

Press Release**MIPJUNIOR KEYNOTE SUPERPANEL UNVEILED**

CONFERENCES TO TRACK THE NEW POWER PLAYERS



Genevieve Dexter
Founder & CEO
Serious Lunch Distribution
Eye Present Productions

Andy Heyward
CEO
Genius Brands International

Josh Scherba
President
DHX Media

Paris, 16 September 2019 – This year, a **MIPJunior Keynote Superpanel** will feature a trio of seasoned independent producers and distributors discussing the current market shift: **Genevieve Dexter**, Founder and CEO of **Serious Lunch Distribution** and **Eye Present Productions**; **Andy Heyward**, Chairman & CEO, **Genius Brands International**; and **Josh Scherba**, President, **DHX Media**.

The leading global kids' entertainment industry event, [MIPJunior](#) takes place on 12 and 13 October 2019 in Cannes, France, ahead of the world's entertainment content market MIPCOM, which runs 14-17 October.

The MIPJunior conference theme for 2019 is the **NEW POWER PLAYERS** in today's kids' entertainment space. As Gen Z and Alpha Gen — the most tech-savvy generations in history — shift their media consumption habits at high speed, their growing influence compels legacy media companies to reinvent how they connect with these new consumers. These generations are also more conscious of the world they live in, which means brands and media have to address issues important to society to earn their engagement. With new technology around every corner, including direct-to-consumer models hitting the market every day, who will meet these challenges and emerge as the new power players in the global kids' content space?

On **Saturday 12 October** at 5pm in the Grand Theatre of the Marriott Hotel, the **MIPJunior Keynote Superpanel** will set out to answer: what are the opportunities and challenges for studios working with new streaming platforms, and how is their relationship with linear broadcasters evolving? How can content engage with increasingly fragmented audiences?

The Superpanel trio will share their views on this fast-changing industry, how they are adapting to the rapidly-evolving streaming universe when it comes to rights management, and how they consider those new outlets for their ideas and intellectual properties.

Genevieve Dexter has worked in the kids IP sector for 30 years. She is a serial entrepreneur and was the founder of CAKE, which she sold to Zinkia in 2010. She is currently CEO of Serious Lunch Distribution and Eye Present Productions. She is executive producer of "Horrible Science", "Angelo Rules", and many more. Her Serious Lunch banner represents a portfolio of high quality properties

including "Gigglebug", now on Milkshake, which has enjoyed over one million downloads of its apps, the two-time BAFTA winning "Operation Ouch!", now in its eighth season for CBBC, and "Ronja, the Robber's Daughter" (Studio Ghibli/Astrid Lindgren) now on Amazon US/UK. Eye Present is an animation studio with both CG and 2D pipelines specialising in optioning or co-producing IP with unique provenance. The studio is currently raising finance through Serious Lunch for the third season of preschool science show "Messy Goes to Okido" for CBeebies.

Multiple Emmy Award-winning **Andy Heyward** has made more episodes of kids' television than any other producer. Having started out with Hanna-Barbera as a writer and story editor, where he was involved in the development and writing of numerous series including "Scooby Doo", "Flintstones", and "Smurfs." Heyward co-created "Inspector Gadget" and has produced over 5,000 episodes of award-winning children's programs, including "Alvin and the Chipmunks", "Hello Kitty", "Sonic the Hedgehog", and "Strawberry Shortcake". Today, under his leadership, Genius Brands International (GNUS), develops, produces, markets and licenses children's entertainment properties, including "Rainbow Rangers" for Nickelodeon, "Llama Llama" for Netflix, starring Jennifer Garner, and the all-new "Stan Lee's Superhero Kindergarten," created by Stan Lee and starring Arnold Schwarzenegger, which debuts at MIP Jr.

At DHX Media, **Josh Scherba** oversees the creation of winning kids' and family content, leading the creative and business teams behind the development and production of series, as well as content distribution sales. He also oversees DHX Media's leading YouTube-based kids' network, WildBrain. Headquartered in Canada, DHX Media high-profile properties include "Peanuts", "Teletubbies", and the acclaimed "Degrassi" franchise. One of the foremost producers of children's shows, DHX Media owns the world's largest independent library of children's content comprising 13,000 half-hour shows, licencing its content to broadcasters and streaming services worldwide.

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