



Fiction Experts Annual Meeting

Rome, 12 and 13 October 2022
In partnership with RAI and MIA

AGENDA

Hotel Sinae Bernini Bristol – (Piazza Barberini, 23 - 00187 Rome, Italy)
Sala Tacito/Orazio - Lower Floor

WEDNESDAY 12 OCTOBER 2022	
14:00 - 14:15	Welcome words & introduction by Maria Pia Ammirati, Head of Drama, Rai and Sened Dhab, VP Scripted Digital, France Télévisions and Chair of the EBU Fiction Experts Group
14:15 - 15:00	<p>Panel discussion: International co-productions and the importance of setting up collaborative patterns within PSM in nowadays' competitive landscape.</p> <p><i>Panellists:</i></p> <ul style="list-style-type: none"> Manuel Alduy, Head of Cinema and International Development, France TV Maria Pia Ammirati, Head of Drama, Rai Gaelle Armentano Conte, Head of Rights Acquisition – Rai Cinema Elly Vervloet, Expert international coproductions VRT & EBU <p><i>Moderator:</i></p> <ul style="list-style-type: none"> Sened Dhab, VP Scripted Digital, France Télévisions and Chair of the EBU Fiction Experts Group
15:00 - 15:30	<p>BBC Presentation by Sophie Garnham, Director of Commercial Development and Partnerships and Mike Griffiths, Director, Commercial, Rights & Business Affairs.</p> <ul style="list-style-type: none"> Overview of BBC drama strategy, the UK market and funding models, The evolving relationship between BBC and co-producers, BBC's approach to acquisitions and pre-buys, Future collaboration opportunities between BBC and EBU partners.
15:30 - 16:00	<i>Coffee Break</i>
16:00 - 16:30	<p>State of fiction Worldwide by Richard Broughton, Research Director, Ampere Analysis</p> <p>This presentation will focus on the key themes which are driving changes in the European scripted TV market, exploring: some of the macroeconomic and market performance factors influencing the ability of different sectors to invest in content; examining the differences in approach to scripted commissioning activity taken by pay TV, streaming groups, commercial broadcasters and public service media organisations; and looking at where the emerging opportunities are for local production, partnership and distribution of scripted TV.</p>
16:30 - 17:00	<p>State of fiction for Public Service Media (PSM) by Robert Hurt, Visiting Researcher, EBU Media Intelligence Service (MIS)</p> <p>This presentation will be based on the MIS Report, Fiction & PSM. It will begin with a brief overview of the importance of the PSM-Fiction relationship for both PSM, audiences and the creative industry, before exploring some key opportunities in Fiction for PSM.</p>
17:00 - 17:20	Q/A
17:20 - 17:30	Towards a new edition of the “ Eurovision Film Week ” by Natalija Gorscak, Senior Editor/Producer, RTVSLO
17:30 - 18:00	Wrap up and presentation/preparation of the sessions coming on the next half day

THURSDAY 13 OCTOBER 2022

9:00 - 9:15	Welcome (back) words & introduction day 2 by Sened Dhab, VP Scripted Digital, France Télévisions and Chair of the EBU Fiction Experts Group
9:15 - 10:15	Working with platforms: Sharing experiences (good and bad) on rights, financing, editorial control etc... in collaborating with local and global platforms: <i>Session Producers:</i> <ul style="list-style-type: none">• Anna Croneman, Head of Drama, SVT• Simone Emmelius, SVP International Fiction - Co-Production and acquisition. ZDF• Elly Vervloet, Expert international coproductions VRT & EBU
10:15 - 11:15	Linear vs non-linear distribution (incl. Broadcasters laws) What is the experience of public service nonlinear distribution (platforms, audience, acceptance) and how it works compare to linear? What national laws cover nonlinear broadcasting? <i>Session Producers:</i> <ul style="list-style-type: none">• Brigitte Dithard, Commissioning Editor, ARD/SWR• Veronika Slamova, Head of production - Fiction Programming, CTV
11:15 - 11:45	<i>Coffee Break</i>
11:45 - 12:45	Writer's rooms & showrunners in Europe Is "show running" the new model? What does exactly being a showrunner in Europe mean? Ivan Cotroneo (<i>An Imperfect Mom, Mermaids, The Swan Company, etc...</i>) will tell us more about his work and experience as a showrunner. <i>Session Producers:</i> <ul style="list-style-type: none">• Marina Blok, Head of Drama, NTR• Walter Ingrassia, Head of Marketing and Promotion, Rai Fiction• Patrick Suhner, Commissioning Editor Drama, RTS
12:45 - 13:00	Wrap up and goodbye
13:30 - 14:30	<i>Buffet lunch - Terrace Nuovo Cinema Barberini</i>