



COMMON FOCUS DAY

(OPEN TO ALL PARTICIPANTS AND PRESS)

THE BOUNDARIES OF LAUGHTER

Wednesday, 6 May, 9:00 – 17:00
KKL, KONZERTSAAL

09:00 Bjørn Erichsen, Moderator



Bjørn Erichsen, Director of Eurovision TV since 2002, previously served as Managing Director of Danish Broadcasting Corporation (DR TV). He launched DR's second TV Channel DR2 and financed the first four films in the Dogma 95 project. Prior to this, he spent 10 years with DR TV as programme producer. Mr Erichsen founded and managed the European Film College in Denmark.

09:05 Opening Keynote Presentation



Sir Terry Wogan, born in Ireland in 1938 and knighted in 2005 for his outstanding career. He has been a leading media personality in the UK since the late 1960s, and is often referred to as a "national treasure" of both the United Kingdom and his native Ireland. He presents BBC Radio 2's breakfast show, "Wake Up to Wogan", which attracts an audience of 8 million listeners per day, the biggest audience for a radio programme in Britain and Europe. Other TV programmes which he has presented include; Come Dancing, Blankety Blank, Auntie's Bloomers, Points of View, Wogan's Web and currently presents a quiz show, Wogan's Perfect Recall.

The most famous commentator of the Eurovision Song Contest, during the past 35 years he is now handing over the reins to Graham Norton. As the opening keynote speaker of the Common Focus day, Sir Terry will talk about his experiences and thoughts on the ultimate European broadcasting entertainment experience. His speech will be followed by a Q & A session.

10:00 Proud to Present

Moderator: Bjørn Erichsen

A presentation of clips from the best programmes in the various television genres from 2008 selected by the Eurovision experts groups and introduced by the national producer:

Sports: "Winter sports", presented by Arthur Haechler, SRG/SSR

Intercultural: "Yallahrup Faergeby", presented Bjarke Ahlstrand, DR

Music & Dance: "Maestro", presented by Peter Maniura, BBC

Fiction: "Mogadischu Welcome", presented by Brigitte Dithard, ARD/SWR

Children and CrossMedia: "Spangas", presented by Leontine Groen & Wilko van Iperen, NCRV and NPO

Science: "Charles Darwin and the Tree of Life", presented by Catherine McCarthy and Jane Sumner, BBC

Documentary: "Gaza-Sderot, Pre-War Chronicles" ARTE, presented by Serge Gordey, Bô Travail

News: "Open Newsroom", presented by Hanna Larsson, SVT

Formats: "How to ...", presented by Elly Vervloet and Tom Waez, VRT

Entertainment: "Last Choir standing", presented by Moira Ross, BBC

Branding: "Proud to ...", presented by Henri L'Hostis and Karl Weege, ARTE

(Coffee break)

12:15 Lunch

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14:00 The Boundaries of Laughter Afternoon

News, sport and music travel well across European television screens, and so does a good documentary or a piece of well-crafted drama. But can humour travel? Can one talk about a shared European sense of humour? The Common Focus afternoon will discuss how to encourage and develop funny TV programmes that travel Europe. The debate, we can promise, will be funny and entertaining!



John Sweeney, will entertain us in between presentations by performing silent comedy piano with excerpts of films on screen. We will experience how humour began on film in Europe.

John Sweeney has played for silent film since 1990, playing at many venues in Britain including the National Film Theatre, the Barbican Cinema, Nottingham Broadway, The Imperial War Museum, and Bristol Watershed. He has he also played for the British Silent Cinema Festival and t the Giornate del Cinema Muto in Pordenone, Italy.

COMEDY ON TELEVISION

Commissioning Comedy: Successes, flops and the fine line in between - Paul Jackson



Paul Jackson is CEO of Eyeworks UK supervising their push into the UK Comedy and Entertainment format business. He was previously ITV's Director of Entertainment and Comedy and Controller of Entertainment at the BBC, responsible for five entertainment departments working in television, radio and online. He has a distinguished record as a programme producer with many hits including the BBC's cult sci-fi sit-com Red Dwarf, 3 Of A Kind (BAFTA & Montreux Rose Winner), The Young Ones (BAFTA winner), Girls on Top for Central, Don't Miss Wax and Saturday Live for Channel 4. He also co-produced an Oscar-winning success in 1988 with the comedy live action short The Appointments of Dennis Jennings.

Italian experience of Lovebugs, an internationally successful comedy format: - Andrea Olcese



Andrea Olcese is a journalist by profession. In 1994 he founded and managed Einstein Multimedia Group, a successful independent media company operating in Italy and Spain, realizing yearly over 1500 hours of TV programming in entertainment, drama and documentaries. In the last 20 years Andrea has interviewed many personalities including Bill Gates, Desmond Tutu and many others. He has distributed shows on Frank Sinatra, Carreras, Domingo & Pavarotti, produced David Copperfield for Canale 5, created & produced many successful TV formats like Passaparola, Sarabanda, Quiz Show, Novecento, Top Of The Pops, Love Bugs and Agrodolce.

COMEDY ON INTERNET

Humour on YouTube, vote for your favourite clip! - Patrick Walker



Director of EMEA Partnerships for YouTube, Patrick Walker leads the development of content strategy and partnerships for YouTube in Europe, the Middle East and Africa. He has over 15 years of experience in the television, radio and online media industry, including his tenure as General Manager of International Video Services for RealNetworks. He was TV producer for NHK and participated in the launch of the world's first HDTV channel. In 2000, Patrick accepted a role with TWI's management team to launch one of the earliest 'converged' web and TV services.

COMEDY ON FILM

Film and the "Boundaries of Laughter" - Dan Mazer



Dan Mazer is an Academy-nominated screenwriter, TV/Film producer, and comedian. He is best known as the long-time writing and production partner of Sacha Baron Cohen and has worked with him on such characters as Ali G and Borat. The Ali G Show was nominated for 3 Emmy awards in 2003. The DA Ali G Show for which Dan is co-creator and co-writer won three BAFTA awards in 2001. Dan also helped produce two feature films: Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan, which was nominated for an Academy Award for Best Adapted Screenplay in 2007, and Ali G Indahouse. He is currently working on Lost for Words which he is co-writing with Jamie Curtis and Eurovision which is being produced by

Working Title Films.

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Eurovision TV
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17:00 **End of session**

19:30 **Dinner**

Join us for an evening of fun entertainment at the Schweizerhof hotel Lucerne. We will start with dinner and then will be entertained by a live performance of the successful Westend Musical: Eurobeat, a hilarious celebration of the Eurovision Song Contest. An all-embracing multicultural experience you will not forget. Hailed as the world's first interactive musical theatre production, you will have the opportunity to vote for your favourite act!



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