

25 September 2013 | Filminteractive Conference

Start	Finish	Speaker	Topic
9.00	9.45	REGISTRATION / MORNING COFFEE	
9.45	9.55	Opening of Filminteractive	
10.00	10.20	Renaud Fuchs, Pagaco (UK)	Second Screen Society Report
10.25	10.45	Neil Berry, Ooyala (UK)	Ooyala Video Index - global statistics on second and third screen viewing.
10.50	11.10	Simon Staffans, Media City (Finland)	Multiplatform music and corporate storytelling – possibilities and challenges.
11:15	11:35	Olgierd Cygan, Digital One (Poland)	The best of branded content 2012 / 2013
11.40	12.00	Alex Hryniewicz, Maverick TV (UK)	<i>Was It Something I Said?</i> - Innovative new cross-platform panel show by Channel 4.
12:00	13:00	LUNCH BREAK	
13.05	13.25	Mariusz Stecki, TVP (Poland)	Second Screen – share your emotions
13.30	13.50	Yifat Fouchs, Screenz (Israel)	The Wave – the digital wave area of TV channels and IP owners
13.55	14.15	Frank van Oirschot, Ex Machina (Netherlands)	Second Screen is serious business: How to create value with second screen project by increasing first screen rating, advertising, sponsoring and direct revenues.
14.20	14.50	KEYNOTE: Patrice Slupowski, Orange-France Telecom (France)	The evolution of TV 2013-2020 - interactive services, second screen, social & smart TV and set-top boxes.
15:00	16.00	COFFEE & NETWORKING BREAK	
16.05	16.25	Isa Ostertag, ZDF (Germany)	Transmedia Projects – Second German Television
16:30	16:50	Szymon Karbowski, TOYA (Poland)	Second Screen – who will pay, viewers or advertisers? Deployment in the real world.
16:55	17:10	SUMMARY	

26 September 2013 | Filmteractive Market

The first interactive and crossmedia content market in Central & Eastern Europe!

Start	Finish		
9.00	9.30	MORNING COFFEE	
9.30	9.50	Intro	Presenting Commissioners & Projects
10.00	10.20	AudioLink Technologies (Poland)	Pitching session
10.25	10.45	Deligic (Poland)	Pitching session
10.50	11.10	Flashback (Denmark)	Pitching session
11.15	11.35	Genius On Demand (Poland)	Pitching session
11.40	12.00	Interactive Audiobook (Poland)	Pitching session
12.05	12.25	MEMBRANE - a touch me cloth (Poland)	Pitching session
12.30	12.50	Nullpunkt (Estonia)	Pitching session
12.55	13.15	Syncself (UK)	Pitching session
13.20	14.00	LUNCH & NETWORKING TIME	

The place to be for those who want to sell and buy a project or IT solution.

The best eight projects will get the chance to pitch live in front of international professionals, commissioners, and European broadcasters, and compete for the HBO Award funded by HBO Poland.

Over 35 projects from all over Europe and Canada have been submitted to Filmteractive Market. The best 8 will be announced at the beginning of September.

26 September 2013 | Filminteractive Festival

Start	Finish	Speaker	Topic
14.00	14.10	Opening Filminteractive Festival	
14.15	14.45	Jan Okulicz-Kozaryn, Million You (Poland)	Presenting the results of the "Rany Julek" competition (Polish session)
14.50	15.30	Christa Sommerer & Laurent Mignonneau (Austria)	Interactive digital art and interactive interfaces – presenting the "Escape" installation
15.35	16.15	The Kissinger Twins (Poland) Dawid Marcinkowski & Kasia Kiefert	Interactive and crossmedia projects – presenting "The Trip"
16.20	17.00	Adipat Virdi, Transmediasphere (UK)	From linear narrative to multiplatform content – presenting "Searching"
17.05	17.45	Arseny Vesnin, Designcollector (Russia)	The most impressive motion design artists from Russia
17.50	18:15	Commissioners & Organisers	HBO Award for the best project of Filminteractive Market Closing Filminteractive Festival

Organizers:



Granting Institutions:



Sponsors:

