

14-18 October 2009

FRANKFURTER BUCHMESSE

CREATIVE CONTENT



»Focus on Creative Content« Programme at the Film & Media Forum

Media convergence is increasing – at the Frankfurt Book Fair too. The internet and modern technologies create new products, new distribution channels, new marketing and new target groups. This far-reaching process of change is leading to a need for action in all the creative industries and brings with it opportunities for crossmedia partnership business.

A key factor in this process is content: text, illustration, audio, video ... Alongside contents produced by the book, film & TV, games, music, picture and design industries, there is now a great deal of User Generated Content. All this is offered and brought together by the mega-medium of the internet – now also increasingly mobile. Paid

and free content exist side by side, the status of copyright and of content as a commodity has become uncertain.

Given this situation, other creative industries are also joining the publishing industry in experimenting with new business models. The motto appears to be to learn from related industries, to do business with related industries.

The new programme highlight »Focus on Creative Content« is intended for all those who think beyond the boundaries of their own sector and pursue new paths to the digital future by interacting with other creative sectors.

More information and programme at: www.book-fair.com/creative-content/

WEDNESDAY | 14 OCT. 2009

from 10.00 a.m.

from 11.00 a.m. 11.00 a.m.–12.00 noon *Film & Media Forum, workshop room*
Tomorrow's Book – crossmedia platforms, open content and real-time authors
With: A. Gebhard (Managing Director newthinking communications), M. Beckedahl (netzpolitik.org)
In German

from 12.00 noon 12.30 p.m.–1.30 p.m. *meeting point: Film & Media Forum, workshop room*
Guided Tour for the Film, TV, Games and Music Industries
With: A. Butuman (Managing Director A + K Agency)

from 1.00 p.m. 1.30 p.m.–2.15 p.m. *Film & Media Forum, workshop room*
Ancillary copyrights for publishers – a fair distribution of profits in the digital age, based on case studies in the film and music industries.
With: H. v. Have (Partner of law firm Unverzagt von Have), C. Keese (President Public Affairs Axel Springer AG), Dr. T. v. Trott zu Solz (Director Corporate Responsibility and Public Affairs Gruner + Jahr)
In German

from 2.00 p.m. to 5.00 p.m. 2.00 p.m.–2.30 p.m. ???
Forum Education
Use and experience with serious games in education
With: J. H. van Rijswijk (Director Games Factory Online)

THURSDAY | 15 OCT. 2009

10.00 a.m.–11.45 a.m. *Film & Media Forum, workshop room*
2010lab – the new digital world of culture and creativity. Cultural capital RUHR.2010 poised for the digital future
With: B. Fesl (Project Management, City of Creativity, RUHR.2010), A. Iwan (Textschwester, Düsseldorf), S. Reichart (ARUBA Events, Mülheim a. d. Ruhr), H. Vaske (Emotional Network)
In German

11.00 a.m.–12.00 noon. *Film & Media Forum, workshop room*
New strategies for crossmedia content, development and production
With: J. Schulze (Senior Partner Peaceful Fish)
Organised by: Peaceful Fish and Frankfurt Book Fair
11.15 a.m.–12.15 p.m. *Film & Media Forum, Cinema 2*
FBW: New approaches to film rating
With: G. Krämer (State Secretary), A. Kutter and Linde Fröhlich (FBW evaluators), B. Buchler (Director FBW) and a renowned filmmaker
In German

12.15 p.m.–1.15 p.m. *Film & Media Forum, workshop room*
Integrated Media: The convergence of publishing with Film, Television and Digital Entertainment
With: J. Friedman (CEO of OpenRoad Integrated Media and former CEO and President of HarperCollins Publishers Worldwide) and J. Sharp (President of OpenRoad Integrated Media)

1.15 p.m.–2.00 p.m. *Film & Media Forum, workshop room*
How to do the Frankfurt Book Fair
With: A. Butuman (Managing Director A + K Agency)

2.00 p.m.–3.00 p.m. *Film & Media Forum, workshop room*
Berlinale Workshop: Case Study on the Millennium Trilogy
With: J. Gilbertsson (Head of Development Yellow Bird, Sweden), E. Gedin (Assisting Publishing Director Norstedts Publishing House, Sweden)

FRIDAY | 16 OCT. 2009

10.00 a.m.–10.45 a.m. *Film & Media Forum, workshop room*
From Gutenberg to Google: The use of imagery in publishing
With: G. Headly (fotoLibra)

11.00 a.m.–12.30 p.m. *Film & Media Forum, workshop room*
Pitching – fun or frustration?
In this introductory workshop, pitching expert Sibylle Kurz presents basic principles on preparing an effective and successful pitch.

12.30 p.m.–1.30 p.m. *Film & Media Forum, workshop room*
Guided Tour for the Film, TV, Games and Music Industries
With: A. Butuman (Managing Director A + K Agency)

1.30 p.m.–2.15 p.m. *Film & Media Forum, workshop room*
»The Book of the Film«: The making of book, the novelisation and other spin-offs
With: W. Brehm (Partner of the law firm Brehm & v. Moers), S. Weihe (CEO Pegasus), J. Friedmann (Associate Director Blake Friedmann Agency, UK)

2.15 p.m.–2.45 p.m. ???
Forum Education
How entertainment game technology improves serious games
With: J.H. van Rijswijk (Director, Games Factory Online)

WEDNESDAY | 14 OCT. 2009

from 2.00 p.m.
to 5.00 p.m.

2.30 p.m.–3.15 p.m. *Film & Media Forum, workshop room*

Successful tv series based on novels

With: J. Gilbertsson (Head of Development Yellow Bird, Sweden), E. Broughton (BBC Books Executive, UK), D. Eckhardt (Swiss-based international TV scriptwriter, Grimme prize nominee)

Moderation: J. Friedmann (Joint Managing Director Blake Friedmann Agency, UK),

2.30 p.m.–5.00 p.m. *Cinema 1*

Grand Opening of the Film & Media Forum: »Henri 4« –

Filming of the bestseller by Heinrich Mann

Film screening three months before the official film premiere

3.30 p.m.–4.30 p.m. *Film & Media Forum, workshop room*

Learning from the music industry

How book publishers and other creative industries can profit from the experiences of the music industry.

With: Prof. D. Gorny (President, German Music Industry Association), A. Skipis (President German Publishers & Booksellers Association) other participants: tba
In German

4.15 p.m.–5.00 p.m. *workshop room*

Learning from the music industry, part 2

Theories on industry communication

With: S. Herwig (Managing Director Dependent/Mindbase), H. Wöbken (Managing Director IFSE - Institute for Strategy Development), S. Haupt (business psychologist und market researcher, H,T,P, Concept), C. Jericho (Head of Convention c/o pop)
In German

from 5.00 p.m.

5.00 p.m.–6.00 p.m. *Film & Media Forum, workshop room*

Reading the Future? – Games, eBooks & Web 2.0 as an opportunity and challenge for bookstores and libraries

With: O. Wolters (BIU), K. Sturm (Blackbetty Mobilmedia), Dr. R. Mumenthaler (ETH Library Zurich), D. Redeker (bookseller expert), R. Schmidt (author)

Moderation and introduction: C. Deeg (Zukunftswerkstatt)

In German

5.00 p.m.–6.00 p.m. *Film & Media Forum, Cinema 1*

Panel discussion about »Henri 4« – filming of the bestseller by Heinrich Mann

With: R. Ziegler (Producer, CEO Ziegler Film), J. Baier (Director) amongst others

5.30 p.m.–6.30 p.m. *Film & Media Forum, Cinema 2*

Award-winning Works from the ADC Competition 2009

ADC jury members provide a look behind the scenes of the selection process and explain their selection criteria. | **In German**

SATURDAY | 17 OCT. 2009

10.00 a.m.–2.00 p.m. *Centre for Photography, Hall 4.1 Q 539*

Photographic discoveries for publishers and agencies presented by up-and-coming photographers

Portfolio Walk | 5-Minute Talks | Meeting Point | Happy Hour

Please sign-up in advance: foto@book-fair.com

Organised by: Frankfurt Book Fair

3.45 p.m.–4.30 p.m. *Comics Centre*

Comic film adaptations – a classic win-win situation?

With: L. Kreiter (Dark Horse Comics), E. Powell (The Goon), R. Venditti (The Surrogates), B. Weldele (The Surrogates)

THURSDAY | 15 OCT. 2009

3.30 p.m.–4.30 p.m. *Film & Media Forum, workshop room*

From books to games

With: S. Volkmer (PR- & Press-Manager/Senior Editor Panini), C. K. Weidner (Managing Director MultiMediaManufaktur), Dr. T. Schelinski (TaylorWessing law firm), L. Poeck (Head of PR & Marketing Tivola Publishing)

Moderation: H. Hesse (Editor-in-Chief GamesMarkt)

In German

4.00 p.m.–6.00 p.m. *Cinema 1*

Watch »Millennium« with Yellow Bird

Film screening OV of the much awaited second film in the »Millennium« trilogy – »The girl who played with fire«.

Please register at: gerson@book-fair.com

5.00 p.m.–6.00 p.m. *Film & Media Forum, Cinema 2*

Trend Panel Creative Industries: »Future meets Book meets TV meets Game meets Mobile«

With: M. Lepetit (Producer Phoenix Film), Dr. J. Kaps (Managing Director TOKYOPOP), N. Friedenberger (Vice President Fox Mobile Studios & Global Marketing), W. Hohlbein (Author), P. Schmidt (Marketing Manager Nintendo Germany)

Moderation: T. Webler (Managing Director AnimaniA)

5.30 p.m.–6.30 p.m. *Centre for Photography, Hall 4.1 Q 539*

BVPA Get-together

Photo Agencies meet Publishers

6.00 p.m.–8.00 p.m. *Café in front of Cinema 1*

Cocktail Reception

following the screening of »Millennium« 2 with representatives of Yellow Bird

Pictures, including the producer of the film B. Ausserer.

SUNDAY | 18 OCT. 2009

10.00 a.m.–5.30 p.m. *Centre for Photography, Hall 4.1 Q 539*

Fotocommunity get-together with live shooting and workshop

The online platform www.fotocommunity.de presents a portfolio show (11.00 a.m.–12.00 noon) for members and interested photographers, followed by a live shooting (1.00 p.m.–3.00 p.m.) with photographer Alexander Heinrichs as well as a short workshop on beauty retouching (4.00 p.m.).

With: Alexander Heinrichs (photographer)

4.00 p.m.–5.30 p.m. *Film & Media Forum, Cinema 1*

Gaming and electronic sports – a part of youth culture

Speech with subsequent live act

Active participation of the audience is encouraged.

With: B. »Cypher« Schäfer (World Cyber Games international player) and T. v. Treichel (Organiser of the World Cyber Games in Germany)

In German

FRIDAY | 16 OCT. 2009

2.30 p.m.–3.15 p.m. *Film & Media Forum, workshop room*

Creative writing (for screenwriters and writers)

With: J. Friedmann (Joint Managing Director Blake Friedmann Agency), R. Spottiswoode (Regisseur of e.g. James Bond/Tomorrow Never Dies, The 6th Day, Turner & Hooch), U. Limmer (Collina Film)

4.00 p.m.–6.00 p.m. *Film & Media Forum, Cinema 2*

Awarding of the Liliput Prize

for excellent film synchronisation and subtitles

Award ceremony with an introduction and film excerpts

Organised by: Bundesverband kommunale Filmarbeit, www.kommunale-kinos.de

In German

VENUES:

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| Workshop Room: | Film & Media Forum, Forum Level 0 |
| Cinema 1+2: | Film & Media Forum, Forum Level 0 |
| Film & Media Rights Centre: | Film & Media Forum, Forum Level 0 |
| Forum Education: | Hall 4.2 B 1424 |
| Centre for Photography: | Hall 4.1 Q 539 |
| Comics Centre: | Hall 3.0 J 807 |

EXHIBITION

Sa.–Sun. *Centre for Photography, Hall 4.1 Q 539*

Exhibition on Photobook Award 2008 | 2009

The Kasseler Fotoforum e.V. presents last year's best photography books as nominated by 24 international experts (www.photobook.ph) and introduces the »Fotobook-Festiva!k 2010.

With: D. Neubert (main organiser)

Wed.–Sun. *Gangways N & Q, across from the Centre for Photography (Hall 4.1 Q 539)*

»Eine Mauer verschwindet« (A wall disappears), photography exhibition about the fall of the Berlin wall

Photography by Henning Langenheim

This exhibition showcases a selection of these impressive historic images (from the estate of akg-Images).