

Eurovision Entertainment Executives



This meeting will propose projects for international co-production and identify partners. The best executives and producers in Entertainment will exchange ideas for new shows and TV events, including formatted shows in both factual and traditional entertainment genres, special events, award ceremonies, game shows and entertainment spectacles. It will also look at cross media and user generated applications.

8 May 2008

09:45 – 10:00 **INTRODUCTION**

Axel Beyer, Chairman Entertainment Bureau

Dele Oniya, Eurovision TV, Project Manager

10:00 – 10:15 **PROGRAMME PRESENTATIONS**

Introduction

Reports on a number of on-going programme developments for discussion and presentation as co-production opportunities

10:15 – 11:00 **PROGRAMME 1: EUROVISION TALENT CONTEST**

A major new Eurovision event with a unique user generated core - making it the most democratic Eurovision format to date

Speakers:

Danny Fenton, Zigzag Mark Baker, Mastmedia Will Stern, Hoo Ha (all UK)

Dele Oniya, Eurovision TV

11:00 – 11:45 **PROGRAMME 2: LIFE 2.0 - MISSION POSSIBLE**

A multinational format and approach for a factual entertainment series that unites Europe in pursuit of a green agenda and entertainment from environment

Speaker: Paul Appleby, BBC, United Kingdom

11:45 – 12:00 *Coffee Break*

12:00 – 12:45 **PROGRAMME 3: FIFPro WORLD FOOTBALLER AWARDS GALA**

A format to bring a much higher profile to the highly popular arena of football awards. A revamping and re-launch of the traditional gala event into a show combining football with high value entertainment and glamour with a format to increase and enhance distribution of a sports show as entertainment television.

Speakers:

Dele Oniya, Eurovision TV

12:45 – 14:15 *Lunch*

14:15 – 14:45 **PROGRAMME 4: YOUNG OPERA SINGERS**

A new show to reflect the widespread popularity of light opera, operetta and musicals and to combine it with a broad-based talent search - a Classical crossover entertainment vehicle

Speaker: Bert Meijer, NPO/TROS, Netherlands

14:45 – 15:15 **PROGRAMME 5: CHRISTMAS CAROL SURPRISE**

A celebrity-based international Christmas carol contest, where well known people and voices from all over Europe compete to see which country has the best carol and which has the best singer. An annual Christmas Special

Speaker: Axel Beyer, WDR Germany, Chairman Entertainment Bureau

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15:15 – 15:30 *Coffee Break*

15:30 – 17:00 **OPEN PITCH**

A dedicated space for members to pitch Entertainment product that is ripe for international co-production

Speaker: Axel Beyer, WDR Germany, Chairman Entertainment Bureau

17:00 **CLOSING**

Speaker: Axel Beyer, WDR Germany, Chairman Entertainment Bureau

20:00 *Dinner*

Hosted By Eurovision TV – at Aqua Restaurant, Inseliquai 12A, Lucerne
