Programme

Conference

## Joining the Dots: Finding the Value

Exploring where creative, tech, and cultural innovation meet commercial opportunity.

Monday Tuesday Sunday 24 22 **Exclusive Cut: Buyers Sunday (multi-genre) Unscripted: Doc & Factual, Formats** The Cultural Boom of Micro-Drama & Vodcast Creator Led IP + Digital TV Studios (multi-genre) Attention Economy Leadership Lunch + Mixer Inside Applied Al (multi-genre) **Brand Funded Entertainment** Disrupted Distribution & Monetisation (multi-genre) Co-Production, Funding & Investment (multi-genre) Kids Summit Screenings & Showcases (multi-genre) **Opening Party** Networking Lunches **Networking Happy Hours**