

# IP ADAPTATION BOOTCAMP

**UNLOCK THE POWER OF IPS IN THE AUDIOVISUAL MARKET**

**3 DAYS 100% ONLINE**

This **intensive 3-day**, 100% online bootcamp is designed for international producers, development teams and business affairs managers looking to **harness the creative and commercial potential of intellectual properties (IPs)**.

From novels and mangas to podcasts, video games, and cultural events, adaptations and IPs are shaping today's content landscape. Understanding how to identify, acquire, and adapt IPs has become a key advantage in developing successful series projects.

Through expert-led sessions and practical case studies, participants will learn how to:

- **Source and evaluate IPs** with strong adaptation potential
- Build **compelling series bibles** and transform original concepts into valuable IPs
- Navigate **legal, business, and negotiation aspects** of IP acquisition and exploitation
- **Maximize creative and commercial returns** across multiple media

## WHO CAN APPLY

Producers, agents, development executives, business affairs managers, and sales executives.

## FORMAT

- 3 days – 21 hours total
- April 27 to 29, 2026
- In English

## FEES

1260€ incl. taxes

Eligible for AFDAS funding for French participants.

**REGISTER HERE**

## PROGRAM OVERVIEW

### EUROPEAN IPS: KEY TRENDS & FORMATS

Key genres, formats, and stories that travel across Europe and beyond.

### HOW TO SCOUT AN IP

How to identify an adaptation opportunity depending on genres, authors and broadcasters' expectations.

### BUILDING AN IP FROM A TV SERIES

From adapting global hits for local audiences to crafting original scripted series that work internationally.

### A WORLD-FIRST APPROACH:

### TOOLS FOR TRANSMEDIA CONTENT CREATION

World-building to align creative teams, expand storytelling, and engage communities across film, TV, and beyond

### DEAL, TERMS & NEGOTIATION

Navigating Legal Frameworks: Contracts, Territorial Sales Laws, and Key Negotiation Strategies

## MEET THE SPEAKERS



**AGNES SCHNEEBERGER**

TV and VOD Market Analyst  
European Audiovisual Observatory  
Council of Europe



**YVONNE VON MACH**

IP Creator & Producer  
MachOriginals



**KURT MCCLUNG**

Expert in Narrative Design,  
World designer and Author



**RICHARD O'MEARA**

Managing Director  
K7 Media



**PATTI LINNETT**

Global Research Manager  
K7 Media

**AND  
MORE TO  
COME!**