

# IPXCHANGE

3rd Independent Producers' Exchange

## AGENDA

### MONDAY 11TH MARCH 2024

- 10:30 - 11:00 **Coffee & Registration**
- 10:30 - 11:00 **Learning Session:**  
2024 International Format Trends  
(David Ciaramella, UK)
- 11:00 - 11:30 **Pitching Session:**  
United Heroes (Pavel Cherepin, UKR/PT)
- 11:30 - 12:00 **Learning Session:**  
WDR: Programmbedarf & Mediathek-Strategie  
(Daniel Boltjes, Ltr. Unterhaltung, DE)
- 12:00 - 12:30 **Open Mic Session:**  
Beyond the Metaverse  
(Stephan Sorkin/Christina Bröker, EDFVR, DE)  
+ Mediacrest (Maria Rojo)
- 12:30 - 13:30 **Lunch Break**
- 13:30 - 14:00 **Learning Session (Zoom):**  
Branded Entertainment (Simon Kennedy, UK)
- 14:00 - 14:30 **Pitching Session:**  
All Right Media (Tanja van der Goes, NL)
- 14:30 - 15:00 **Learning Session:**  
Igniting Innovation: Unleashing Germany's  
creativity  
(Tony Gregory, Dries Verhaeghe, Tanja Van  
der Goes, David Ciaramella)\*
- 15:00 - 15:30 **Coffee & Networking**
- 15:30 - 16:00 **Learning Session:**  
Igniting Innovation: Unleashing Germany's  
creativity
- 16:00 - 16:30 **Learning Session:**  
Making '7 vs. Wild' a global TV Brand  
(André Schubert, Calivision, DE)
- 16:30 - 17:00 **Pitching Session:**  
Newen Connect (Andrew Sime, UK)
- 17:00 - 17:30 **Pitching Session (Zoom):**  
Small World IFT (Tim Crescenti, USA)
- 18:00 - 20:00 **Drinks, Venue: Rooftop58 Lounge**  
Hohenzollernring 58 | 50672 Köln
- 20:00 - 22:00 **Dinner: TBD**

### TUESDAY 12TH MARCH 2024

- 09:00 - 09:30 **Coffee & Networking**
- 09:30 - 10:00 **Pitching Session:**  
Zig Zag Productions (Danny Fenton, UK)
- 10:00 - 10:30 **Learning Session:**  
Future Trends (Sandra Lehner, TV Futurist, PT)
- 10:30 - 11:00 **Pitching Session (Zoom):**  
Can't Stop Media (Matthieu Porte, France/UK)
- 11:00 - 11:30 **Coffee & Networking**
- 11:30 - 12:00 **Pitching Session:**  
RTBF - Broadcaster plus Producer -  
Allies for International Developments, BE
- 12:00 - 12:30 **Pitching Session:**  
LGI Media, (Lindsey Ayotte, Global Head Sales/  
Acquisitions, AUS)
- 12:30 - 13:00 **Learning Session:**  
ZDF - Programmbedarf und -strategie  
(Stefan Bayerl, Daytime/Factual, DE)
- 13:00 - 14:00 **Lunch Break**
- 14:00 - 14:30 **Pitching Session (Zoom):**  
Sipur - Producer Erfolgsmodell aus Israel  
(Zipi Rozenblum ISRAEL/ Michael Schmidt USA)
- 14:30 - 15:00 **Pitching Session:**  
Lineup Industries (Ed Louwerse/ Julian Curtis, NL)
- 15:00 - 15:30 **Pitching Session (Zoom):**  
TV Asahi (Rosemond Perdue, Co-Founder  
BreakthroughNowMedia, USA/Asia)
- 15:30 - 16:00 **Wrap-up**

Location: MMC Studios Köln | Building 47 | Butzweiler Straße 255 | 50829 Cologne