**THURSDAY, MAY 29TH**

*Giovedì 29 Maggio*

Aurum, Pescara

10:00 AM - 10:15 AM

Presentation

**FESTIVAL OPENING***INAUGURAZIONE FESTIVAL*Opening of the exhibition, presentation of the topic of the year, guest country, and festival juries. In the presence of Rai’s management and representatives of national, regional, and local institutions.  
*Apertura della mostra, presentazione del tema dell’anno, del paese ospite e delle giurie del festival. Alla presenza della dirigenza Rai e dei rappresentanti delle istituzioni nazionali, regionali e locali.*

International Jury: **Noah Falstein** (Game Designer and Consultant at George Lucas Educational Foundation), **Patricia Hidalgo** (Director of Children & Education, BBC British Broadcasting Corporation), **Irene Pothecary-Huse** (Head of Children’s and Young Adults Acquisitions, Norwegian Broadcasting Corporation), **Vicky Schroderus** (Senior Executive, International Co-Productions & Acquisitions, YLE Finnish Broadcasting Company), **Pierre Siracusa** (Director of Animation, Young Audiences and Education, France Télévisions)

Feature Film Jury: **Rob Minkoff** (Director, Animator and Producer), **Flavio Natalia** (Editor-in-Chief, Ciak Magazine), **Alberto Rigoni** (Head of Content and Productions, Lucca Crea Srl)

10:15 AM – 11:15 AM

Contest

**PITCH ME! 2025 CONTEST (Session I)**

*CONCORSO PITCH ME! 2025 (I Sessione)*

Presentation of the finalists of the Pitch Me! Contest for young Italian talents.

*Presentazione dei progetti finalisti del Contest Pitch Me! dedicato ai giovani talenti italiani.*

Pitch Me! Jury: **Agnès Bizzaro** (Content Director Cartoon Springboard), **Carla Vulpiani** (Animation Content Manager, MIA International Audiovisual Market), **Claudia Sasso** (Rai Digital & Transmedia)

*In collaboration with CARTOON, TOON BOOM & WACOM*

**30’ COFFEE BREAK & NETWORKING**

Sponsored by **DeAPlaneta Entertainment**

11:45 AM – 1:15 PM

Contest

**PITCH ME! 2025 CONTEST (Session II)**

*CONCORSO PITCH ME! 2025 (II Sessione)*

Presentation of the finalists of the Pitch Me! Contest for young Italian talents.

*Presentazione dei progetti finalisti del Contest Pitch Me! dedicato ai giovani talenti italiani.*

Pitch Me! Jury: **Agnès Bizzaro** (Content Director Cartoon Springboard), **Carla Vulpiani** (Animation Content Manager, MIA International Audiovisual Market), **Claudia Sasso** (Rai Digital & Transmedia)

*In collaboration with CARTOON, TOON BOOM & WACOM*

1:15 PM

**LUNCH** *PRANZO*

By Invitation / *Su invito*

2:00 PM – 3:00 PM (Location: Networking Area)

Networking Session

**PORTFOLIO REVIEW**

Young talents and production companies meet up for this unique opportunity to network.

*Un’opportunità unica di networking e incontro tra i giovani talenti e gli studi di produzione.*

3:00 PM – 3:45 PM

Round Table

**MADE-IN-ITALY & GLOBAL IPs***MADE-IN-ITALY e PROPERTY GLOBALI*

On the wave of the previous conversations at COTB, we analyze the potential for local production and creativity to create and work on IPs for the global market.  
*Sulla scia delle conversazioni alle precedenti edizioni di COTB, analizziamo ora le potenzialità per la produzione e la creatività locale di creare e contribuire alla realizzazione di IP per il mercato globale.*Speakers: **Gian Paolo Tagliavia** (Executive Vice President, TV, Digital and Talent, Rainbow), **Max Carrier Ragazzi** (Founder, CEO, Executive Producer, Maga Animation Studios), **Francesco Manfio** (General Manager, Gruppo Alcuni), **Pedro Citaristi** (CEO & Producer, Red Monk)

Moderator: **Federica Pazzano**

3:45 PM – 4:15 PM

Contest

**PITCH ME! WINNERS ANNOUNCEMENT**

*ANNUNCIO VINCITORI PITCH ME*

Toon Boom & Wacom present the prizes offered to the winners. Cartoon’s delegate Agnes Bizzaro welcomes the winner as a finalist at the next Cartoon Springboard in Madrid. The jury announces the competition winners.

*Toon Boom & Wacom presentano i premi offerti ai vincitori. La delegata di Cartoon, Agnès Bizzaro, accoglie il vincitore come finalista al prossimo Cartoon Springboard di Madrid. La giuria annuncia i vincitori del concorso.*

Jury: **Agnès Bizzaro** (Content Director Cartoon Springboard), **Carla Vulpiani** (Animation Content Manager, MIA International Audiovisual Market), **Claudia Sasso** (Rai Digital & Transmedia)

Speakers: **Federico Vallarino** (Manager Italia, Toon Boom), **Riccardo Missana** (Wacom Sales Manager Enterprise Italy)

*In collaboration with CARTOON, TOON BOOM & WACOM*

**15’ COFFEE BREAK & NETWORKING**

Sponsored by **DeAPlaneta Entertainment**

4:30 PM – 5:00 PM

Round Table

**AI, ANIMATION & COMICS**

We’ll discuss the latest application of AI in the animation industry, opportunities and challenges for creatives and other professional, and how to train future generations of creatives to use best applications of technology.

Speakers: **Daniel Knauf** (Writer & Producer, USA), **Gianluca Ferrara** (Head of Italy & International Toys, DeAPlaneta Kids & Family)

Moderator: **Max Giovagnoli**

5:00 PM – 5:30 PM

Presentation**GIUSEPPE LAGANÀ AWARD 2025***PREMIO GIUSEPPE LAGANÀ 2025*Since 2016, the award, named in memory of the late artist Giuseppe Laganà, celebrates Italian authors whose works exhibit artistic uniqueness and market potential.  
*Il premio, intitolato alla memoria dell’artista scomparso Giuseppe Laganà, che dal 2016 celebra gli autori italiani le cui opere dimostrano sia unicità artistica che potenziale di mercato.*Sponsored by Cartoon Italia in collaboration with ASIFA.  
Speakers: **Annita Romanelli** (Head of Animation and Kids Drama Production, Rai Kids), **Maria Carolina Terzi** (President, Cartoon Italia), **Valentina Mazzola** (Author, Screenwriter and President of Asifa Italia)

5:30 PM - 6:15 PM

**NAVIGATING CURRENT & FUTURE MARKET CHALLENGES**

*AFFRONTARE LE SFIDE ATTUALI E FUTURE DEL MERCATO*

Cartoon Italia shares the latest achievements and ongoing challenges within the Italian animation industry, focusing on public support, tax incentives, international collaborations, and the need for diversified investment - particularly in feature films.   
*Cartoon Italia presenta i più recenti successi e le sfide in corso nell’industria dell’animazione italiana, con un focus su sostegni pubblici, incentivi fiscali, collaborazioni internazionali e la necessità di diversificare gli investimenti, in particolare nel settore dei lungometraggi.*

Speakers: **Maria Carolina Terzi** (President, Cartoon Italia), Members of the Council of Cartoon Italia

Moderator: **Federica Pazzano**

**FRIDAY, MAY 30TH**

*Venerdì 30 Maggio*

Aurum, Pescara

10:00 AM – 10:45 AM  
Virtual Networking Session  
**VIRTUAL CO-PRODUCTION BREAKFAST: Italy-Nordics**Overview of the funding and tax incentive system for animation and kids products in Italy and the Nordics. *Panoramica sui sistemi di finanziamento e incentivi fiscali per l’animazione e i prodotti per bambini in Italia e nei paesi Nordici.*

A virtual event realized in collaboration with Cartoon Italia (Italy) to boost networking.  
Speakers: **Alessandra Principini** (Vice President, Cartoon Italia), Remote Speakers

Moderated by **Gun Akyuz** (Research Editor, C21 Media)

10:45 AM – 11:30 AM  
Presentation  
**FOCUS: NORDICS**

*FOCUS: NORDICS*

Presentation of the most recent animation and children’s content production in the Nordics.  
*Presentazione della più recente produzione di contenuti di animazione e per bambini nei Paesi Nordici.*Speakers: **Vicky Schroderus** (Senior Executive, International Co-Productions & Acquisitions, YLE Finnish Broadcasting Company), **Irene Pothecary-Huse** (Head of Children’s and Young Adults Acquisitions, Norwegian Broadcasting Corporation)

Moderator: **Federica Pazzano**

**30’ COFFEE BREAK & NETWORKING**

Sponsored by **Red Monk Studio**

12:00 PM – 12:30 PM

Presentation

**ANGRY BIRDS: FROM MULTIPLATFORM ENGAGEMENT TO EDUCATIONAL POTENTIAL**

Presenting its latest collaboration with award-winning educational platform Legends of Learning, Rovio reinforces the educational potential of an IP already beloved by several generations of audiences.

*Presentando la sua ultima collaborazione con la pluripremiata piattaforma educativa Legends of Learning, Rovio rafforza il potenziale educativo di un'IP già amata da diverse generazioni di pubblico.*

Speakers: **Pekka Korpela** (Program Manager *The Angry Birds Movie 3*, Rovio Entertainment Corporation)

Interviewer: **Max Giovagnoli**

12:30 PM – 1:00 PM  
Award Presentation  
**SERGIO BONELLI AWARD 2025***PREMIO SERGIO BONELLI 2025*Sponsored by Sergio Bonelli Editore  
Jury: **Davide Bonelli** (General Manager, Sergio Bonelli Editore), **Michele Masier**o (Editorial Director, Sergio Bonelli Editore), **Pierluigi Colantoni** (Director of Rai Direzione Creativa), **Maurizio Imbriale** (Director of Rai Digital & Transmedia Content), **Roberto Genovesi** (Director of Rai Kids, Artistic Director Cartoons on the Bay)

Speaker: **Lorenzo Ceccotti LRNZ**  
Interviewer: **Roberto Genovesi**

1:00 PM  
**LUNCH *PRANZO***By Invitation / *Su invito*2:00 PM – 3:00 PM (Location: Networking Area)  
Networking Session  
**PORTFOLIO REVIEW**Young talents and production companies meet up for this unique opportunity to network.  
*Un’opportunità unica di networking e incontro tra i giovani talenti e gli studi di produzione.*

3:00 PM – 3:45 PM  
Round Table

**BUILDING LOCAL FRANCHISES: FROM CONSUMER INSIGHTS TO MULTIPLATFORM SUCCESS**

*COSTRUIRE FRANCHISE LOCALI: DALLE PREFERENZE DEI CONSUMATORI AL SUCCESSO MULTIPIATTAFORMA*

From understanding consumer habits and expectations through research to monetizing content on streaming platforms like YouTube and leveraging TV broadcasting, we’ll discuss a framework to nurture local IPs into thriving franchises.

*Dall’analisi delle abitudini e delle preferenze dei consumatori supportata dalla ricerca, alla monetizzazione su piattaforme di video streaming come YouTube e alla programmazione televisiva, analizzeremo come supportare la crescita di franchise locali attraverso molteplici media.*

Speakers: **Paola Gnoni** (Kids Channel Manager, Rai), **Pamela Saiu** (Market Research Manager, Hubits), **Carlo Rossetti** (Founder & CEO, DNA Network)

Moderator: **Federica Pazzano**

3:45 PM – 4:30 PM

Case History

**HOT WHEELS: FROM TOYS AND USER-GENERATED CONTENT TO ANIMATION AND VIDEO GAMES**

With over 55 years of history, Hot Wheels - one of the most iconic toy brands in the world- has successfully expanded its universe across multiple platforms: from physical toys to fan-generated content, animated series, and video games.

*Hot Wheels, uno dei marchi più iconici al mondo con oltre 55 anni di storia alle spalle, ha ampliato con successo il proprio universo su molteplici piattaforme: dai giocattoli fisici ai contenuti generati dai fan, dalle serie animate ai videogiochi.*

Speakers: **Eleonora Schiavoni** (Head of Consumer Products - Italy, Spain & Portugal

Mattel EMEA), **Francesca Tognetti**

(Product Manager Hot Wheels, Milestone)

Moderator: **Roberta Nebbia** (Managing Director, Licensing Italia), **Marco Accordi Rickards**

**15’ COFFEE BREAK & NETWORKING**Sponsored by **Red Monk Studio**

4:45 PM - 5:30 PM

Masterclass

**STORYTELLING: CREATING THE UNEXPECTED**

*STORYTELLING: CREARE L’INASPETTATO*

Emmy award-winning Writer, Producer, and Showrunner Daniel Knauf is known for crafting unusual, unexpected, and irresistibly intriguing stories. Drawing from his work on internationally acclaimed series, he reveals his secrets to building unforgettable stories for the screen.

*Lo sceneggiatore, produttore e showrunner vincitore di un Emmy Award Daniel Knauf è noto per la sua abilità nel creare storie insolite, sorprendenti e intriganti. Partendo dalla sua esperienza su titoli di fama internazionale, ci illustrerà i segreti per costruire racconti indimenticabili per lo schermo.*

Guest: **Daniel Knauf** (Writer & Producer, USA)

Interviewer: **Federica Pazzano**

5:30 PM – 6:00 PM

Keynote - Remote Session

**WORKING WITH NORTH AMERICA: PRACTICAL GUIDE FOR EUROPEAN CREATORS**

*LAVORARE CON IL NORD AMERICA: GUIDA PRATICA PER I CREATORI EUROPEI*

Former Creative Artists Agency (CAA) agent and CEO of Newmation, David Neumann, walks you through the essential steps to collaborate with US companies and navigate the North America entertainment landscape.

*David Neumann, ex agente di Creative Artists Agency (CAA) e CEO di Newmation, illustrerà i passaggi fondamentali per collaborare con le aziende statunitensi e orientarsi nel panorama dell’intrattenimento nordamericano.*

Remote Speaker: **David Neumann** (CEO at Newmation, USA)

Interviewer: **Federica Pazzano**

**SATURDAY, MAY 31st**

*Sabato 31 Maggio*

Aurum, Pescara

10:00 AM – 10:45 AM  
Masterclass

**GLOBAL VIDEO GAME INDUSTRY: PAST, PRESENT & FUTURE**

*PASSATO, PRESENTE E FUTURO DELL’INDUSTRIA GLOBALE DEI VIDEOGIOCHI*

Industry veteran Noah Falstein, who moved the first steps in the industry as one of the first 10 employees at Lucasfilm Games in the ‘80s, will explore the evolution of gaming from its pioneering years to today’s cutting-edge innovations.

*Il veterano dell'industria Noah Falstein, che ha mosso i primi passi nell’industria come uno dei primi dieci dipendenti di Lucasfilm Games negli anni ‘80, ci racconta l'evoluzione del mondo videoludico, dai suoi anni pionieristici fino alle più innovative tecnologie odierne.*

Guest: Noah Falstein (Game Designer and Consultant at George Lucas Educational Foundation)

Interviewer: **Marco Accordi Rickards**

10:45 AM – 11:30 AMWorld Preview

**IN CONVERSATION WITH: BRUNO BOZZETTO**

COTB presents the world preview of the short film “*Rossi Boomer*” (5’47’’ / 2D / 2025), directed by worldwide acclaimed Italian animator, Bruno Bozzetto.

*Cartoons on the Bay presenta l’anteprima mondiale del cortometraggio “Rossi Boomer”* *(4’), diretto dal regista di animazione acclamato in tutto il mondo, Bruno Bozzetto.*

Guest: **Bruno Bozzetto** (Animation Director)

Interviewer: **Roberto Genovesi** (Director of Rai Kids, Artistic Director Cartoons on the Bay)

Remote Speakers: **Anita & Irene Bozzetto**, **Matteo Pavesi** (Director, Cineteca Milano)

**30’ COFFEE BREAK & NETWORKING**Sponsored by **Movimenti Production**

12:00 PM – 1:00 PM  
Presentation  
**RAI’S OFFER FOR PRESCHOOLERS & KIDS***L’OFFERTA RAI PER BAMBINI E RAGAZZI*Rai Kids presents the latest titles in children’s production and programming.  
*Rai Kids presenta gli ultimi titoli in produzione e la programmazione per bambini e ragazzi.*Speakers: **Annita Romanelli** (Head of Animation and Kids Drama Production, Rai Kids), **Annalisa Liberi** (Head of Acquisitions, Rai Kids)

1:00 PM  
**LUNCH** *PRANZO*By Invitation / *Su invito*

3:00 PM – 3:15 PM  
Presentation  
**INPROV ANIMATION***ANIMAZIONE DELL’IMPROVVISAZIONE*From the Wacom screen to the COTB stage.

3:15 PM – 4:00 PM  
Award Presentation  
**CAREER AWARD: ROB MINKOFF**

Rob Minkoff is celebrated at the Festival for his outstanding career which includes successes such as The Lion King, live action films Stuart Little and more recently Paws of Fury: The Legend of Hank.

*Il Festival celebra Rob Minkoff per la sua eccezionale carriera nella quale ha realizzato successi come Il Re Leone, i film in live action di Stuart Little e più di recente Paws of Fury - La leggenda di Hank.*

Guest: **Rob Minkoff** (Director, Animator and Producer)  
Interviewer: **Oscar Cosulich**

4:00 PM – 4:45 PM

Award Presentation

**CAREER AWARD: QUENTIN BLAKE**

**STUDIO OF THE YEAR: EAGLET FILMS**

Remote speaker: **Quentin Blake** (Recorded)

Speaker: **Massimo Fenati** (Eaglet Films), **Tess Cuming** (Eaglet Films)

Interviewer: **Oscar Cosulich**

**15’ COFFEE BREAK & NETWORKING**Sponsored by **Movimenti Production**

5:00 PM – 6:00 PM  
Winners Announcement  
**AWARD CEREMONY***CERIMONIA DI PREMIAZIONE*Hosts: **Livio Beshir**, **Laura Carusino**

08:30 PM  
**CLOSING PARTY***FESTA DI CHIUSURA*

*Event by invitation*