



Eurovision Fiction Experts



Stuck to the screen, young audiences are fascinated by the long unrealistic drama and the short and twisting. And grownup audiences dive into the fictional worlds of series like the American "Lost", "Heroes", "True Blood", "Flashforward" and the British "Life on Mars" and spin-offs.

What "yet unseen" can then European broadcasters offer them?

And how is this heritage of tomorrow created today for all possible platforms?

This year, we will look into the short film strategies of selected EBU members, continue our discussion about Theatre on Screen, meet with Jeff Gomez, CEO of Starlight Runner Entertainment, an animation and live-action feature film production company and leading creator of highly successful fictional worlds and put our brain together to create new dramas with four fiction proposals in development. Without forgetting our duty to remember : what is planned for the commemoration of WWI?

Day 1: 22 April 2010

09:30 – 09:45 **OPENING**

Welcome and introduction by Liselott Forsman (YLE/FST), President of the Eurovision Fiction Experts' group

09:45 – 11:45 **THE RISE OF SHORTS**

It has a funny or philosophical twist and it's short!
Mostly it is VoD, but some companies actually have short film strategies - especially for TV.

TSR makes it happen: Celebrated directors and young film school talents will spread the good messages of Rousseau. Join in and you'll get the whole package for Rousseau's 300th anniversary in 2012!

Numbers of companies have new short film strategies. Presentations from NPS, ARTE, ERT and YLE.

Distribution of shorts on mobile phones (TBC)

Speakers:

Philippe Berthet, TSR
Marina Blok, NPS
Maria Fakli, ERT (TBC)
Liselott Forsman, YLE/FST
Barbara Häbe, ARTE

11:45 – 12:15 *Coffee Break*

12:15 – 13:30 **NEW WAYS OF PUTTING THEATRE ON SCREEN**

Making use of good fiction content that is out there

New "super registration" of theatre plays for television is now made possible by the use of multiple light cameras. Producer Marc Nelissen's principle is to make the viewer's experience as close as possible to the original stage play. In 2010, VPRO, NPS and AVRO commissioned a 2nd season of six theatre plays to NTVF. Sharing his pros and cons, Nelissen looks at technical, legal and distribution questions – and of course artistic. Is the best theatre the best TV-theatre? Will the same TV audience watch provocative and traditional plays?

Speakers:

Marc Nelissen, NTVF, director / producer
Joost De Wolf, VPRO (TBC)

"Place" - From scratch tape to TV-success

How did Madonna's collaborator, world famous video director Jonas Åkerlund and world famous ballet choreographer Mats Ek end up together on Swedish TV one dark Halloween night? The "Place" (28') is produced by RAF Film and SVT with the support of NPS, NRK, YLE and ERR. What does it take to finance a dramatic work of television art nowadays? This success story blending expressions and experiences is worth taking a closer look at. As is the scratch version of the original performance, shot by stills photographer Bengt Wannselius, a long time collaborator with dancers and directors, Ingmar Bergman to mention one.

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Speakers:

Gunilla Jensen, SVT, dramaturg / producer
Stefan Baron, SVT, head of drama

Skagen: Transmedia in theatre, using screen on stage and the other way round.

Creating audiovisual drama projects is no longer a privilege of broadcasters. Get inspired by Skagen, a dynamic theatre – performance group with a strong vision on actual media and combination of different media in its creations.

Mathijs Scheepers, founding father of Skagen gives us an insight in the transmedia performances Skagen created and will create in the near future.

Speaker:

Mathijs Scheepers, writer and actor, Theater group Skagen

13:30 – 14:30 *Lunch*

14:30 – 16:30 **“THE GREAT WAR – 100 YEARS AGO IN 2014”**

Find out what broadcasters are preparing on a national level for the commemoration of World War I. Join us to learn more about the different projects or to get inspired. Would an EBU-coordinated package be helpful?

An introduction to the trenches with “Weihnachten 1914”, a short film supported by ARD/SWR
“2014-18 - The Great War – 100 Years Later”, the 360° approach taken by VRT
“August 14”, a major drama proposal by Jan Mojto (Beta Film GmbH) and Jean-Pierre Guérin (GMT Productions), involving France2, HBO, ORF and BBC.
Showcase trailers from existing European productions

Moderator: Mark De Geest, VRT

Speakers:

Mark De Geest, VRT
Jean-Pierre Guérin, GMT Productions
Jan Mojto, Beta Film (TBC)

20:00 *Welcome drinks and dinner party, Hotel Schweizerhof*

Day 2: 23 April 2010

09:00 – 10:15 **CREATING BLOCKBUSTERS WORLDS: THE VALUE OF CONTENT FOR ALL PLATFORMS: INTRODUCTION AND SPEECH BY JEFF GOMEZ**

Medieval role games, Asian animes and toys, old European gods in new Marvel –costumes, not to mention the revival of Lord of the Ring, Narnia and their new cousin Harry Potter: Kids gladly consume unrealistic dramas on all platforms. Now grownup TV audiences dive into the fictional worlds of series like the American Lost, Heroes, True Blood, Flashforward and the British Life on March + spin-offs. When toy company Mattel releases its movie “Cars” and the TV series Heroes goes online with “Heroes 360”, more millions are cashed in.

Content is an expansive and immersive experience, unfolding not only on film and television screens, but within webisodes, blogs, games, comic books and theme park attractions, to name a few. It takes a savvy producer to assess and manage the wealth of multi-platform possibilities available to a great story, and to finesse the deals. The discussion will help producers and content creators to understand the unique requirements and limitless possibilities of multi-platform exploitation.

What happens to television fiction when the cinema viewer experiences Avatar and plays the online game at home? How is this heritage of tomorrow created today for all possible platforms? Innovation needs an unexpected combination of knowledge and anarchy, of people and ideas. What is the European / American way of developing it? Is there enough cross Atlantic creative networking? Furthermore, who will shepherd the intellectual properties of these new fictional worlds?

Speaker: Jeff Gomez, CEO Starlight runner entertainment

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10:15 – 12:00 **THINKING HATS**

The yet unseen: 4 fiction proposals at different stages of development will undergo our European brain storm. Join the session in which we put our heads together, switch hats and create new dramas.

- Euro-Noir “Babylon”, Zentropa RamBUk (Denmark)
- Eco-crime “De Burgo & Co”, Magma Films (Ireland-Germany)

Speakers:

Peter Engel, Zentropa RamBUk
Ralph Christians, Magma Films

Moderator: Filip Fastenaekels, VRT

12:00 – 12:15 *Coffee Break*

12:15 – 13:30 **THINKING HATS** (Continued...)

- Revisiting the myth of Greek heroes and gods “The Legend of Atreus”, Telekinisi (Greece)
- Building bridges between European and Arabic channels, a new Arabian drama, VRT

Speakers:

Manoussos Manoussakis, Telekinisi
Stef Wouters, VRT

Moderator: Filip Fastenaekels, VRT

13:30 – 14:30 *Closing Lunch*

After Closing **MEETING OF THE PROGRAMME GROUP**
