



GameConnection
Europe 1/3nov.17

THE DEAL MAKING EVENT

Cross-sector IP building in Europe



What is this project about?

- Held at **Game Connection Europe 2017, Nov 1-3 2017, Paris**
- A European initiative supported by **Creative Europe**
- Will promote and encourage connections between **European IPs in various sectors** (gaming and non gaming) via 2 activities: 10 conferences focusing on IPs best practices on the one hand, and a temporary European IPs incubator on the other hand
- **Target:** European IPs owners/right holders from the video games industry and from the animation / comics / TV / cinema / series industries, leading video game publishers and media buyers
- **Your role:** join our advisory board, speak at Game Connection and/or join our IPs incubator and benefit from direct contact with hundreds of leading professionals from the gaming and non gaming sectors



What is the goal of this project?

- **Identify and promote European IPs** from the video games and outside the video games (video games, animation, movies, comics, TC etc...) industry with high growth potential
- **Connect** those IPs with key stakeholders in the videogames industry at Game Connection Europe 2017 with a view to generating profitable collaborations

An **advisory board** composed of 8 European professionals representing the main entertainment sectors (video games, animation, movies, comics, TC etc...) in Europe will lead the project



**VIDEO GAME
INDUSTRY**

**NON VIDEO GAME
INDUSTRIES**

**LICENSORS:
IP holders
brand owners
rights owners**

game owners/
developers/
designers

character/
brand/
strong universe
in comics/
animation/film/TV/
series etc ...



**LICENSORS:
IP holder
brand owners
rights owners**

game producers/
buyers

buyers/
distributors from
comics/
animation/film/TV/
series etc...

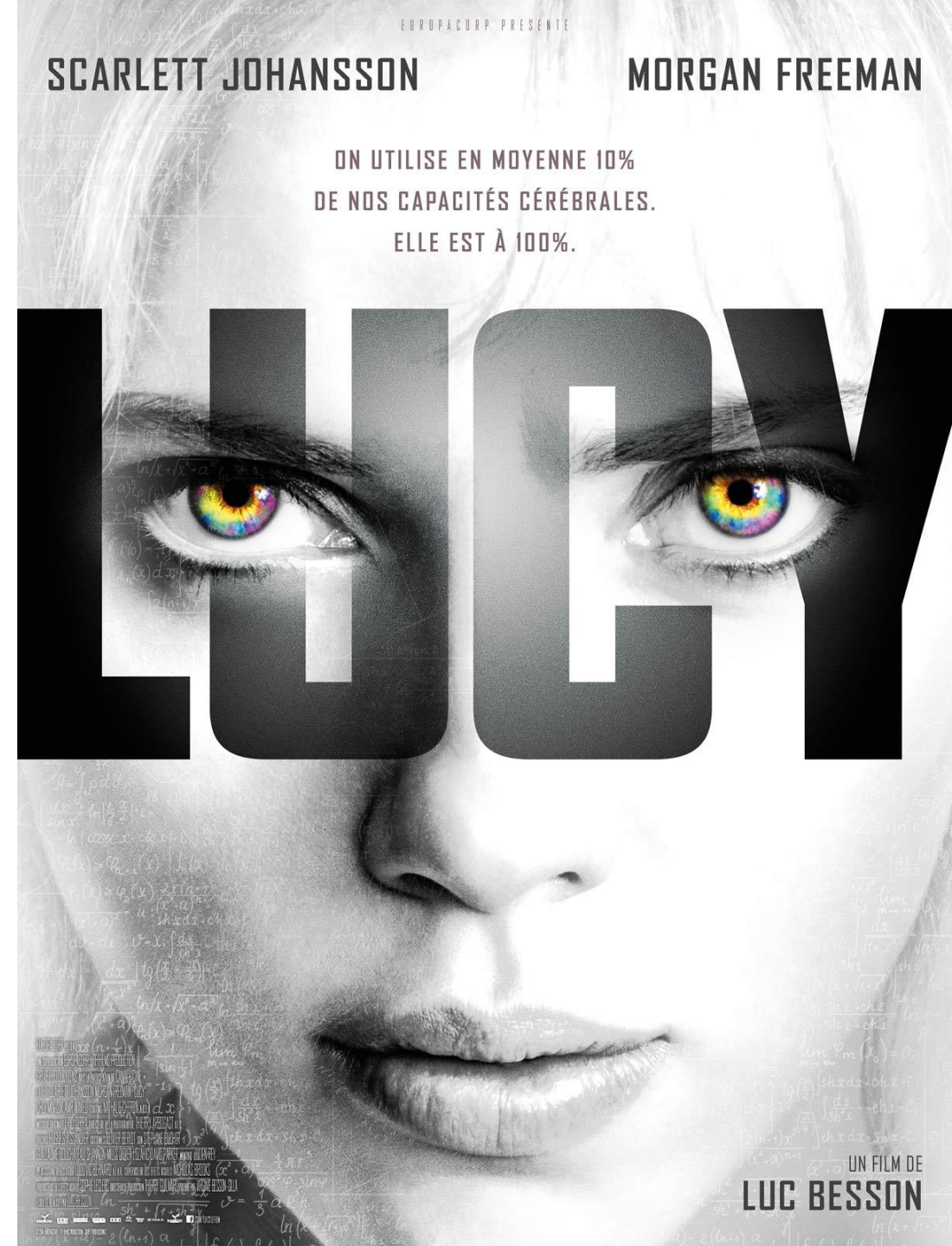
Share global entertainment IPs best practices

- **10 conferences** of 25 or 55 minutes held by leading professionals sharing their experience in cross-sector IP building and financing (Nov 1-3, 2017 at Game Connection Europe, Paris)
- **Speakers** : key industry members who played or are still playing a major role in the success of European IPs, ideally in several sectors (animation, series, movies, comics etc...), or experts who have a strong knowledge of European IPs from content industries



Develop a temporary incubator for European IPs

- Identify and select **20 European IPs from various sectors** based on “high cross- sector potential” - namely how successfully their universe, characters and content can be ported to the video games industry
- **Promote** these IPs and help them create connections with the video game industry via on-site visibility at Game Connection Europe, qualified meetings with potential partners, networking support between different, social network promotion, emailing and more



How can you get involved in this project?

- **Advisory board:** share your thoughts and give your opinion on conference topics and European IPs in animation, comics, film, series or other
- **Speak at Game Connection:** hold a presentation or moderate a panel in one of the 10 conferences about European cross sector IP building at Game Connection Europe (advisory Board members are encouraged to speak at Game Connection as well)
- **Own an IP/rights to an IP? :** join our incubator with one or several of your non video game IPs that you wish to explore being ported to the video games industry or share your expertise in European IPs



Contact us

If you are part of the European IPs family and want to know more or get involved in this project, get in touch with us:

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