



AGENDA

9:15	WELCOME - Presentation of the agenda and the delegates Welcome words by Liselott Forsman , YLE, Head of the Fiction Experts Group, Marie Barraco , Série Series Managing Director and Jeroen Depraetere , EBU, Manager of TV and Future Media.
	BUSINESS MORNING - Moderated by Tone Rønning (NRK / EBU Fiction SG)
9:30	DOMESTIC COPYRIGHT NEGOTIATIONS VS GLOBAL DEMANDS It's a hard fight to make domestic rights negotiations suit international market demands. Update from the situation in Denmark by Lars Hermann , DR, Deputy Head of Drama and in Germany by Susanne Mueller , ZDF, Head of Fiction. Is the momentum now for European pub casters to co-work around these issues? Updates on the Nordic VOD initiative by Tone Rønning and the European co-work initiative by Jeroen Depraetere .
10:15	DISCUSSION: BUILDING BIG BUDGETS AND KEEPING THE BRAND Trials and errors in building international drama budgets. How to control administrative and other costs in external, big budgets and to keep public service fiction brands when selling drama to a global VOD service. What are the strategies of the pub casters in the room?
11:30	DISCUSSION ON SHARING IDEAS, THE SWISS SURVEY Opening comment by Francoise Mayor , RTS, Head of Drama. What new thoughts came out of the RTS study on international commissioning and development processes for drama series? The aim of RTS was to better understand how leading international networks, cable companies and PSB handle script development, identify trends and find best practices. Discussion: What can we all learn? What other knowledge should we share?
12:30	<i>Networking Lunch</i>
	CONTENT AFTERNOON - Liselott Forsman
13:45	HOW MEDICI STARTED THE RENAISSANCE OF ITALIAN TV DRAMA. RAI'S NEXT STEPS. Speakers: Eleonora Andreatta , RAI, Head of Drama, Luca Bernabei , Lux Vide, Chief Executive Officer RAI entered the global series map with the megahit <i>Medici</i> shot in English and starring Dustin Hoffman. What made the Italian-Anglo-Saxon production work? What will change for seasons to come? What is RAI's international strategy for Elena Ferrante's beloved Napoli trilogy? <i>My Brilliant friend</i> will not only be shot in Italian, but in Napoli dialect. RAI is not only moving bravely between languages, but also between genres. Be prepared to face some enchanting sirens in RAI's new fantasy series focusing on the female side of ancient mythology.
14:45	BELGIAN STRATEGIES FOR RISING THE DRAMA LEVEL Speakers: Lut Vercruysse , VRT, Head of Strategy, Helen Perquy , VRT, International Drama Expert How did Belgium become such an interesting TV series country? What is the infra behind the recent Flemish successes? We take a special look at two VRT series which have renewed the crime format; <i>Hotel Beau Sejour</i> and <i>Tabula Rasa</i> .
15.10	<i>Coffee Break</i>
15:25	NEIGHBOURING PUBCASTERS COPRODUCING: A DUTCH FLEMISH SUCCESS STORY Speakers: Jacomien Nijhof , EO, Manager Innovation & Fiction and Wim Janssen , één/VRT, Content Manager Co-producing with your neighbors: Dutch/Flemish success series <i>The Swell</i> touched upon a mutual disaster scenario. How did the neighboring companies decide to co-produce? What else did it take than a risk for a shared nature and a shared language? Let's look into shared joys, as well as challenges and lessons learnt – also from other neighbor co-productions.
15:50	A CZECH POINT OF VIEW: TURNING THE VOD CHALLENGE INTO A WIN Speaker: Jan Maxa , CTV, Director of Content Making best use of the threat from local and global VOD services. How to raise the standard and employ new ideas to compete with established VOD players. Inspiring clips from new Czech drama series.
16:15	DISCUSSION: WHAT IS PUBLIC SERVICE DRAMA REALLY SAYING? Opening comment by Anna Croneman , SVT, Head of Drama There is a growing need for complex story telling in other genres than crime. Escapism is sometimes seen as the alternative to cynicism. This discussion looks for other alternatives.
17.00	UPDATE ON EBU DRAMA PROJECT
17:30	THANK YOU AND SEE YOU AT DINNER!
As from 19:30	INFORMAL DINNER @ RESTAURANT IL PRIMO BACIO (3 rue Montebello, 77300 Fontainebleau) / Please note that each delegate will be asked to pay on his own.