



AGENDA

Tuesday 18 May	
MORNING	
10:30 - 12:30	<ul style="list-style-type: none"> ▪ Welcome words by Tone Rønning, Executive Producer, NRK and Chair of the EBU Fiction Experts Group
	<ul style="list-style-type: none"> ▪ Update Drama 2021: Towards a prebuy network for high end drama <p>A concept aiming at offering EBU Members, a privileged access to European high-end coproduction's while assuring a talent friendly environment to producers, all this preserving some simplicity and agility principles.</p> <p>Host and Moderator: - Elly Vervloet, VRT/ EBU (Belgium / Switzerland)</p> <p>Speakers: - Simone Emmelius, ZDF (Germany) - Manuel Alduy, France TV (France) - Dermot Horan, RTE (Ireland)</p>
	<ul style="list-style-type: none"> ▪ How to make drama sustainable: Green storytelling and green production at stake <p>TV drama has a long way to go when it comes to operating more sustainably. In this session the European Producers club, the Dutch broadcaster NTR, We are Albert and the successful producer of high end drama Howard Ella will share best practice, and will tell how they met challenges and accelerated progress.</p> <p>Host and Moderator: - Tone Rønning, NRK & Chair of the EBU Fiction Experts Group</p> <p>Speakers: - Alexandra Lebret, European Producers Club (France) - Ellen Heemskerk, NTR (Netherlands) - Marina Blok, NTR (Netherlands) - Roser Canela-Mas, Albert / BAFTA (U.K.) - Howard Ella, Netflix (U.K.)</p>

AFTERNOON

▪ **PSM Drama for Youth: What Works? (EBU Young Audiences Initiative)**

Connecting with young adults is a challenge for public service media (PSM), but some EBU Members are nevertheless making significant inroads with the age group. Fiction, in particular, gives PSM an opportunity to connect with young people; but it also brings an opportunity to bring young people together and to help them to understand each other; to realize that their problems are not so different; and that they are not alone.

You will hear about concrete PSM fiction stories that worked well with young adults and that could travel well to other European countries and learn about the elements of success behind those projects directly from the colleagues who worked on them, including:

14:30 - 16:00

The event will also be an opportunity to discuss opportunities for PSM to collaborate around fiction content for young adults.

Host and Moderator:

- Madiana Asseraf-Jacob, EBU (Switzerland)

Speakers:

- Maria Thornqvist, SVT (Sweden)

- Sened Dhab, France Télévision (France)

- Ellen Dorrestein, AVROTROS/NPO (Netherlands)

- Simon Holy, Czech Radio (Czech Republic)

- Rogerio Gomes, RTP (Portugal)
