



3D EXCHANGE: FILM & TV

Los Angeles, 8 – 13 August, 2010

MEDIA XCHANGE
MEDIA CONSULTANTS

Host Companies

Companies to be approached include:

Studios

Warner Bros, Disney Studios, NBC Universal, 20th Century Fox Studios

Channels

DirecTV, Disney Channel, Discovery, Fox Television, Warner Bros TV, NBC, CBS, National Geographic

Production & Post-production

DreamWorks animation, Pixar, AEG Digital Media, Prime Focus, Stereomedia, Legendary Pictures, LightStorm Entertainment

Manufacturers and Technology

Sony, Philips, Panasonic, Real D, Nvidia, Technicolor

“There’s a learning curve involved for everybody; producers want to be confident that their investment is going to pay back in terms of a viable business model.... there’s always an unknown when you’re starting off something in the very beginning”

Brian Lenz, Sky’s director of product design and development

MediaXchange will move you along that learning curve through this 3D Exchange

The Opportunity

In 2009, four of the top ten features released were in 3D.

In 2010 it is likely to be DOUBLE

How can the popularity and profitability of 3D work on the small screen, as well as the silver screen?

The week long Exchange to L.A. will look at the challenges and opportunities of stereo 3D for TV and Feature Heads of Production, Producers, and Executives through structured meetings with the US front-runners in the arena.

For Discussion

- ❖ Why now - will 3D TV really succeed, when HD hasn’t yet reached capacity?
- ❖ Financing 3D – what are the additional costs for shooting 3D, and what are the funding streams? How can profitability be maximized?
- ❖ Production and post – what equipment is available and what is the workflow?
- ❖ Genres – what works in 3D and where are the opportunities?
- ❖ Converting 2D to 3D – Is this a way forward, and how can standards be ensured?
- ❖ Advertising and Branding – how do advertisers exploit 3D?

Sample Schedule: A mock-up of meetings

Day 1	Executive Meetings	Day 2	Production/Post-Production
10:00	Executive Vice President DirecTV	10:00	CEO Post Production Prime Focus
11:30	Senior Executive Brand Development Discovery Communications	11:30	Senior 3D Consultant Stereomedia
13:00	Lunch with Head of Digital Content Twentieth Century Fox	13:30	Lunch with Digital Producer Sony Pictures Entertainment
14:30	President Films National Geographic	15:00	Tour of Facility AEG Digital media and LA Live
16:30	Creative Executive Pixar		
19:00	Imax 3D Screening	17:30	Return to Hotel

How to Book

For more information, including details of fees, terms and conditions, or to REGISTER [please visit our website HERE!](#)

Please Note: Places in this Exchange will be limited; both to ensure the best experience for our participants and their interaction with their US hosts.

LONDON OFFICE

1 Noel Street
London W1F 8GA
T +44 (0)20 7734 2310
F +44 (0)20 7287 0096

info@mediaxchange.com
www.mediaxchange.com
Company no. 4332501

