

EDUCATION
CANNES

Kids Entertainment Module

International Emmy® Education Module
Cannes - October 10 -13, 2026

Participant Handbook

Dear Participant,

Welcome to the October Cannes module of the Education Initiative!

This intensive three-day program is designed for television professionals who wish to deepen their understanding of a rapidly evolving global industry. Through a series of interactive sessions, expert presentations, and hands-on exercises, you will explore the creative, business, and technological forces shaping the future of content.

The curriculum combines thought leadership and exclusive exchanges with leading voices in international television, connecting global perspectives with real-world practice.

We're thrilled to have you with us in Cannes for the Kids Entertainment Module of this program.

Kind regards,

Nathaniel Brendel
Director, Education Initiative
International Academy of Television Arts & Sciences

General Information

The Classes will take place at:

The Carlton Cannes
58, Bd de la Croisette
06400 Cannes
Saint Paul de Vence Room (-3 floor)

Requirements:

Please bring a laptop, as it might be needed for a workshop

Saturday, October 10 [Evening]
Welcome & Orientation

7:00 pm | Al Charq
20, rue Rouaze
06400 Cannes

Please inform us of any food restrictions

All participants are invited to an informal dinner to connect in a relaxed setting. This gathering sets the tone for an open, collaborative week, allowing everyone to break the ice, discover shared interests, and start forming connections before the sessions begin.

Sunday, October 11
The Kids Ecosystem: Platforms, Audiences & Global Trends

9:00 AM – 10:30 AM | The State of Kids' Content Worldwide
Speaker — Cecilia Persson — BBC Studios Kids & Family
The global kids' content landscape is undergoing a profound transformation, with preschool, ages 6–11, and tweens increasingly becoming distinct businesses with different audiences, platforms, gatekeepers, viewing behaviors, economics, and creative approaches. This session establishes a framework for understanding these differences, examining what is being commissioned across each segment, how franchise-driven thinking is shaping development priorities, and how producers are adapting to a multi-platform ecosystem spanning broadcasters, streaming platforms, FAST channels, and creator-led environments.

10:30 AM – 12:00 PM | Anatomy of a Hit
Speaker — Adina Pitt — Brainchild Entertainment
What turns a successful show into a lasting franchise? This session explores how executives identify franchise potential, balance creative ambition with commercial realities, and decide when and where to invest. Through case studies and industry insight, we will examine the strategic, creative, and editorial choices that allow IP to grow beyond its original series, platform, and audience.

12:00 PM – 1:30 PM | Lunch

1:30 PM – 2:30 PM | Kids & Content: From Discovery to Fandom
Speaker — Joel Silverman — KidsKnowBest
How do young audiences discover content, and what keeps them coming back? Drawing on insights from our community, this session explores how social platforms, creators and participatory communities are reshaping discovery, fandom and audience loyalty in the kids' market. We'll examine what these changing behaviours mean for producers and how they can inform content strategies that connect with young audiences.

2:30 PM – 5:00 PM | Data Analytics: Understanding Audiences in a Fragmented Market
Speaker — Remi Tereszkiewicz — BetaSeries
In today's competitive environment, understanding audience behavior and the generational usage gap are essential. This session explores how data analytics is being used to guide creative development, refine distribution strategies, and strengthen commissioning decisions with a use case on the youth segment.

Monday, October 12
AI & the Future of Kids Content

9:00 AM – 10:30 AM | Embracing the future in our space
Speaker — Olivier Lelardoux — Blue Spirit
As children grow up in digital environments, content creators wonder how stories evolve alongside their audiences. This session explores how producers can adapt to changing expectations while embracing emerging technologies that are reshaping production workflows and creative processes.

10:30 AM – 12:00 PM | Veterans Without Baggage: Who Gets AI Superpowers?
Speaker —Nick Dorra — YLE
Drawing on decades of animation production experience and hands-on work integrating AI into creative workflows, this session explores why successful AI adoption is as much a leadership challenge as a technological one, examining why individual experimentation rarely translates into organizational change and how experienced professionals can use AI to challenge established ways of working.

12:00 PM – 1:30 PM | Lunch

1:30 PM – 2:30 PM | New Pipelines and the future of Storytelling
Speaker — Sixte de Vauplane — Animaj
This session provides a practical look at how Data and AI are being integrated into real production workflows, from development through delivery. Through case studies, we will explore the tangible benefits of new tools, co-constructing shows with the audience, alongside the realities of implementation.

2:30 PM – 3:30 PM | Agentic Coding for the Entertainment Industry
Speaker — Evan Baily — Consolidated Baily Inc.
This session introduces agentic coding as a way to build custom tools that can help us meet the challenges we don't even know are coming. It covers the basics of a coding setup and includes demos of prototype applications, such as a hyper-personalized interactive newscast and software for modeling, tracking, and cross-referencing the financial and legal details of an entertainment franchise.

3:30 PM – 5:00 PM | Current & Future Revenue Streams: Licensing, Consumer Products & New Business Models
Speaker — Andy Yeatman — Miraculous Corp
This session explores how companies are expanding franchises through consumer products, publishing, retail, gaming, live and location-based experiences, streaming, YouTube, brand partnerships and emerging direct-to-consumer opportunities, and how these different revenue streams can work together to build sustainable, long-term businesses.

Tuesday, October 13
Skills of Today's Kids Executive

9:00 AM – 10:30 AM | Leading Children's Drama in a Changing Landscape
Speaker — Beryl Richards — Director
Children's live-action is experiencing renewed momentum, but succeeding in today's market requires far more than strong creative instincts. This session explores the strategic decisions, leadership skills, and collaborative mindset needed to develop meaningful stories, build international partnerships, and navigate an increasingly complex children's media landscape.

10:30 AM – 12:00 PM | Surviving the New Ecosystem: Financing, Co-Productions & Rights Strategies
Speaker — Alison Warner — Blue Zoo Animation Studios
The kids' content landscape is undergoing a profound reset, with commissioning models shifting, budgets tightening, and traditional broadcaster financing evolving. This session explores how producers are adapting through international co-productions, tax credits and incentives, pre-sales, gap financing, and evolving rights and distribution strategies to build sustainable business models.

12:00 PM – 1:30 PM | Lunch

1:30 PM – 2:30 PM | The Business of Kids IP: Licensing, Transmedia & Brand Building
Speaker — Cristina Angelucci — Licensing & Animation Media Services
Explore how successful children's IP can extend far beyond television into publishing, consumer products, live experiences, gaming, interactive worlds, and digital platforms. Through international case studies, participants will examine how licensing, brand strategy, and cross-platform storytelling are evolving alongside gaming-first IP, UGC, creator ecosystems, and social play.

2:30 PM – 3:30 PM |The Creative Bet: Risk and the Future of Kids' Content
Speaker — Frank Falcone — Guru Studio
In an increasingly unpredictable kids' market, how do creative leaders decide which ideas are worth betting on? This session will explore the tension between data and intuition, familiarity and originality, and creative ambition and commercial risk. It will examine how those choices shape the development of distinctive content and enduring IP.

3:30 PM – 5:00 PM | Panel with Emmy Winners & Nominees
Moderator — Justine Bannister — Just B
Panelists — Josselin Charier, Chris Morgan, Mikael Shields, & Adriana Silva
Join leading creators and producers recognized by the International Emmy® Awards for an in-depth conversation on the realities of creating standout children's content in today's competitive environment.

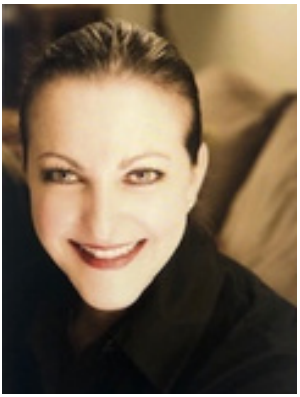
SPEAKERS*

Cecilia Persson
Managing Director
BBC Studios Kids & Family



Persson leads the company's global end-to-end strategy for kids and family content. She leads BBC Studios Kids & Family as Managing Director, overseeing the company's global children's content strategy.

Adina Pitt
Managing Director, Content
Brainchild Entertainment



Pitt spent 16 years at Warner Bros. Discovery as VP of Content Acquisitions, Partnerships & Co-Productions for Kids and Family, overseeing content strategy and global partnerships. Previously VP of Acquisitions at Nickelodeon and MTVN Kids and Family Group, and earlier in film acquisitions at HBO.

Joel Silverman
Co-Founder and CEO
KidsKnowBest



KidsKnowBest is a Youth Venture Studio turning bold ideas from the next generation into reality. A former celebrity hairstylist, Silverman spent over a decade at the heart of culture and influence before founding KKB to give young people a voice. Today, he helps brands listen, create and empower the next generation.

Rémi Tereszkiewicz
Chief Sales Officer
BetaSeries



Tereszkiewicz holds degrees in Physics and Economics and has dedicated his career to media innovation. He has served as VP/SVP at Eurosport, Netgem, Lagardère Studios/ Mediawan, and Warner Bros, where he launched multiple premium TV and VOD services. Since 2019, he has been developing AI-powered marketing and sales solutions at BetaSeries.

Olivier Lelardoux
President
Blue Spirit (TF1 Studios)



An Emmy-winning media executive and entrepreneur, Lelardoux leads a 400-strong creative team across France and Canada. Over two decades, he has shaped global hits like Netflix's Blue Eye Samurai, co-founded Cyber Group Studios, and directed 700+ animated series episodes. As a certified Google Cloud GenAI Leader, he bridges storytelling and technology through enterprise AI and UGC gaming.

Nick Dorra
AI Implementation Lead
YLE



Dorra leads AI implementation for Fiction and audiovisual tools at Yle, the Finnish public broadcaster. His focus is less on tools and more on how AI changes the way we work and organize. Before joining Yle in 2026, Dorra spent three years diving deep into Generative AI. Now he is building a new team to make AI part of everyday workflows in all departments at Yle.

SPEAKERS*

Sixte de Vauplane
Co-Founder & CEO
Animaj



de Vauplane is the co-founder and CEO of Animaj, the AI-native kids' animation studio generating 22B+ yearly views on YouTube and building the world's next great kids' IP — backed by Harbour View Equity Partners, Bpifrance, and Google AI Futures Fund.

Evan Baily
President
Consolidated Baily Inc.



Baily is a showrunner & independent producer and a software developer creating next-generation tools for the entertainment industry. His credits include Sonic Boom, the BAFTA-winning Lazytown, and series with Nintendo and Crayola. Previously he was EVP of Production and Creative affairs at Classic Media.

Andy Yeatman
CEO
Miraculous Corp



Yeatman leads a team of over 200 employees encompassing all facets of the business, from creative development to production, marketing, distribution, and licensing. With a strategic vision focused on sustainable growth, he drives all efforts to build the Miraculous™ brand.

Beryl Richards
TV Film Director



Richards directs Film, TV drama, documentary and comedy, and has directed many popular UK teens and kids series, winning 5 BAFTA's, and 4 Int. EMMY nominations. Beryl is also Exec Producer for the European Broadcasting Union on a worldwide series of over 200 kids drama and comedy shorts for public broadcasters in 40 countries. She was awarded an MBE in 2026.

Alison Warner
Head of Original Content
Blue Zoo Animation Studio



Warner oversees hit shows including Numberblocks, Alphablocks, and Mojo Swoptops, sourcing and developing original properties across all genres. She specialises in funding and sales strategies for animated content. Previously VP of I.P. Sales & Co-Productions at Technicolor Creative Development. Advisory board member, Children's Media Conference and British Screen Forum.

Cristina Angelucci
Director
Licensing & Animation Media Services



For over 26 years, Angelucci has worked in the entertainment, publishing, and licensing industries, giving her an extensive perspective on IP and Content development across all possible touchpoints. She is the publisher of Licensing Magazine, and she manages the Animation Journal, a publication devoted to animation that aims to bridge European Animation with the rest of the world.

SPEAKERS*

Frank Falcone
President & Creative Director
Guru Studio



Falcone has been bringing film and television projects to life as an animator, director and executive producer for over 25 years. Under his creative vision, Guru Studio has become a leader in character-driven storytelling and high-quality animated entertainment for kids and families around the world.

Justine Bannister
International Animation Strategist
Just B



Bannister is an international animation strategist, creative facilitator and moderator with nearly 30 years in the audiovisual industry. Through her consultancy Just B, she helps creators and producers shape projects, build partnerships and reach international markets. Her panels bring practical insights into creativity and business.

Josselin Charier
Co-Founder & Executive Producer
Hari Studios



Charier is the co-founder of HARI - the story house behind "Grizzy & the Lemmings", a global slapstick phenomenon, and "Mystery Lane", its hit investigative series. Guided by a story-first philosophy, he co-leads HARI's creative and business strategy, turning original IPs into global, 360° brands across TV, film, licensing, publishing and games.

Chris Morgan
Filmmaker & Founder
Fundi Films



Morgan is producer, director, and cinematographer. In 2022, he won an International Emmy for "My Better World", a hybrid documentary and animation series. He founded Fundi Films to bring together young people and creatives with behavioral and communication experts to create inspiring content. They have worked in 25 countries and are based in Nairobi, Kenya.

Mikael Shields
CEO
Acamar Films



Shields is an award-winning writer, producer and voice director, with an international reputation for developing and producing film and television productions. Shields was trained at the BBC and has led creative and commercial teams across a 40 year career. He is currently the CEO, and a co-founder of Acamar Films.

Adriana "Dida" Silva
Senior Vice President
Floresta (SONY)



Silva has 25+ years of experience across major Brazilian broadcasters and production companies, with expertise in national and international productions across genres and formats. She has led production at Floresta since 2011 and was named by The Hollywood Reporter as one of the 35 Most Powerful Women in International Television in 2023.

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