

**DRAMA FOR TELEVISION  
AT NORDIC FILM MARKET!**

Saturday February 3rd, 09.00-17.00

09.00

Welcome and introduction

09.15

Brief Case Study of Local Dramas

11.15

Producing Drama on a Limited Budget

Panel: Sylvie Boden, Talkback Thames - The Bill; Daniela Matei, VP of Production, SBS Broadcasting; Martin Persson, Executive Producer, Anagram Produktion; Christian Wikander, Head of Drama, SVT Väst. Moderator: Petter Wallace, Head of Drama, NRK. Followed by a Q&A.

13.00

Lunch break

14.00

Presentation of New Initiative TV – Fund

Bengt Toll, Head of Development, Film i Väst. Followed by a Q&A.

15.30

Going to Where Your Audience Lives

Panel: Philip Jay, Executive Producer – New Services, BBC New Media; Gunnar Garfors, Director of Development, NRK New Media Division; Daniel Kapelian. CEO, 1K. Moderator: Eilenn Bastianelli, President, Lola Pictures. Followed by a Q&A. Media; Daniel Kapelin. Moderator: Eilenn Bastianelli, MD, Lola Pictures. Followed by a Q&A.

The TV drama day is organized in co-operation with Katrina Wood, MediaXchange.

PLEASE CONTACT LISA TAUBE +46 707 61 38 80 OR MALIN KRAFT +46 707 42 28 27 FOR MORE INFORMATION!