

## EBU FORMATS FORUM 2024

### ADDRESS:

Sentralen  
Room Kronensalen (4<sup>th</sup> floor)  
Øvre Slottsgate 3  
0157 Oslo

### Day 1 - Wednesday 18 September

**11:45 – 12:30      REGISTRATION AND WELCOME SNACKS**

**12:30 – 13:15      WELCOME AND KEYNOTE BY LINDA GREEN**

*Linda Green, Director at Leading Creative Talent and former Head of Creative Leadership at the BBC, working on the creation of formats including Top Gear and Dancing with the Stars, will kick off the event with a keynote on 'The 3 C's for a winning format': competition, change, and choice. Linda's expert insights on what makes a great format will set the tone for an event filled with learning, inspiration, and networking.*

**13:15 – 14:45      SESSION I: POLITICAL AND SOCIETAL FORMATS**

*These sessions will take a closer look at six successful formats that shape our understanding of politics and/or society. These formats aim to educate, inform, and inspire, but also entertain audiences while addressing important societal issues. The presentations will be followed by a collaborative discussion where participants will be able to share their thoughts and experiences.*

- The Powerwall – RTBF
- A Ticket to Europe – RTBF
- How Does Switzerland Act? – SRF
- The 90s for Teens – VRT
- The Bookmarker Club – VPRO
- A Reason to be Jolly – VRT

**14:45 – 15:15      DISCUSSION: POLITICAL AND SOCIETAL FORMATS**

**15:15 – 15:45      NETWORKING COFFEE BREAK**

## **15:45 – 16:45      SESSION II: CHALLENGES AND COMPETITION**

*This session will showcase four formats that focus on challenges and competition. These formats aim to entertain the audience by either bringing local celebrities, extreme conditions, or by rebooting previously successful formats.*

- The Dream Factory - VRT
- Well played - VRT
- Wonderful World of Sports – NRK
- Easter or Die- NRK

## **16:45 – 17:15      DISCUSSION: CHALLENGES AND COMPETITION**

## **17:30                      END OF DAY 1**

## **19:30                      DINNER (AT PARTICIPANT'S OWN EXPENSE)**

*New Delhi Restaurant*  
Tjuvholmen allé 2  
0252 Oslo

## **Day 2 – Thursday 19 September**

## **9:00 – 9:30              WELCOME COFFEE**

## **9:30 – 10:30          SESSION III: LET'S TALK ABOUT LOVE**

*These four formats all have a common theme – love and success. Following the presentations, we will also take the opportunity to explore what typically makes a commercially structured format successful in PSM.*

- Love on Trial – DR
- I Kissed a Girl – ITV
- Love Hunters – ZDF
- The Physics of Love – Rai

## **10:30 - 11:00          DISCUSSION: LET'S TALK ABOUT LOVE**

## **11:00 – 11:30          NETWORKING COFFEE BREAK**

**11:30 - 12:00          SESSION IV: PAPER FORMATS**

*This session will showcase paper formats in the early stages of development.*

- New Heights – NRK
- Sisterhood - Change your Life with the Power of Pleasure - WDR
- The Backpack of Life - VRT

**12:00 – 13:00          NETWORKING LUNCH**

**13:00 – 14:10          SESSION V: DEVELOPMENT FORMATS**

*The formats in this session have all been developed recently, but are available for format acquisition or co-production.*

- Double Cross – DR
- Shaped by History - DR
- Blind Conviction – RTBF
- Comedy Expedition Challenge – RTBF
- Meet My Family Wedding Dress – RTBF
- The Hiding Game - NRK

**14:10 – 14:40          VOTING AND NETWORKING COFFEE BREAK**

*This year, three best formats will be awarded, one in each of the following categories:*

- *Favorite format*
- *Format that best reflects PSM values*
- *Favorite paper format*

**14:40 – 15:00          WINNERS ANNOUNCEMENT AND CLOSING REMARKS**

**15:00                      END OF THE EVENT**