



# MEETING POINT TELEVISION

JANUARY 29 – 30 2009



[www.filmfestival.org](http://www.filmfestival.org)



32nd  
Göteborg  
International  
Film Festival  
Jan 23 – Feb 2  
2009

# Welcome!

Nordic Film Market presents Meeting Point Television, one and a half days of lectures, presentations and panel discussions about TV-drama today.

## **Multiplatform and cross media productions.**

Changing viewers' habits demand changing platforms and production conditions.

Where are the viewers? How do we reach them? Where do we meet them? How does the changing structure affect the way to produce? Possibilities and limits. And where's the money in it?

## **How is a success story created?**

Work in progress, presentations and lectures. Script writing, script structure and creation of TV-series. Working processes and production strategies.

Meeting Point Television is presented by Nordic Film Market at Göteborg International Film Festival.

Supported by the Region Västra Götaland and Film i Väst.

# PROGRAMME

**THURSDAY**

**January 29**

Moderator: Johanna Koljonen

**09.00 Registration at BioPalatset, Kungstorget 2**

Coffee will be served.

**10.00 Welcome!**

Introduction by moderator Johanna Koljonen.

**10.30 The Cross Media Project  
“The Truth About Marika” – Case Study**

Daniel Lägersten, Sveriges Television & Christopher Sandberg,  
The Company P.

Meet the people behind the award winning interactive TV-drama and listen to their story of developing a TV-drama into making a fiction without limits. How they found new ways of telling their story by inviting the viewers to become participators by several media platforms such as TV, radio, internet and mobile.

**11.30-12.30 Lunch Break**

Refreshments, lunch sandwich and coffee will be served.

**12.30 New habits, new conditions – new platforms!**

Mats Björkin, PhD, senior lecturer in film studies, and students from  
University of Gothenburg.

Current research from Europe and North America regarding quality drama and multi-platform content will be presented. This work has been made in close co-operation with the television industry and analyzes changing conditions for drama production, changing habits of the viewers, and new platforms.

Recent research about Swedish broadcasters streaming on the web will be presented by students from the University of Gothenburg. They will also explain the viewing habits to the Swedish drama series *Andra Avenyn*, making it a success on the web.

### **13.00 Wallander in English**

**Anni Faurbye Fernandez, Yellowbird.**

Work in progress. Anni Faurbye Fernandez from Yellowbird will talk about the work with the coming British TV-series about Henning Mankell's *Wallander*, a co-production for BBC with Kenneth Branagh as Kurt Wallander.

### **13.30 Multiplatform Commissioning**

**Rosie Allimonos, BBC Vision. On-stage interview.**

Meet the multiplatform commissioning executive in drama and film at BBC Vision. What are the experiences gained in this field so far? What are the trends? Understand what they are looking for and why.

In co-operation with MediaXchange.

### **14.30-15.00 Coffee Break**

### **15.00 Producing multiplatform – unlimited possibilities or a marsh of rights and costs?**

**Panel discussions.**

Producing multiplatform is creating new ways to reach the audience. This requires new ways of producing, new ways of thinking. How does the process change regarding scriptwriting and production planning? What are the possibilities? What are the gains? Are there any limits? Where do you find and how do you make the money in multiplatform and cross media productions? What is the situation regarding the rights issues for the different platforms?

**PANEL:** Rosie Allimonos, Multiplatform Commissioning Executive at BBC Vision, Christian Wikander, Head of Drama at SVT, Hans Rossiné, Head of Drama at NRK, Gila Bergqvist Ulfung, Development Producer.

### **19.30 Nordic Film Market Opening Reception**

Avalon Hotel, Kungstorget 9. A light dinner buffet and drinks will be served.

**FRIDAY**

**January 30**

**09.00 Norwegian Cosy (Koselig med Peis)**

**Thomas Seeberg Torjussen, Kari Moen Kristiansen and Eric Vogel from Tordenfilm.**

Presentation of the 6x55 minutes Norwegian drama series *Koselig Med Peis/ Norwegian Cozy*.

Series creator Thomas Seeberg Torjussen will present the script working process, the 4-act structure, and discuss his experiences in adapting US show runner methods and ideals to a Scandinavian production reality.

**09.45 A String of Success**

**Sven Clausen, executive producer, Danmarks Radio.**

The legendary executive producer Sven Clausen gives an account of the situation from which the “golden years” took off, of the departure from traditional TV production in favour of film production. Among his productions are *Taxi*, *Unit One (Rejseholdet/Mordkommisionen)*, *Better Times (Krøniken)*, *The Eagle*, *Sommer*, and as of 1st of January 2009: *The Protectors (Livvagterne)*. He describes the strategies on which the series are based and the major steps in the working process: How are the series born? How are they produced?

The lecture will be followed by Q&A.

## PARTICIPANTS



### **ROSIE ALLIMONOS**

Responsible for commissioning content across all non-TV platforms for BBC Drama, BBC Films and Acquisitions. She commissions both stand-alone online services as well as the interactive aspects of TV commissions. She has developed cross platform products across animation, entertainment, factual and kids content in the UK, US and Australia.



### **SVEN CLAUSEN**

Executive Producer DR. Master of Arts degree, former theatre critic and ass. managing director of the Aalborg Theatre. Since 1984 Sven Clausen has been with the Drama Department of Danish Broadcasting Corporation as script editor and later as producer and member of the managing group. He is also teaching at the Danish Film School.



### **DANIEL LÄGERSTEN**

Background as creative line producer at Baluba Television and Jarowskij, producing TV-shows, sitcoms and reality shows. Worked at MTV Production as editor and director. *Sport Opera with Flashmob* is his latest TV-production and the award winning cross media production *The Truth About Marika*, which he created as originator and producer.



### **CHRISTOPHER SANDBERG**

Chief executive officer and founder of the Emmy awarded television and new media production company The Company P. He is dedicated to the exploration of human interaction and audience involvement in modern entertainment. He has over a decade of experience in start-ups and as CEO/executive producer/producer in television, online and mobile.



### **MATS BJÖRKIN**

Mats Björkin, PhD, senior lecturer in film studies at Department of Cultural Sciences, University of Gothenburg, Sweden. His research is focused on media history as well as analyses of contemporary changes in film and television.



### **ANNI FAURBYE FERNANDEZ**

Executive producer at Yellowbird with productions like *Millenium*, *Waller*, *Anne Holt* and the coming tv-series *Blekingegadebanden* in cooperation with Danmarks Radio. She has a Bachelor of Laws at the University of Copenhagen, specialized in Media and Entertainment Law.



### **KARI MOEN KRISTIENSEN**

Producer of *Norwegian Cozy*. Has a producing degree from The Norwegian National Film School 2002. Kari Moen Kristiansen has been freelancing as a feature film production manager and development producer. She was a project consultant at the Nordic Film and TV Fund from 2003 until joining Tordenfilm in 2007.



### **ERIC VOGEL**

Co-producer of *Norwegian Cozy*. Has a producing degree from The Norwegian National Film School at Lillehammer. He debuted as a feature film producer with *Sons* (2006). Vogel was in 2007 selected as Norway's "Producer On The Move" at the Cannes festival, and is a member of the ACE producers' network.



### **THOMAS SEEBERG TORJUSSEN**

Graduated from the screenwriting department of The Norwegian National Film School in 2002. His graduation film *The Martin Administration* was nominated for a Student Oscar in 2003. One of the founding partners of Tordenfilm. With *Norwegian Cozy*, Thomas Seeberg Torjussen makes his debut as creator and show runner of a drama series for television.



### **CHRISTIAN WIKANDER**

Head of Drama at SVT. Has 25 years experience in the TV industry as a drama originator, film director, assistant director and producer in several TV-series. He was executive producer on the daily drama series *Hotel Caesar* (which he also co-created) for TV2 Norway. He was the executive producer of *The Truth About Marika*.



### **HANS ROSSINÉ**

Head of Drama NRK since 2001. Under his leadership the TV drama unit has become the single most important and influential producer of television drama in Norway. NRK Drama has won several national and international prizes, including Prix Italia, Prix Europa (silver) and an International Emmy nomination for *At the King's Table* (2005).



### **GILA BERGQVIST ULFUNG**

Developing producer for *Our Secret Society*, winner of Best Cross Media Project Cross Over Nordic 2008. Also developing cross media projects at Bredablick Film. Degree in production at Dramatical Institute, Stockholm. Freelanced as FAD, production manager and film/TV-producer. Was commissioning editor for Children and Youthfilms at the Swedish Filminstitute.



### **JOHANNA KOLJONEN**

Journalist, film critic and comic book script writer, with a background in both traditional and interactive television. She has a degree in English literature from Oxford University and is currently studying semiotics at Aarhus University.



### **MEDIA XCHANGE**

An international media consultancy with seventeen years of experience assisting entertainment industry professionals to expand their business through developing effective knowledge and contacts in the global marketplace. MediaXchange specializes in providing its clients with the resources to develop global business interests through individual consultancy.

Katrina Wood, Chief Executive Officer, MediaXchange  
Nicolas Sandler, Business Development Executive, MediaXchange  
[www.mediaexchange.com](http://www.mediaexchange.com)



# **MEETING POINT TELEVISION – REGISTRATION & INFORMATION**

**Venue:** BioPalatset, Kungstorget 2, Gothenburg.

**When:** January 29, 9 am – 5 pm and January 30, 9 am – 11.45 am

## **PRICE INFORMATION**

Fee: SEK 800. With an industry accreditation: SEK 600.

Participants at Nordic Film Market: SEK 400.

### **Your Meeting Point Television accreditation includes**

- Lectures, presentations and panel discussions on Thursday and Friday.
- Refreshments, lunch sandwich, coffee and fruit.
- Nordic Film Market opening reception January 29 at 7.30 pm at Hotel Avalon.

Those of you who don't have an accreditation will receive a guest card. The guest card gives you membership to Göteborg International Film Festival and access to all seminars and open events.

The seminars will be held in English.

Editorial Staff: Cia Edström & Lena Lindh

Thank you: Lisa Taube, Bizliz, Gunnar Carlsson, SVT, Åsa Sjöberg, TV4, Lisa Rosengren and Johan Holmer, producentföreningen, Marianne Gray, Yellowbird, Maria Edström, University of Gothenburg, Katrina Wood, Nicolas Sandler and all our guests for contributing to this programme.

If you have any questions, please do not hesitate to contact: [tv drama@filmfestival.org](mailto:tv drama@filmfestival.org)



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**FILM I VÄST**



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**VÄSTRA  
GÖTALANDSREGIONEN**

## **32nd Göteborg International Film Festival January 23 – February 2, 2009**

Göteborg International Film Festival is the most important film festival in Scandinavia and one of the largest audience festivals in the world. As well as a vast film programme it offers the visitors a high profile seminar programme. The festival works as a meeting place for the Nordic film industry. At the market place Nordic Film Market January 29 – February 1, international buyers, distributors and festival programmers can get the latest updates on new Nordic films.

GIFF has two big international competitions:

The Nordic Film Award

TIBIDA – The Ingmar Bergman International Debut Award

Nordic Film Market | Göteborg International Film Festival

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