

April 27, 28, 29
2026 - online

IP Adaptation Bootcamp: Draft Program Overview

European IPs: Key Trends & Formats

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

With Dr. Agnes Schneeberger, TV and VOD Markets Analyst at European Audiovisual Observatory of the Council of Europe, Richard O'Meara, Managing Director & Patti Linnett, Global Research Manager at K7 Media

How to scout an IP

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

Building an IP from a TV series

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

With Yvonne Von Mach, IP Creator & Producer, MachOriginals

A World-First Approach

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

With Kurt McClung, Expert in Narrative Design, World designer and Author

Deal, Terms & Negotiation

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

With Wendy Bernfeld, founder and managing director of international content consultancy Rights Stuff

The program may be subject to change if necessary.

The elements presented provide an overview of the topics covered and are not exhaustive.

DAY 1 - April 27

The workshop opens up with a state of IPs in Europe :
key genres, formats, stories which travel.

Dr *Agnès Schneeberger* from the *European Audiovisual Observatory at Council of Europe* followed by *K7 Media's Richard O'Meara and Patti Linnett* provide context, data and trends.

DAY 2 - April 28

The morning session led by Amsterdam based *IP creator and producer Yvonne von Mach* will walk you through the creation process of an IP. From adapting global hits for local audiences to crafting original scripted series that work internationally. With the potential to grow into content ecosystems across formats and platforms.

Kurt McClung, Narrative Design Expert, producer and writer will unfold his world-first approach to align creative teams, expand storytelling, and engage communities across film, TV and beyond.

DAY 3 - April 29

Terms, deals and negotiation are at the heart of *Wendy Bernfeld's* morning session. From IP lexicon to contracts. From territories specificities to negotiation strategies.

How to maximise the acquisition and sale of an IP? *Seasoned Acquisitions, Sales and distribution Specialist at Anamax Anne Roder-Botbol* will disclose her hands-on checklist and give concrete examples of complex cases and agreements.

Time to dive in the case study of *Tale of two cities* with *producer at Federation Studios Leo Becker* before wrapping-up with the *Series Mania Institute* team.

