



An eOne-derful Kidscreen

February 16, 2020

Series. Panels. Awards. It was a very busy Kidscreen for the eOne team.

How do you make some noise at a world-leading event with 2000 of your peers in attendance?

You appear just about everywhere.

That seemed to be the strategy for the eOne team at this year's Kidscreen Summit – February 10–13 in Miami. "This is one of the most important events on our calendar," explains Olivier Dumont, (President, Family & Brands). "It's the chance to connect with broadcast executives, producers, creators and distributors from the children's television industry."

eOne had a lot to talk about this year – and we mean a lot. "The focus of the market this year was to pitch two new shows which are in development and negotiate deals for the licence of all our key brands," says Olivier. "That includes PJ Masks season 3, Ricky Zoom, Peppa Pig season 8 but also Transformers Cyberverse, Power Rangers season 8 and Pony Life, plus licensing the 2nd window for Cupcake & Dino: General Services as the Netflix full exclusivity is coming to an end next month."

To tell those stories, a large contingent of eOners was on hand from Canada, the US and the UK. In addition to pitching shows, the team also headed to the Kidscreen Awards gala, where eOne had two key nominations: Best Animated Series for Peppa Pig and Best Branded Game App for Ricky Zoom: Welcome to Wheelford.

But wait, there's more! When you have big success in the kid-space, people want to hear your insights. Olivier took part in two panels. He joined executives from Disney and Cartoon Network for a look at industry challenges on a panel called "What Keeps You Up at Night."

"We've done such a good job as a team in understanding how to use social media and YouTube to build our core brands. The question is – what's next?" Olivier also took part in the panel "Classic Play Patterns for a Modern Age" – discussing evergreen toys and how to build play into storytelling.

Want to learn more about Kidscreen Summit? – [check it all out here](#).

