

Eurovision Fiction Executives



This year, the Eurovision Fiction Executives meeting will offer a special insight into a new fiction trend : the participation drama, and the opportunity to exchange views on how to tackle the challenge of a cross-medial approach in drama. Delegates will share their experiences of creating high-quality fiction content for different platforms and learn, through case studies from different countries, how politics and drama are influencing and affecting each other. The pitching session will offer the participants the opportunity to get involved in the most promising co-productions projects for the years to come.

Day1 - 5 May 2008

13:45 – 14:30 **OPENING**

“Tour de table”
Presentation of delegates

14:30 – 15:30 **GOING CROSSMEDIAL (1): INNOVATIVE CROSS-MEDIA SUCCESS STORIES
THE PARTICIPATION DRAMA**

Case Study : “The Truth about Marika”, SVT

The Lies about “The Truth of Marika”
Participation drama
Speaker: Christian Wikander, SVT

Producer: Stef Wouters, VRT

15:30 – 16:00 *Coffee Break*

16:00 – 17:30 **GOING CROSSMEDIAL (2) : WHAT ARE THE EUROPEAN PSB DOING?**

EBU CrossMedia² : An overview of the cross-media landscape in European Public Television
Speakers: Nicoletta Iacobacci and Anne Brochot, Eurovision Interactive TV

HOW DO STRUCTURES AND MINDS MEET IN CROSSMEDIAL TIMES?

When a broadcaster changes its structure to crossmedial, how about the creators' mind & soul?
Speakers: Stef Wouters, VRT and Wim Coessens , VRT

Producers:

Stef Wouters, VRT
in cooperation with Nicoletta Iacobacci and Anne Brochot, Eurovision Interactive TV

17:30 – 19:00 **GOING CROSSMEDIAL (3)
WORKSHOP: HOW TO BUILD TRANSMEDIA PRODUCTION**

Basics, way of thinking and how to start.
Theory, mind-opener and brainstorm.
Dramatic participation needed.

Producer: Stef Wouters, VRT

20:30 *Gala Dinner: Seehotel Hermitage*

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Day2 - 6 May 2008

09:00 – 11:00 **BBC DRAMA: WHAT BBC PRODUCES AND FOR WHICH PLATFORMS?**

Speaker: Emma Broughton, Head of Development, BBC Drama

11:00 – 11:30 *Coffee Break*

11:30 – 12:30 **DRAMA THAT MAKES A DIFFERENCE (1)**

POLITICAL DRAMA TODAY

Panel discussion around films and series from Egypt, Sweden and France (TBC)

Speakers: Christer Nilson, Göta Film AB, Mona El Saghir, ERTU. Others TBA.

Producer: Liselott Forsman, YLE/FST

12.30 – 13:30 **DRAMA THAT MAKES A DIFFERENCE (2) (FOR EBU MEMBERS ONLY)**

CONTENT AND STRATEGIES CONNECTING PEOPLE IN EUROPE:

Live broadcast drama

The Night of the European Cinema

Speaker: Peter von Bagh, director of Bologna Film Festival

Producer: Liselott Forsman, YLE/FST

13:30 – 14:30 *Lunch*

14:30 – 16:00 **PITCHING SESSION (1)**

The best new co-production projects supported by EBU members (selected by the Eurovision Fiction program group)

Charlemagne, The True Founder of Europe - France 2 / Boréales, France

Ink Tips - RTVSLO / Casablanca Film & Video Production, Slovenia

The Poor Plutocrats - HU/MTV, Hungary

One Summer All Together - France 2 / Jade Productions, France

The Class, Life After - ERR, Estonia

Producer: Nicole Jeanrenaud, Eurovision TV

16:00 – 16:30 *Coffee Break*

16:30 – 17:30 **PITCHING SESSION (2)**

The Puppeteers - ARD/DEGETO and Bayerischer Rundfunk / Ziegler Film, Germany

Daddy's Gone Bats - France 2 / Made in PM, France

The Cliff - RUV / Pegasus Pictures, Iceland

Results of the Pitching Session

Producer: Nicole Jeanrenaud, Eurovision TV

17:30 – 18:00 **GREEN ON AIR**

Speaker: Torben Eriksen, Eurovision TV

18:00 **CLOSING**

18:15 – 19:00 **MEETING OF THE FICTION PROGRAMME GROUP**