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**PROSPERIDAD  
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Schedule - Colo... PROYECTO D.A... JUEGALIBRE |... Video Games -... Barbara Chamb... Universidad Jor... × BUENAVENTURA +

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**MON AMOUR**

En una ciudad azotada por la violencia,  
nace una nueva forma de combate

Formato multiplataforma

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# TRANSMEDIA MONETIZATION

Pablo Figueroa, PhD



# OBJECTIVES

- Learn monetization schemes, from experts in different fields in the Digital Content spectrum
- Look for opportunities for novel transmedia IPs and monetization schemes





# PANELISTS

- Jari Angesleva
- Ivan Askwith
- Joel Breton
- Jamie Gotch
- Alexandre Labelle
- Paul Tyler

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CONNECTS.

## Jamie Gotch



"Best Mobile Game" chosen to be featured at the conference. Efforts in generating revenue either do not uncover strategies. There are many different revenue and pro

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## Pierre-Alexandre Labelle



Co-founder of Under The Milky Way

Originally from Quebec, Canada, Pierre-Alexandre Labelle studied International Management at McGill University. He was worked as a Commodity and Derivatives Trader for Cargill in Canada, then in Paris until 2004. Moving to the film industry, he played an active role in the creation, launch and development of a French VoD Platform called Universciné (2005-2008). In parallel, in 2007, he

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## Joel Breton



Desarrollador de Videojuegos en 505 Games.

Joel Breton ha desarrollado juegos en más de veinte países y ha desarrollado juegos "platino" durante su carrera, incluyendo

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## Paul Tyler



For engagement and content and prototyping. Paul and campaigns across the ladder, Paul worked with online in late productions under with how to interact

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## Ivan Askwith



Consultant and Digital Strategist

Ivan Askwith is an independent consultant and producer, specializing in strategic planning and experience design for digital platforms. At present, he is acting as Associate Producer for the forthcoming feature film Veronica Mars, and was behind the record-breaking Kickstarter campaign that rallied over 90,000 fans to resurrect a canceled but beloved television series.

Before that, Ivan led the Digital Media division of Lucasfilm, providing creative and strategic oversight for a range of online, social and cross-platform initiatives supporting Star Wars. He also spent several years as the Director of Strategy at Big Spaceship, an award-winning digital agency in Brooklyn, NY, where he led projects for clients including Google, GE, Sony Pictures and NBC Universal.

## Jari Ängeslevä



Specialist IT business development in emerging markets. During my career, I have established corporations responsible for sales for numerous countries, including Telco manufacturer, Chaired founding member of Digital Hollywood, NAB, SXSW, RioContentMarket and more. foreign companies in their expansion strategies to Finland in M&A and Greenfield options in ICT and mobile technology sector. I have been in many manager/director level positions and represented my department or organization in management and board meetings. Specialized in emerging markets, like India, China and Eastern Europe. International business development, investment development, international sales and channel building, M&A and greenfield investments.

Conference: Digital Business Models



# QUESTION 1

- Tell us a little bit of the digital content business of your expertise. how big are such projects in terms of money, time, and people involved?

# QUESTION 2

- Tell us a little bit of the funding schemes you know for the digital content of your expertise. How can they be extended to cover other types of digital content?

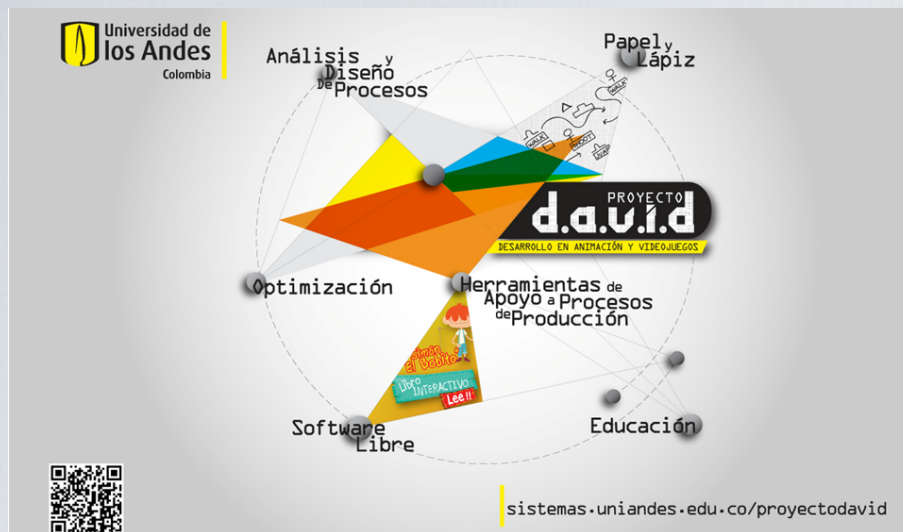
# QUESTION 3

- What opportunities do you envision for cross funding between animation, videogames, and other types of digital content?



# QUESTION 4

- What do you know about digital contents from Latin America? Could you point out some advantages and drawbacks from content developed in Latin America in the international markets?



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# QUESTIONS?

Transmedia Monetization. Moderator: Pablo Figueroa, PhD