**AFCC Cross Platform Summit Keynote – Friday May 27**

Welcome to the Asian Festival of Children’s Content – Cross Platform Summit. I’m Marc Checkley, chairman of the summit’s advisory board.

For those who have attended before, you’ll notice we’ve had a rebirth of sorts. Previously known as the Media Summit, we’ve now gone Cross-platform! All encompassing, device agnostic and truly reflective of today’s content climate – or at least that’s the description Urban Dictionary.com gave me.

But in all seriousness. The Content Business in Asia and the rest of the world is going through massive shifts. Broadcasters, big and small are having to tweak or overhaul their entire business model. “Channels” as we know them are shifting to new tailored and curated services for consumers. Multiple devices mean multiple nodes to entertain through. Program schedules are becoming redundant. The phenomenon known as “Binge Watching” is now a strategic part of creative development. And ‘innately connected’ Kids and Tweens are leading this charge for content that is engaging, accessible anywhere and *personalised*.

The numbers are staggering. The YouTube Kids App – which is expected to arrive in South East Asia this year – had 10 million downloads in 2015. Following this trend, BBC’s iPlayer debuted its own kids-centric app last month with thousands of hours of content available, for free.

Overall, kids viewing time is up 50% and family/co-viewing is up 200% in the past 2 years alone. Worldwide, 75% of kids aged 0-8 years now have access to a tablet device!

Then there’s Netflix. Now available in more than 130 countries, it boasts 81 million subscribers! And more than 40% of those are in Asia – local commissioning is just around the corner and kids will be a priority. Get them young, get them forever.

Now I’d be the first to put my hand up and say it’s not all about millennials – and the incumbent, *Strawberry Generation*. Gen X, Y etc, we matter too. We all still have a place in this content space but what’s happening now is truly the democratisation of television and children’s content is in prime position.

And while traditional broadcasters try to play catch up, content makers – be it producers and directors, designers, production companies, performers and *writers* are now in the driving seat.

The demand for content is insatiable and broader than ever. We have the upper hand as we can be part of both the input *and the output*. The buck does not stop with the broadcaster. Our ideas, concepts and stories have multiple outlets, we just have to know how, where, why and who to know to make it happen with. That’s where the AFCC comes in.

Today’s summit is about making the connection and providing ammunition to give your ideas a platform. The AFCC team have organised masterclasses, talks and sharing sessions to help bridge this gap. Across all forms and styles of kids content – such as adaptation from books, *and* from television, intellectual property, VR and gaming, comedy, puppetry (yes, puppets are back big time), to the fundamentals of idea-creation. Plus, some of Asia’s most respected decision makers in kids content are back to share what they’re looking out for. Your idea has every reason, every possibility and every outlet to be the next big thing!

Before we begin our first and very exciting session, I wish to thank the summit advisory board – Marco Spamberg, Leslie Lee, Jackie Chan and Adeline Foo. And the AFCC organising team headed up by Alycia Teo and Kenneth Quek.

Remember, there’s a lot to pack in today, so maximise where you can. Ask questions aplenty. And use our new AFCC app! In the words of a true visionary in kids TV, the late Jim Henson: Take what you got and fly with it.