



## FICTION EXPERTS' GROUP

in cooperation with Série Series

Moderated by Liselott Forsman (Yle), Chairman of the Eurovision Fiction Experts' Group

Fontainebleau (France), 28 June 2016  
La Demeure du Parc - 36 rue Paul Seramy

10:00	<p><b>WELCOME - PRESENTATION OF PROGRAM AND DELEGATES</b> Liselott Forsman, Chairman of the Eurovision Fiction Experts' Group, Yle (Finland) Marie Barraco, Managing Director, Série Series (France) Jeroen Depraetere, Manager of TV and Future Media, EBU (Switzerland) <b>EBU UPDATE</b></p>
	<p><b>BUSINESS MORNING</b> <b>Moderated by Tone Rønning (NRK), Eurovision Fiction Steering Group</b></p>
10:15	<p><b>GETTING ARTIST RIGHTS RIGHT</b> Platform neutral rights and other important rights negotiations in 2016. Next steps of the DR/EBU survey. <u>Speaker:</u> Lars Hermann, Deputy Head of Drama, DR (Denmark)</p>
11:00	<p><b>GREAT AND NOT SO GREAT DEALS</b> How to avoid bad surprises when going international? What is a good distribution deal? How income shared and budget is controlled? How does a PSM company get all global rights and organize export to more than 100 countries? Discussion on present and future business strategies. <u>Speakers:</u> Susanne Müller, Executive Director Fiction, ZDF (Germany) Médéric Albouy, Head of Drama and Series Co-productions, France Télévisions</p>
12:30	<p><i>Networking Buffet Lunch</i></p>
	<p><b>CONTENT AFTERNOON</b> <b>Moderated by Liselott Forsman (Yle), Chairman Eurovision Fiction Experts' Group</b></p>
13:30	<p><b>THRILLING WITHOUT KILLING – building brighter, but still complex, stories</b> Popular series are not all about noir – hope and solidarity are back and travelling! To understand present Europe we look back to times of more enthusiasm. RAI drama <i>Once Upon a Time: Studio Uno</i> welcomes public service came to Italy and ZDF series <i>Ku'damm 56 – Rebel with a Cause</i> rock to Germany. Scandinavia's top comedy creators' dive into complex family structures in the age of remarriages in drama series <i>Bonus Families</i>. SVT commissioned and the other Nordics lined up to co-produce. Turkish TRT exports drama all over the globe, but the first TRT remake <i>What Happened to my Family</i> is a modern family series based on a Korean original. <u>Speakers:</u> Luca Milano, Vice Director, RAI Fiction (Italy) Marc Lepetit, Exevutive Producer, UFA Fiction (Germany) Christian Wikander, Head of Drama, SVT (Sweden) / TBC</p>
14: 45	<p><i>Coffee Break</i></p>
15:00	<p><b>DRAMA AS THE WATCHDOG OF SOCIETY – fictionalizing tough themes</b> PSM drama should be the watchdog of society. What are the means to hook audiences while investigating our societies and how do we avoid pedagogic tendency drama? NRK asks ethical questions on an international level with <i>Nobel</i>, the series on Norwegian troops withdrawing from Afghanistan. DR investigates financial crimes in <i>Follow the Money</i>. The series' main author Jeppe Gjervig Gram (TBC) was inspired by the global financial crises 2008. <u>Speakers:</u> Jeppe Gjervig Gram, Screenwriter (Denmark) Tone Rønning, Commissioning Editor, NRK (Norway)</p>



15:45	<p><b>SURPRISE SMART YOUNG VIEWERS – AND GET ALL AGES</b></p> <p>Online series are spreading fast and summoning younger generations back to public service, but what is the trick to engage and hook? How do the creators of 2014 Eurovision Fiction format winner <i>#lovemilla</i> turn real life mental problems into an online series? NRK teen online series <i>Shame</i> targeted the young, but went madly viral and attracted all ages in Norway. Let's see how everyday dilemmas are narrated to young audiences.</p> <p><u>Speaker:</u> Marianne Furevold Executive Producer NRK (Norway)</p>
16:00	<p><b>PITCH OF A NEW PROJECT LAND OF GIANTS</b></p> <p>A European fantasy series in development with the help of YouTube.</p> <p><u>Speaker:</u> Robert Franke, Head of Drama, ZDF (Germany)</p>
16:15	<p><b>CO-PRODUCING UPDATE</b></p> <p>Update on <i>LOVE</i> fiction project and discussion on fiction part of music project <i>Beethoven</i></p>
16:30	<p><b>NEXT ACTIONS AND EVENTS TO VISIT</b></p> <p>Creative Forum, Rose d'Or and other next events to visit. New members invited to join the steering group.</p>
17:00	<p><i>Closing</i></p>