

An Open Invitation

To Alumni, Faculty, and Friends of the EMC



ENTERTAINMENT MASTER CLASS

An Invitation

Continue to be a part of the EMC 'entertainment across all screens' dialogue and join us in a location that takes the EMC back to its roots!

“Of course
it’s work”

The
Entertainment
Summit
2011

The Entertainment Master Class is holding its first summer Alumni Campus Entertainment Summit and is returning to a place with great memories, the place where the idea for the EMC was born - Mallorca.

Those of us who were there the first time know that the Punta Negra Resort offers a great environment to work, network and connect the alumni, the faculty and the friends of the EMC from across the industry and around the world.

Punta Negra Resort

**23rd - 25th September
Mallorca**

AIM

The aim of this concentrated working weekend is to take stock of where we are in our multi screen entertainment industry and to look forward to where we are going.

APPROACH

A carefully crafted line up of speakers offering keynotes and presentations along with workshops from the EMC faculty and balanced with social networking sessions.

BACKGROUND

The industry is learning to accept the new digital landscape. What can we do to fully embrace it? We face increasing competition from content creators. Technology is more accessible as is the audience, but how do we face the challenge of creating business models to fund this brave new digital world? In the end, creativity and technology is not enough, we still live in a world where cash is king.

MOVING FORWARD

These questions have been asked many times before, but we have moved on. The landscape is becoming clearer, consolidation is happening on the big delivery systems, You Tube has channels and broadcasters are making their content more available. Wider availability means larger audiences, but still the question remains, who pays? Brands, the audience, do we use advertising and how is that shared. And what is the content?



EMBRACING CHANGE

As 90 second online time slots are added to the landscape of our familiar broadcast hours and thirty minute time slots, we have yet more challenges. The change is bigger than the move from film to tape, more challenging than the move from radio to TV. But, is this a fuss about nothing? Are we moving to a world where eventually the internet will just deliver shows we recognise but on demand? iTunes changed the music industry, but it really is just another shop where we buy music. Is video on the internet and all its platforms just going to become a series of competing shops where we buy or watch TV shows? As TV and computers move to closer integration, are we really only extending the red button? Has the audience simply moved on from watching broadcast television to watching anywhere any time. For certain TV ratings are in decline but every other mode of watching video is exploding.

THE PROPOSITION

CASH IS KING BUT CONTENT IS EVERYTHING!

WHAT DOES IT COST?

The fee for participation in this Alumni Campus 2011, covering your attendance at the entertainment summit workshop days as well as hotel accommodation and full board, including breakfast, lunch, refreshment, cocktail and dinner, in the Punta Negra Resort from Friday, September 23rd, to Sunday, September 25th, 2011, is EUR 1.500.

JOIN THE ALUMNI CAMPUS 2011!

Book now! Visit the EMC [Alumni Web Site](#), download the form and send it to the EMC!

ENTERTAINMENT MASTER CLASS

Försterweg 2, 14482 Potsdam, Germany

T: +49 (0)331 7212890

F: +49 (0)331 7212881

E: alumni@entertainment-masterclass.tv

