley WANG**, *Deputy General Director, Institute for Information Industry, TW*

**Stefano TURI**, *General Director, FILAS IT*

**Thierry BAUJARD**, *CEO Peacefulfish DE*

**Marco VILLA**, *Founder and managing director, Italian Angels for Growth, IAG IT*

**Jaspar ROOS**, *Business development Manager, ABNAMRO/ Dialogues Incubator NL*

**Jason DELLA ROCCA**, *President, Perimeter Partners, CA*

**Erik VERMEULEN**, *Senior Counsel & VP Corporate Legal, Philips, NL*

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**12.30 – 13.30**      **INSTITUTIONAL CLOSING REMARKS**

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**13.30 - 14.30**      **LUNCH BREAK**

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## *Showcase sessions*

During the Rome ImMediaTe event, there will be 3 showcase sessions in which selected companies will have the chance to present their projects/products and liaise with companies and investors coming from Europe and South East Asia (Malaysia, Taiwan and other countries).

The focus of the showcase sessions will be on international co-productions/joint ventures, and will involve innovative companies with a high level project/product seeking for technological/commercial partners.

Priority sectors for the showcasing companies will be Edutainment, Gaming (including serious gaming), Cultural Heritage, DM productions and DFX.

The format of the showcase sessions will mirror the one already successfully held during the ImMediaTe summits in Barcelona and Malta, and will offer an important occasion of visibility and pave the ground for concrete business agreements and co-productions and joint-ventures.

14.30 - 14.40

### INTRODUCTIONS TO THE SHOWCASE SESSION

Introduction to the session by the Master of Ceremony

**Jakob RASMUSSEN**, Director, Living Labs Global, DK

14.40 - 14.50

### 1<sup>ST</sup> SHOWCASE SESSION

Introduction of the session and presentation on the theme: **“Gamification”**

**Jason DELLA ROCCA**, President, Perimeter Partners, Canada

14.50 - 15.40

### COMPANIES PRESENTATIONS WITH Q&A MODERATED BY JASON DELLA ROCCA

- 5-minutes presentations of companies and showcase solutions
- Q&A from the audience

15.40 - 15.55

### NETWORKING BREAK

15.55 - 16.05

### 2<sup>ND</sup> SHOWCASE SESSION

Introduction of the session and presentation on the theme: **“Digital Creativity”**

**Andrea CUNEO**, Marketing Director, Sony Computer Entertainment Europe

16.05 - 16.50

### COMPANIES PRESENTATIONS WITH Q&A MODERATED BY ANDREA CUNEO

- 5-minutes presentations of companies and showcase solutions
- Q&A from the audience

16.50 - 17.05

### NETWORKING BREAK

17.05 - 17.20

### 3<sup>RD</sup> SHOWCASE SESSION

Introduction of the session and presentation on **“ICT & Media eco-system of Malaysia: collaboration opportunities”**

**Kamil OTHMAN**, Vice President Multimedia Development Corridor, MDEC Malaysia

17.20 - 18.05

### COMPANIES PRESENTATIONS WITH Q&A MODERATED BY KAMIL OTHMAN

- 5 minutes presentations of companies and showcase solutions
- Q&A from the audience

18.05 - 18.20

### NETWORKING BREAK

18.20 - 19.30

### GUEST ORGANISATION PRESENTATIONS & FINAL PITCHING SESSION

- Taiwan: Country Opportunities by Stanley Wang (III)
- Malta: Country Opportunities by Mario Galea (Malta Enterprise)
- 2-minutes presentations by pitching companies

19.30 - 20.30

### BEST SHOWCASE AWARDS CEREMONY & COCKTAIL

## How to Register for the Cross-Media Summit:

- I. To attend the Conference and Panels register asap at [crossmediasummit.eventbrite.com](http://crossmediasummit.eventbrite.com)
  
- II. After having registered, interested companies may also apply for the showcase sessions. To submit a showcase, go to <http://www.livinglabs-global.com/Showcase/SubmitShowcase.aspx> and click on the register button. Please take note of your password on the subscription confirmation page and click on the login button to submit your showcase. All companies selected for the showcase will receive free professional coaching during the Thursday April 7 side event.
  
- III. To attend the training courses, please send an e-mail to [romagnoli@filas.it](mailto:romagnoli@filas.it). You can participate in both sessions.
  - *International Marketing in the Gaming Industry* - Andrea CUNEO, Sony Computer Entertainment Europe
  
  - *Technology Watch - Motion Capture and Real-Time Technology* - Flaviano PIZZARDI, co-founder The Pool Factory

**Registration for the Cross-Media Summit is completely FREE of charge.**