



MEETING POINT TELEVISION

2-3 FEBRUARY, 2011



REGISTRATION & INFORMATION

Venue: BioPalatset, Kungstorget 2, Göteborg.

When: February 2: 13.00–17.00 (Cocktail 18.30–20.00)
February 3: 10.00–15.15 (Networking cocktail 15.30–17.00)

PRICE INFORMATION

SEK 900 with an Industry, VIP or Nordic Film Market accreditation
SEK 1100 without accreditation

This includes a guest accreditation value SEK 300, refreshments, lunch sandwich, Festival dinner cocktail at Riverton, February 2 and Networking cocktail at Elite Plaza, February 3.

The seminars will be held in English.

THANK YOU: Katrina Wood (MediaXchange), Nadja Radojevic and Lothar Mikos (Erich Pommer Institut), Ulrika Nisell (Media Desk Sweden), Johanna Koljonen, Lisa Rosengren (Film & TV-Producenterna), Peter "Piodor" Gustafsson, Stefan Baron and Christian Wikander (SVT), Maria Edström and Mats Björkin (University of Gothenburg), Anna Croneman, Julia Skott, Lisa Taube (Bizliz) and Åsa Sjöberg (TV4) for contributing to this programme.

If you have any questions, please do not hesitate to contact:
tvdrama@giff.se



34th
Göteborg
International
Film Festival
Jan 28 – Feb 7
2011

GÖTEBORG INTERNATIONAL FILM FESTIVAL OFFICE

Olof Palmes plats
413 04 Göteborg
Phone: +46 (0)31 339 30 00
Fax: +46 (0)31 41 00 63

FESTIVAL DIRECTOR

Marit Kapla
marit.kapla@giff.se

CEO

Åsa Bernlo
asa.bernlo@giff.se

MANAGER NORDIC FILM MARKET

Cia Edström, cia.edstrom@giff.se

Editors Anna Christéen,
Cia Edström, Lisa Taube

Assistant Editor Maria Mogren

Additional research Tom Skog

Design & Layout Magnus Bjelkefelt

Print Elanders Sverige AB 2011

Paper MultiArt Gloss, Papyrus

WELCOME!

How to succeed and survive in a transmedia world

The TV environment is facing a number of strategic challenges, especially when it comes to drama production. The strategy to win the viewers attention is implemented through web offerings, mobile apps, technological innovations in allocating video content and, of course, through engagement in social media networks. In order to be more independent from broadcasters' financing, new partnerships are explored with some unique creative solutions. Stefano Semeria, world expert on transmedia content will guide us through the various concepts and give us an insight into the different distribution channels through concrete examples.

Nordic visions & Who's watching?

We have invited some key people from the Nordic TV industry who will share their thoughts and visions for the future of television. We will also devote time to the issue of the viewer – How have they changed their behaviour, what can we learn for the future and how do we measure and value the different platforms of today?

Steve Stark

First on stage, executive producer of *The Event*, Steve Stark, will give an on-stage interview and share his experience of international TV-production.

PROGRAMME

WEDNESDAY FEBRUARY 2

12.30 Registration at Biopalatset, Kungstorget 2

Coffee will be served at Biopalatset

13.00 Welcome!

Introduction by moderator Julia Skott

13.15 Inspiration: Steve Stark – The Event

Presented in collaboration with MediaXchange

Award-winning television executive and producer Steve Stark will give an on-stage interview conducted by Julia Skott. Stark is executive producer of the TV series *The Event*, premiering its second season in Scandinavia in February, and will share his experience about the development and marketing of the series as well as the concept of broadcasting it almost simultaneously in US and other parts of the world. His newest series *Fairly Legal* premiered on the USA network on January 20th of this year. Stark recently signed an overall deal with Universal Media Studios.

15.00 Coffee break

15.30 Who's Watching? – target group analyses

Who is at the other end of the drama productions we produce? We take a look at how we measure audiences in the new media landscape of today. With this information fresh at hand we discuss, from different perspectives, how this information is used. Participants are Lene Heiselberg, audience and media researcher at The Danish Broadcasting Corporation and Pontus Bergdahl, CEO MMS.

16.30 Work in progress: *Inkognito*

Director: Alain Darborg, Production company: Tre Vänner, Broadcaster: TV4.

16.45 Summary with Julia Skott

17.00 Ending

18.30 Festival Dinner Cocktail at Riverton Hotel, Stora Badhusgatan 26

THURSDAY FEBRUARY 3

10.00 Stefano Semeria: *360 Babylon*

Presented in collaboration with Media Desk Sweden and Erich Pommer Institut

Stefano Semeria, Head of TV Program Planning of SFR (Swiss Television & Radio). Under the headline: *360 Babylon*, he will lecture about distribution and online strategy and will examine the concepts of crossmedia, transmedia, multiplatform and content 360. Semeria will show examples of innovative productions from around the world.

11.15 Coffee break

11.30 Nordic Visions, part 1

Representatives from the industry and researchers share their thoughts and visions for the future of television linked to future forms of distribution and online strategies.

Steven Bachelder: Converging Media

As professor of Artistic Expression in Converging Media at Gotland University Steven Bachelder will add more to the topics cross/transmedia and converging media.

Nordic TV Channels: Hans Rossin  (NRK/Norway), Christian Wikander (SVT/Sweden) and TV4/Sweden.

12.30 Lunch break

Refreshments, lunch sandwiches and coffee will be served at Biopalatset.

13.30 Work in progress: *Schmokk*

Director: Ole Martin Hafsmo, Production company: NRK Drama, Broadcaster: NRK.

13.45 Nordic Visions, part 2

Hanne Palmquist: Head of Nordisk Film & TV Fond

Regional Film & TV Funds: Tomas Eskilsson (Film i V st/Sweden) and Per-Erik Svensson (Filmpool Nord/Sweden)

Nordic TV producers: Kari Moen Kristiansen (Tordenfilm/Norway) and Martin Persson (Anagram Produktion/Sweden)

14.45 Work in progress: *Anno 1790*

Director: Rickard Petrelius, Production company: Pampas Produktion, Broadcaster: SVT.

15.00 Summary with Julia Skott

15.15 Ending

15.30 Networking Cocktail at Elite Plaza

Refreshing drinks and thought-provoking conversation – each wonderful in their own right, even more wonderful together. Do not miss the opportunity to partake in a modified version of a round table discussions where our knowledgeable and inspirational speakers move from table to table discussing topics that influence the present and will shape the future of the media business.

GUESTS AT MEETING POINT TELEVISION



Steve Stark

Television Executive and Producer

Steve Stark launched Steve Stark Productions less than two years ago and has since produced four television pilots, three of which have gone to series. Stark currently serves as Executive Producer on USA Network's new series, *Fairly Legal*, as well as NBC's new fall drama series *The Event*.

Prior to forming his own company, Stark developed CBS' long running *Medium* while serving as President of Grammmnet Productions. He also executive produced a number of other series including The CW's comedy *The Game* and the U.S. version of *The Sketch Show* for FBC.

Stark previously served as Executive Vice President of Development at Columbia Tri-Star Network Television and before that he held the position of Senior Vice President of Current Programming at Paramount Network Television where he shepherded over 1300 episodes of such series as *Frasier*, *Cheers*, *Star Trek: Voyager*, among many others. Stark was also heavily involved in the development of the original *Star Search*.

Stark, a graduate from Northwestern University is the recipient of the Entertainment Industries Council Special Commendation, a Genesis Award, The Prism Award and The Golden Reel Award and is an Imagen Award nominee. He is a member of the Writers Guild of America, the Academy of Television Arts & Sciences, the Screen Actors Guild and the American Federation of Television and Radio Artists. Stark has recently signed an overall deal with Universal Media studios.

IN COLLABORATION WITH:



MEDIA XCHANGE™
MEDIA CONSULTANTS

An international media consultancy with twenty 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
Alison Small, Business Development Executive, MediaXchange

www.mediaexchange.com



Stefano Semeria

Head of Program Planning at SFR

In 1999, after studies in law, cultural studies and European ethnology, Stefano Semeria graduated in audiovisual sciences. He then began working as a format scout at typhoon networks ag. Subsequently Semeria was active as a program planner at Das Erste, Germany's first publicly owned television channel, in Munich. From there, he transferred to ORB (the public broadcaster for the federal state of Brandenburg) in Potsdam-Babelsberg as head of programming.

Starting in fall 2003, he worked on the creation of a new department for international market observation at ProSiebenSat.1 Media AG. He acted as Head of International Format Research there until March 2009. In April 2009, Semeria began to work as a freelance consultant focusing on TV and online formats. In April 2010 Semeria founded allscreenz.

From January 2011 he will take on a new challenge as Head of Program Planning at SFR, the newly labeled and reconstructed Swiss national television now focusing on convergence. He is a member of the multiplatform jury at the prestigious Rose d'Or Festival, keynote speaker and regular lecturer at renowned universities and institutes.

IN COLLABORATION WITH:

MEDIA

www.sfi.se/mediadesk



Erich Pommer Institut

www.epi-medieinstitut.de



Steven Bachelder

Professor in Artistic Expression in Converging Media at Gotland University

Professor in Artistic Expression in Convergent Media at the University of Gotland

In 2001 Steven Bachelder cofounded the game design education. He is also the appointed chair for the International Research School of Game Design (IRSGD) in collaboration with Uppsala University. Bachelder has been teaching in the interactive arts and convergent media since the origin of hypertext and the CD-rom. Bachelder's focus in games research is the definition of the core essence of game design and its potential in creating new forms of culture and participatory art.



Hanne Palmquist

Head of Nordisk Film & TV Fond

Hanne Palmquist has 17 years of experience in the film industry and recently worked at TV2 Denmark as Head of International Sales. She has worked as a producer at Fine & Mellow, acquisition manager at Nordisk Film, head of PR and international sales at Zentropa and Trust Film Sales, and at the DFI (Danish Film Institute) and Filmkontakt Nord. Hanne holds a master's degree in Culture and Esthetics and a bachelor in World Literature.



Christian Wikander

Head of Drama SVT (Swedish Television)

Christian Wikander has 27 years of experience in the TV industry as a drama originator, film director, assistant director and producer in several TV-series. Together with Peter Falck and SF he created TV Spartacus company. TV Spartacus has produced TV series *Three Crowns* for Swedish Channel 4 and *Seven Sister's* for TV2 in Norway. Christian was Executive producer on the daily drama series *Hotel Caesar* (which he also co-created) for TV2 Norway. He was also Executive Producer of *The truth about Marika* (I-Emmy award, Cannes 2008).



Hans Rossiné

Head of Drama NRK (Norway National Broadcaster)

Hans Rossiné has been Head of the Drama Department at NRK since April 2001. NRK Drama produces series and single dramas, including numerous co-productions with Sweden, Denmark, Finland, and Iceland. Prize-winning and critical successes over the years include *Black Money*, *White Lies*, *At the King's Table* (International Emmy nominee, 2005), *The Berlin Poplars* and the all time high long running series *Blue Sky Blue*. Rossiné has a background as chief theatre critic and television critic, he is Ambassador in Norway for the International Academy of Television Arts and Sciences and chairman of The Norvision Drama Group.



Tomas Eskilsson

CEO Film i Väst

Tomas Eskilsson founded Film i Väst in 1992. Film i Väst is Scandinavia's leading regional production centre (film fund) and invests in many feature films every year (a majority are non-Swedish), several TV-drama productions, short films and documentaries. Film i Väst has co-produced all Lukas Moodysson's films, and all Lars von Trier's films since *Dancer in The Dark*. Recent co-productions include Florin Serban's *If I Want To Whistle I Whistle*, Susanne Bier's Golden Globe winner *In A Better World*, Nils Arden Oplev's *The Girl With The Dragon Tattoo*, Michael Winterbottom's *The Killer Inside Me*.



Per-Erik Svensson

CEO and Commissioning Producer (feature film) Filmpool Nord

Per-Erik Svensson was one of the founders of Filmpool Nord, since 1995 he is CEO of the company. Filmpool Nord has co-produced 60 features, among them *Let the Right One In*, *Elina, As It Is In Heaven*, *Maria Larssons Everlasting Standings* and *The Guy In the Grave Next Door*. They have also co-produced more than 500 shorts and documentaries and several TV-series. Since 2009 Filmpool Nord invests in product development for the audiovisual industry.



Kari Moen Kristiansen

Co-owner and producer Tordenfilm AS

The TV Series *Koselig Med Peis* was Kari Moen Kristiansen's debut as a producer, but she has extensive experience in film production, such as freelance production manager. In the period 2003–2007 she worked as a project consultant for feature films and drama series at the Nordic Film and TV Fund. Kristiansen graduated from the film school Den Norske Filmskolen in 2002.



Martin Persson

CEO, co-owner and producer Anagram Production

Martin Persson's recent productions include feature films as *Four More Years*, *Mr. Governor* and *Morgan Pålsson – World Reporter*. For television, he has produced, among others *The Strong Man*, *The Gynaecologist From Askim* and *Cleo*. Persson has recently coproduced *Lapland Odyssey* and *Forbidden Fruit* by Dome Karukoski, *Pop!* by Simon Staho, *Happy End* by Björn Runge and *The Investigator* by Attila Gigor.



Lene Heiselberg

Audience and media researcher at The Danish Broadcasting Corporation (DR Medieforskning). Heiselberg specializes in qualitative methods. She conducts audience research in collaboration with DR Fiction and has worked on *Sommer*, *Isa's Stepz*, *Borgen* and *Absalons hemmelighed*.



Pontus Bergdahl

CEO MMS



Jessica Ericstam

Work in Progress: Inkognito

Executive producer for TV4 drama and comedy, including titles such as *Solsidan*, *Oskyldigt dömd*, *Inkognito* and the upcoming Hamilton trilogy and Liza Marklund films. Ericstam has an extensive background as a creative developer as well as a script writer and she has written over 400 episodes of TV drama during her 20 years in television.

Johan Hedman

Work in Progress: Inkognito

Producer, Tre Vänner.

Tomas Tivemark

Work in Progress: Inkognito

Scriptwriter, Tre Vänner.

Alain Darborg

Work in Progress: Inkognito

Director.



Johan Mardell

Work in Progress: Anno 1790.

Johan Mardell founded Pampas Produktion AB in 2008 together with Rolf Sohlman and Lisa Dahlberg. For 15 years Mardell worked at Sweden's public broadcaster SVT, during the last 5 years as Head of Fiction. After that Mardell served as Head of Production at AB Svensk Filmindustri, Sweden's largest film production company. During that period he produced among others the two movies about Arn, Sweden's highest budget features productions to date, with over 1,5 million attendants at the box office.



Pål O. Nissen

Work in Progress: Schmokk

Pål O. Nissen started his film and TV career in 1987 as a photographer/director, and quickly made a name for himself as one of Norway's most innovative TV photographers. Since 1991, Nissen has worked as a director, screenwriter and producer of documentaries, drama series, music videos, and commercials. He has also written the screenplay and directed Norway's most popular comedy-series *Borettslaget*. Among the prizes Nissen has been awarded, may be mentioned the Prix Jeunesse for Best Youth Documentary, and the Amanda for Best TV Drama.



Julia Skott (moderator)

Journalist and film and TV critic who has worked in both TV, radio, print and web. Julia Skott has a Master's degree in Film Studies that includes studies in cultural criticism, ethnology and moral philosophy. She writes about culture, media, politics and the Internet, among other in "Weird Science", "Same But Different", "Nya Affärer" and "Aftonbladet".

SUPPORTED BY:



Göteborg International Film Festival is the leading film festival in Scandinavia and – with an audience of 200 000 visitors a year – one of the largest festivals in the world. GIFF is always one step ahead in the search for new talent and tomorrow's stars with:

The prestigious Dragon Awards, including Dragon Award Best Nordic Film and TIBIDA – The Ingmar Bergman International Debut Award.

The Nordic Film Market, February 3–6, presenting the latest and upcoming Scandinavian films to international buyers, sales agents and festival programmers.

The Göteborg International Film Festival Fund, supporting young talent in developing countries, in cooperation with SIDA.

THINGS YOU DON'T SEE EVERY DAY

Nordic Film Market, Göteborg International Film Festival

Olof Palmes Plats 1
413 04 Göteborg
Tel +46 (0)31 339 30 00