

AGENDA

MONDAY 3

2PM–3PM|Théâtre Pitoëff

ACCUEILLIR ET DIFFUSER LES ARTS NUMÉRIQUES :
ENJEUX ET PERSPECTIVES

→ p.8

3:30PM–4:30PM|Théâtre Pitoëff

GAMIFICATION OF CINEMA – YOUTUBE TURNS 20:
HOW CREATORS ADAPT TO PLATFORM SHIFTS

→ p.8

TUESDAY 4

11:30AM–12:30PM|Théâtre Pitoëff

EXTENDED REALITIES – ADAPTING XR WORKS TO HIGH-
IMPACT FILM AND TV PRODUCTION

→ p.9

2PM–3PM|Théâtre Pitoëff

EXTENDED REALITIES – IMMERSIVE MUSIC:
RETHINKING THE DIALOGUE BETWEEN IMAGE AND SOUND

→ p.9

3:30PM–4:30PM|Théâtre Pitoëff

GAMIFICATION OF CINEMA – FROM STUDIOS TO
SMARTPHONES: FICTION IN THE AGE OF USER CONTENT

→ p.10

WEDNESDAY 5

11AM–12:30PM|Théâtre Pitoëff

SWISS INTERACTIVE PITCHING SESSIONS

→ p.16

2PM–2:45PM|Théâtre Pitoëff

EXTENDED REALITIES – IMMERSIVE EXHIBITION SPACES:
WHICH CO-PRODUCTION MODELS FOR THE FUTURE?

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3:15PM–4PM|Théâtre Pitoëff

IMMERSIVE CONNECT PITCHING SESSIONS

→ p.20

4:00PM–5:30PM|Maison communale
de Plainpalais|Invitation only

IMMERSIVE CONNECT ONE-TO-ONE MEETINGS

→ p.20

7:30PM–1AM|Maison communale de Plainpalais|
Invitation only

DIGITAL NIGHT

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THURSDAY 6

10AM–12:30PM|Downtown Studio|Invitation only

XR COPRODUCTION PITCHING SESSIONS

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11:30AM–12:30PM|Théâtre Pitoëff

BR.AI.N – AI AND INTELLECTUAL PROPERTY: KEY ISSUES FOR
THE AUDIOVISUAL INDUSTRY

→ p.11

2PM–2:45PM|Théâtre Pitoëff

SERIES – SHAPING RIGHTS: CREATORS' CHALLENGES IN
SERIAL PRODUCTION

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2:30PM–5:30PM|Downtown Studio|Invitation only

MARKET ONE-TO-ONE MEETINGS

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3:15PM–4:15PM|Théâtre Pitoëff

SERIES – FROM LOCAL GROUNDING TO GLOBAL REACH

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