



FICTION EXPERTS' GROUP

in cooperation with Série Series – Les Rencontres de Fontainebleau

Fontainebleau (France), 30 June 2015
Hotel L'Aigle Noir – Salon Murat

AGENDA – 15.06.2015

Public Service Drama in The Big Players Game

9:30 - 10:00	REGISTRATION
10:00 - 10:15	WELCOME by Bettina Brinkmann , Head of EBU TV Unit and Liselott Forsman , YLE, Head of the Eurovision Fiction Expert Group Presentation of agenda and Tour de Table
	BUSINESS MORNING
10:15 - 11:15	<p>HOW MUCH DO WE PAY FOR WHAT?</p> <p>International drama distributors invest at early stages to get the right fiction in their catalogues. Public service companies tend to be both early and big investors. Within Europe the correlation between investments and income shares still vary a lot, also due to legislation. What does a good international financing plan look like?</p> <p>How is the division with broadcasters and production companies? What shares equal what rights? How do the creative talent and other right holders come in? Is there a need for a European co-ordination also concerning the EU digital single market ideas?</p> <p>Speakers Susanne Müller Head Of Feature Films and International Series, ZDF (Germany) Lars Hermann, Deputy Head DR Drama, DR (Denmark)</p> <p>DISCUSSION</p>
11:15 - 11:45	<p>FISCAL INCENTIVES – a growing trend in European TV Drama financing</p> <p>During 2010 - 2014 twelve new fiscal systems were introduced in Europe to support TV, video games and film production. Today these systems already help the internalization of media in 17 European countries. What are the real pros and cons? Why do some countries still lack them?</p> <p>Since tax shelter was introduced in Belgium in 2003, the system is said to have brought 600 million euro in private investment to the country's film industry. Through enlightening case studies we will learn how tax shelter helps Flemish VRT guarantee its own TV drama a strong position in times of savings.</p> <p>Speaker Bert Mispelters, Business Manager, VRT (Belgium)</p> <p>DISCUSSION</p>
11:45 - 12:45	<p>PUBLIC SERVICE DRAMA AND THE TV DRAMA MARKET OF TOMORROW</p> <p>Production companies, private and public channels, VOD companies, video aggregators, distributors... and drama talent. There are more players in the global TV drama business than ever, but who has the keys? Where should public service come in? What drama should be made with tax or license payers' money? How do we best partner up with our local audiovisual industry and with the global players?</p> <p>CONFIDENTIAL CONCLAVE DISCUSSION. PUBLIC SERVICE ONLY.</p>
12:45 - 14:00	LUNCH BREAK (offered by EBU): NETWORKING



CONTENT AFTERNOON	
14:00 - 16:00	<p>NEW EUROPEAN HIT SERIES AND PUBLIC SERVICE FACTORS</p> <p>Norwegian and French series have travelled some time already. Is Switzerland next in line? The session includes case studies of three drama series which all were commissioned by public service companies. They reached great ratings at home and now travel internationally.</p> <p>What went right? How did the commissioners and the creators work together? Each case study will include screening of the first five minutes. Why was the audience hooked from the start and how come it stayed? What themes and processes make these local stories go global? And most important, for public service ears only: What almost went WRONG?</p> <p><i>The Heavy Water War</i> (6x45) A period thriller revealing how Hitler's nuclear weapon project was disturbed by the heavy water sabotage in Rjukan, Norway. The angles are the German side, the allied, the saboteurs and the energy company. The series hit top NKR ratings ever and is travelling globally. Speakers: Tone C. Ronning, Commissioning Editor, NRK (Norway) Mette M Bølstad, Head Writer, Monster Scripted / Filmkameratene (Norway)</p> <p><i>The Witnesses</i> (6x48) A drama suspense thriller about bizarre crimes committed in dramatic Normandy landscapes and the police duo trying to solve the mystery. The series achieved excellent ratings at home and will be screened prime time on CH4 in UK. Before screening in Australia, journalist Justine Burke commented: "The French seem eager to show their Nordic neighbors how noir is done" (28.02.2015, <i>The Australian</i>) Speakers: France Camus, Commissioning Editor, France Télévisions (France) Fabienne Servan-Schreiber, Producer, CinéTévé (France)</p> <p><i>Station Horizon</i> (7 x 48') is a comedy-drama fiction TV series co-produced by RTS (Radio Télévision Suisse) and distributed internationally by Zodiak Media. Inspired by classic American freedom ideas a Swiss valley community, fights for its survival against the threats of a fast moving society. Ex-con Joris returns home after 25 years to face past demons in a modern Western atmosphere. Speakers: Françoise Mayor, Editor and Producer, RTS (Switzerland) Pierre-Adrian Irlé, Author, Producer, Director, Jump Cut Production (Switzerland) Romain Graf, Author, Producer, Director (Switzerland)</p> <p>GENERAL DISCUSSION: Depth is a selling factor! European publicly financed TV drama as a hit factory. What can we learn from one another?</p>
16:00 – 16:30	<p>EUROPEAN PUBLIC SERVICE PITCHES (working title)</p> <p>Funny Europe – Live Event. Instant drama on hot European topics. Love Locks – Romantic series on couples from different European nations connected by the bridges of Seine.</p>
16:30 – 17:00	<p>CLOSING DISCUSSION</p> <p>Delegates round: How to share knowledge and inspiration in the future within the EBU Fiction Group. Relevant issues to discuss and upcoming themes. Info on Steering group elections in 2016</p>
17:00 - 18:00	Steering Group Meeting – Upon invitation
20:00	<p>JOINT DINNER (offered by EBU) Hôtel Victoria, 122 Rue De France - 77300 Fontainebleau</p>