

«Moscow TeleShow & MCA Expo 2016» program

November 16, Wednesday

Venue: VDNH, pavilion 75, hall A, Moscow, Russia
Dates: November 16 – 17, 2016

| Time | Event | Venue |
|---------------|--|---|
| 10:00 | Start of participants' registration | 1st floor, registration zone in front of Hall A |
| 10:00 – 18:00 | Exhibition opening hours | Hall A |
| 12:00 | Official opening ceremony | Hall A |
| 12:15 – 12:45 | Presentation of Alexander Nosovskiy (Russia) «Cameras and light. Low-budget films». <i>Speaker: Alexander Nosovskiy, cameraman</i> | Hall A, Workshop zone D5 |
| 12:45 – 13:15 | Presentation of the children's TV program «Film school», «Art.Gala» (Russia/Ukraine) «Learning how to shoot movies together with film professionals from Odessa». <i>Speaker: Galina Semenova, director, producer</i> | Hall A, Workshop zone D5 |
| 13:15 – 14:00 | United presentation of financial studio for business «Delopolis», «ScriptGuru» and «EasyCast» (Russia) ▪ «Legal and financial risks, linked with TV content creation». <i>Speaker: Svetlana Chikina, Director General of «Delopolis»</i> ▪ «ScriptGuru: it is all about script». <i>Speaker: Maksim Dobromyslov, Director General of «ScriptGuru»</i> ▪ «New technologies in the production of films, TV and advertising». <i>Speaker: Nikolay Grishin, founder and managing director of «EasyCast»</i> | Hall A, Workshop zone D5 |
| 14:00 – 15:00 | Roundtable discussion «Short Film Rental». Presentation of the All-Russian campaign «Short Film Day» (Russia) <i>Participants:</i> ▪ <i>Dmitriy Yakunin, director of the «Youth Center of the Union of Cinematographers of Russia», general producer of the project «Short film Day» (Moderator)</i> ▪ <i>Mary Yufit, short films rental specialist, «Utopia Pictures»</i> ▪ <i>Elena Korzhaeva, head of the «CinePromo» project</i> ▪ <i>Sergey Tuytin, President of «Artkino» festival</i> ▪ <i>Natalia Goydenko, executive director of the «National Fund of Copyright Holder's Support»</i> ▪ <i>Vyacheslav Ryabkov, director of «Shatters» law firm</i> | Hall A, Workshop zone D5 |
| 15:00 – 15:30 | Presentation of «AltegroSky» (Russia) «Technological delivery of TV and radio signals by means of spacecraft to terrestrial / digital broadcasting points within the development of digital television in Russian Federation» <i>Speaker: Stanislav Ozerin, Head of Department for TV services, «AltegroTV»</i> | Hall A, Workshop zone D5 |
| 15:30 – 16:00 | Law firm «Katkov and Partners» (Russia) «Protection of intellectual property in the media sphere. Risk management of the media company and ways to minimize risks». <i>Speaker: Pavel Katkov, founder, owner and senior partner of the law firm «Katkov and Partners», professor of the «Russian State Academy of Intellectual Property (RGAIS)» under the Federal Service for Intellectual Property» («Rospatent»), member of «Intellectual Property Council of the Chamber of Commerce and Industry of the Russian Federation», member of the «Russian Association of Lawyers»</i> | Hall A, Workshop zone D5 |
| 16:00 – 16:30 | Presentation of children's TV studio «ARTIST» (Russia) «Educationally-cognitive content for children's audience». <i>Speakers: Marina Petrova, headmaster, producer of TV studio «ARTIST»</i> <i>Anastasia Dolinskaya, correspondent and TV presenter of TV studio «ARTIST»</i> | Hall A, Workshop zone D5 |
| 16:30 – 17:00 | Presentation of «LaCie» (Russia) «Professional solutions for data storage». <i>Speaker: Albert Tatulov, Senior Sales Representative of «Seagate» and «LaCie» in Russian Federation and CIS</i> | Hall A, Workshop zone D5 |
| 17:00 – 17:30 | Workshop of «Media Industry Center» (Russia) Master-class for actors «Techniques of acting in films». <i>Speaker: Said Dashuk-Nigmatulin, Director</i> | Hall A, Workshop zone D5 |
| 17:30 – 18:00 | Project presentation of the production center «Youth Initiatives» - distribution of regional films (Russia) <i>Presentation of projects:</i> ▪ «His daughter», dir. Tatiana Everstova (Yakutsk) ▪ «Pohabovsk», dir. Yuriy Yashnikov (Irkutsk) ▪ «Ufa, with love», dir. Aynur Askarov (Ufa) ▪ «Family chores», dir. Aleksey Barykin (Kazan) <i>Screening of trailers, presentation of regional filmmakers' projects.</i> | Hall A, Workshop zone D5 |

November 17, Thursday ▶

«Moscow TeleShow & MCA Expo 2016» program

November 17, Thursday

Venue: VDNH, pavilion 75, hall A, Moscow, Russia
Dates: November 16 – 17, 2016

| Time | Event | Venue |
|---------------|--|---|
| 10:00 | Start of participants' registration | 1st floor, registration zone in front of Hall A |
| 10:00 – 18:00 | Exhibition opening hours | Hall A |
| 11:00 – 11:30 | Presentation of «Film School of Alexander Mitta» (Russia) «Script structure of computer games». <i>Speaker: Gennadiy Ivanov, producer</i> | Hall A, Workshop zone D5 |
| 11:30 – 12:00 | Presentation of «MobileTraining» (Russia) «Modern mediastudio's architecture». <i>Speaker: Ilya Sakharov, technical expert, «MobileTraining»</i> | Hall A, Workshop zone D5 |
| 12:00 – 12:30 | Master-class of children's TV studio «ARTIST» (Russia) «Entertainment TV show for Internet audience». <i>Speaker: Yulia Mikhailitskaya, director of TV studio «ARTIST»</i> | Hall A, Workshop zone D5 |
| 12:30 – 13:00 | Presentation of «GRAIN CONSALTEX» (Russia) «Attention! Copyright will remain copyright in 50 years». <i>Speaker: Valentina Kovalenko, director general of «GRAIN CONSALTEX»</i> | Hall A, Workshop zone D5 |
| 13:00 – 13:30 | Presentation of «Shortcut» (Russia) «Data Storage for Postproduction, Cinema and TV studios: what you should've asked about them». <i>Speaker: Gleb Panov, head of video and postproduction department</i> | Hall A, Workshop zone D5 |
| 13:30 – 14:00 | Presentation of «MobileTraining» (Russia) «Actual educational trends for postproduction specialists». <i>Speaker: Anna Antonyuk, special educational projects producer, «MobileTraining»</i> | Hall A, Workshop zone D5 |
| 14:00 – 14:30 | Presentation of «CGF» (Russia) «Using game engines in films». <i>Speaker: Egor Tomskiy, director of motion capture production</i> | Hall A, Workshop zone D5 |
| 14:30 – 15:30 | Presentation of «Training center of film and television UHD» (Russia) «Manipulation of consciousness in the mass media». <i>Speaker: Konstantin Sharashov, VGIIK graduate, physicist and electronics engineer, professor of the course «Producing movies and television projects» and practical exercises to simulate live broadcasts</i> | Hall A, Workshop zone D5 |
| 15:30 – 16:00 | Presentation of «KVG Research» (Russia) «Production of Russian TV series and television films». <i>Speaker: Anastasia Cheremnykh, marketing manager, «KVG Research»</i> | Hall A, Workshop zone D5 |
| 16:00 – 16:30 | Presentation of «Kislorod Media production» (Russia) «Reality and action in the culinary show. Presentation of TV projects». <i>Speakers: Luiza Galeeva, screenwriter, producer, «Kislorod Media» production studio Konstantin Shatravka, author, screenwriter, «Kislorod Media» production studio</i> | Hall A, Workshop zone D5 |
| 16:30 – 17:15 | «School of television and cinematography PRIDE» LLC and «Pride Production» (Russia) «Methods of working with children. Full immersion into the profession starting from 4 years. Premiere of the career-oriented program «FAQ?» and of inter-programs involving children». <i>Main Speaker: Tatiana Rasskazova, TV presenter, teacher, founder of the school «PRIDE» Speakers: pupils of the «PRIDE» school Ivan Vetoshkin, Zahar Roshupkin, Kamila Galieva, Dasha Passer, Alya Anisimova, Vitaliy Zakharov</i> | Hall A, Workshop zone D5 |
| 17:15 – 18:00 | Presentation of «Apollo Music» (Denmark) «Copyright and music in TV and radio, film production». <i>Speaker: Elena Novikova, music supervisor, «Apollo Music»</i> | Hall A, Workshop zone D5 |

◀ **November 16, Wednesday**