



**CDA**  
Centre de Desenvolupament  
Audiovisual



Generalitat de Catalunya  
Institut Català  
de les Indústries Culturals

Ajuntament  de Barcelona  
Barcelon **a**ctiva

**ME** MOBILE  
ENTERTAINMENT  
FOR EVERYONE IN THE WIRELESS LEISURE COMMUNITY



**peacefulfish, Centre de Desenvolupament Audiovisual (CDA) & Catalan  
Films & TV, Barcelona Activa, Mobile Entertainment and fishtank**

**present**

**GLOBAL MOBILE CONTENT FINANCING – BARCELONA 2006**

***Financing content for the mobile  
industry***

**Barcelona Activa  
Agència de Desenvolupament Local de l'Ajuntament de Barcelona  
Carrer de la Llacuna 162  
08018 Barcelona**

**FEBRUARY 17<sup>th</sup> 2006  
1000 – 1800**

**Post 3GSM Congress**

**Supported by**



**22** Barcelona  
Media



**ARENA**  
audiovisual

**GLOBAL MOBILE CONTENT FINANCING– BARCELONA 2006**  
**February 17<sup>th</sup> 2006**

***Financing content for the mobile  
industry***

1000-1030 **REGISTRATION AND COFFEE**

1030-1045 **WELCOME**

**Mateu Hernandez**, Deputy Director, Barcelona Activa  
**Carme Ponte Cerezo**, Head of audiovisual, Catalan Institute for the  
cultural industries

1045-1100 **KEYNOTE**

**Tim Green**, Editor Mobile Entertainment, UK

**Patrick Parodi**, Chairman, Mobile Entertainment Forum; Head of Mobile  
Video & Music, Alcatel, France

**Marie-Christine Crolard-Lepany**, NPA Conseil, France  
presentation on "Mobile video content : benchmark of new formats and  
integration"

1100-1200 **PANEL I - Content**

- What are the current crossings between traditional audiovisual media  
and portable content?

**Input**

**Eric Hobson**, President & General Manager, MFORMA Europe

**Panel Chairman: Pere Roca**, CDA, Spain

**Discussion**

**Eric Hobson**, President & General Manager, MFORMA Europe  
**Thomas Richter**, Director of Content Sourcing, Jamba, Germany  
**Bruno Smadja**, CEO, Mobile Film Festival, France  
**Raquel Navarro**, Barcelona Media, Innovation Centre, Spain  
**Manuel Monzón**, Development & Financial Support Executive,  
Filmax, Spain

1200-1230 **COFFEE BREAK**

1230-1330 **PANEL II - Financing for mobile content**

- What are the financing opportunities to develop unique and genuine mobile content?

**Input**

**Carme Ponte Cerezo**, Head of audiovisual, Catalan Institute for the cultural industries

**Pocket Shorts** case study, UK

**Panel Chairman: Tim Green**, Editor Mobile Entertainment, UK

**Discussion**

**Dirk Figge**, New Business Executive Media & Entertainment MIDRAY GmbH - a debitel company, Germany

**Carme Ponte Cerezo**, Head of audiovisual, Catalan Institute for the cultural industries, Spain

**Christian Fernández**, CEO of Barcelona Emprèn Venture Capital, Spain

**Fabio Fabbi**, Cinecitta' Holding, Italy

**Thierry Baujard**, CEO peacefulfish, Germany

1330.1530 **LUNCH BREAK sponsored by**

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Centre de Desenvolupament Audiovisual



1530-1630 **PANEL III - The role of mobile content in marketing**

Input: **to be confirmed**

**Panel Chairman: Remi Maddens**, fishtank, Belgium

- How can mobile content play a role in efficient marketing campaigns?

**Patrick Parodi**, Chairman, Mobile Entertainment Forum; Head of Mobile Video & Music, Alcatel, France

**Rudy De Waele**, Mobile Branding & Marketing, Randome One, Spain

**Alvaro Rebollo**, International Content Director, Arena Mobile, Spain

**Salvador Carrillo**, CEO, Mobile Dreams Factory, Spain

**Pamir Gelenbe**, VP Sales and Strategy, Flytxt, UK

1630-1645 **CHAIRMAN'S WRAP UP**

1645-1800 **HAPPY HOUR** sponsored by:

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