



Animation in Business/Business in Animation: Intellectual Property, Partnerships and Discoverability

Co-organized by the Aegean Animation Hub with the Anima Mundi Horizon Project and Intellect Books at the premises of the University of the Aegean - Department of Product and Systems Design Engineering (DPSD) at Syros-Ermoupolis

AB/BA 2026 Conference Programme- September 20-22

Sunday 20-Sep-26 / DPSD Amphitheatre, 1st Gymnasium Building

15.00-15.30 Registration - ABBA 2026 /

Coffee offered by the University of the Aegean-School of Engineering

15.30-16.00 Introduction to Voice Acting Workshop / Barbara Weber

16.00-16.30 Introduction to Transmedia Writing Workshop / Kurt McClung and Stephanie McClung

16.30-17.00 Presentation of Workshop Participants

17.00-18.00 Workshops Groups Formation

18.00-18.30 Break

18.30-20.00 ABBA 2026 Introductory Conference Session

18.30-18.45 Practice Based Research in A3P / Katerina Athanasopoulou

18.45-19.00 IMAGINE MOCAP Presentation / Panagiotis Kyriakoulakos

19.00-19.15 ANIMA MUNDI Presentation / Antonios Vlassis and Katharine Sarikakis

19.15-19.30 ABBA 2026 Special Issue / Alikí Chatziefrimoglou

19.30-20.00 Questions and Answers Session / Coordinated by Katerina Athanasopoulou

21.00-23.00 Welcome Diner offered by the Chamber of Commerce of Cyclades

Monday 21-Sep-26 / DPSD Amphitheater, 1st Gymnasium Building

09.30-10.00 Registration - ABBA 2026 /

Coffee offered by the University of the Aegean-School of Engineering

10.00-10.15 ABBA 2026 Conference Inaugural Talks / G. Kormentzas (University of the Aegean-School of Engineering) / V. Karamitsanis (Animasyros)

10.15-11.45 Intellectual Property and Animation Industry

10.15-10.30 Creative Team in Animation and the IP Challenge / Nuno Beato (Invited Talk)



- 10.30-10.45 Divergence or Convergence of Market Interests: Re-Thinking the Authorship of AI-Aided Audiovisual Works in Betwixt European Union Copyright Norms and Global Industry Guidelines / Pelin Turan & Caterina Sganga
- 10.45-11.00 Are AI-generated animations deep-fakes? Legal implications from an EU AI Act and EU Copyright law point of view / Theodoros Chiou
- 11.00-11.30 Questions & Answers Session / Coordinated by Nuno Beato
- 11.30-11.45 Break

11.45-13.00 Artificial Intelligence and Labor Challenges

- 11.45-12.00 AI Animation Development Challenge / P. Kyriakoulakos (Invited Talk)
- 12.00-12.15 Artificial Intelligence and the European Animation Industry: professionals' perspectives on technological transformations / Marina Rossato Fernandes and Antonios Vlassis
- 12.15-12.30 Automation and the Transformation of Creative Labor in AI-Generated Anime / Hsiao-wen Lee
- 12.30-12.45 Invisible Labor Behind Automation: A Study of GenAI-Assisted Animation Production in China / Lei Wang; Qi Zheng; Xufei Li; Xi Chen; Zhiyi Zhou
- 12.45-13.00 Questions & Answers Session / Coordinated by P. Kyriakoulakos
- 13.00-14.30 [Light Lunch Buffet offered by Université de Liège](#)

14.30-16.00 Gender Issues and Inequalities in Animation Industry

- 14.30-14.45 Gender Issues in Animation / Samantha Moore (Invited Talk)
- 14.45-15.00 Invisible in the Network: Gender and Access Inequalities in European Animation / Eleftheria Chatzidimitriou, Panagiotis Kyriakoulakos
- 15.00-15.15 How Many People Have to Say Yes? Condition density, creative latitude: who gets to make work in Europe / Sarikakis, K., Wahi, C., Chatziefrimidou, A., Zogo., Y.S.C.
- 15.15-15.30 Gender Bias in Generative AI in the Animation Industry: A Systematic Visual Analysis of Occupational Roles / Yasemin Kayabaşı
- 15.30-16.00 Questions & Answers Session / Coordinated by Samantha Moore
- 16.00-16.15 Break

16.15-17.30 Transmedia Production Perspectives

- 16.15-16.30 Transmedia Design Frameworks / Spyros Vosinakis (Invited Talk)
- 16.30-16.45 Bridging 2D Animation and Virtual Reality: A Spatial Narrative Framework based on the Elemental Tetrad and Chained Diegetic Displays / Stefania Symeonidou ; Anastassios Theodoropoulos



- 16.45-17.00 Embodied Movement as a Transmedia Production Asset: MoCap-based Character Development across Animation, Games and Real – time Performance / Anthie Kolokotroni and P. Kyriakoulakos
- 17.00-17.15 Beyond circulation: the discoverability of European animation / Anaïs De Potesta; Heritiana Ranaivoson
- 17.15-17.30 Questions & Answers Session / Coordinated by Spyros Vosinakis

Tuesday 22-Sep-26 / Future Lab, Kornilaki Building

09.30-10.45 Algorithms and Discoverability

- 09.30-09.45 Identity and values in Nordic Animation/ Anders Moen (Invited Talk)
- 09.45-10.00 Who Gets Seen First? Animation Discoverability, Danmu and Platform Power on Chinese Streaming Services / Vincenzo De Masi
- 10.00-10.15 Digital Rebirth and Algorithmic Discoverability: The 4K Restoration of The Legend of Sealed Book in Platformized Animation Culture / Jia Wang
- 10.15-10.30 Transmedia Discoverability and Preschool Animation: The Industrial Ecosystem of Gabby's Dollhouse / Raul Jambrina Rojo
- 10.30-10.45 Questions & Answers Session / Coordinated by Anders Moen
- 10.45-11.15 [Coffee offered by the University of the Aegean-School of Engineering](#)

11.15-12.30 Festivals and Audiences

- 11.15-11.30 The Animation Festivals Ecosystem / Coke Ribboo Cortes (Invited Talk)
- 11.30-11.45 Film festivals and the political economy of European and global animation: the case of the Annecy International Animation Film Festival / Pedro Tinen and Antonios Vlassis
- 11.45-12.00 Governing the Visible: Platform Culture, Child Audiences and Aesthetic Justice in Contemporary Animation / Kiyomet Dirican
- 12.00-12.15 Silent Ecological Animation and Algorithmic Discoverability: Non-Verbal Storytelling, Audience Attention and Cultural Access in the Age of Generative AI / Emre Altındağ
- 12.15-12.30 Questions & Answers Session / Coordinated by Coke Ribboo Cortes

12.30-13.45 Education Considerations

- 12.30-12.45 AWG: Children, Animation & Collaborative Filmmaking / Anastasia Dimitra (Invited Talk)



- 12.45-13.00 Production through the Educational Process in Contemporary Greek Animation: Animation at the Department of Graphic Design and Visual Communication / Eleni Mouri
- 13.00-13.15 Handmade Stop Motion Animation in the Age of AI: Materiality, Craft and Creative Learning in Formal and Non-Formal Primary Education / Mitrakou Maria-Loukia
- 13.15-13.30 Breaking the Language: Animated Poetics as a Teaching Methodology for Digital Media Ecosystems / Malakasioti Angeliki, Loukou Maria
- 13.30-13.45 Questions & Answers Session / Coordinated by Anastasia Dimitra
- 13.45-15.00 [Light Lunch Buffet offered by Université de Liège](#)

15.00-17.00 Greek Animation Ecosystem

- 15.00-15.20 HA! - Hellenic Animation is no Joke / Kleopatra Korai (Invited Talk)
- 15.20-15.40 GR Animate by EKKOMED / Renia Papathanassiou
- 15.40-16.00 Animasyros Agora and Pitching Partnerships / Maria Anestopoulou
- 16.00-16.20 Intellectual Property as a Mechanism of Cultural Transfer: Towards a Conceptual Framework for Creative Industries / Eleftheria Kiale
- 16.20-16.40 Aegean Animation Hub / P. Kyriakoulakos
- 16.40-17.00 Questions & Answers Session / Coordinated by Kleopatra Korai

The Conference Schedule is based on the papers received before the 15th of September 2026. The conference is held in parallel with the Animasyros Festival (21-27/9/2026) and AB/BA 2026 participants may attend the professional meetings of Animasyros Agora.

AB/BA 2026 Workshops Programme- September 21-22

TRANSMEDIA WRITING

The Sum of All Media: The World Flaw Approach in 360° Narrative Design

by Kurt McClung and Stephanie McClung

An original framework for narrative and world design based on the premise that the defining flaw of a fictional world determines its conflicts, themes, cultures, dramatic structures, and opportunities for transmedia expansion. Core principles include:

- Systems thinking and world logic
- Thematic architecture
- Narrative ecosystems
- Metaphorical environments



- Intellectual property scalability

The methodology has been applied professionally across videogames, television, cinema, graphic novels, roleplaying games, and immersive experiences.

Participants will also can take part in an optional research evaluation of a transmedia project, exploring how the same digital character is perceived through movement across animation, computer games, and real-time performance.

VOICE ACTING DIRECTION

by Barbara Weber Boustani

This 2-day workshop proposes to explore the techniques of voice character creation for animation, as well as voice direction for cartoons. Participants are professional or student actors (including voice actors), animation directors, and students of animation. Participants' projects- scripts and storyboards in progress-are welcome as collaborative tools to help the process along, and a real-life guide-track recording session is included as part of the workshop, so participants can leave with concrete, measurable evidence of their progress.