



MEDIA XCHANGE
MEDIA CONSULTANTS

INNER MARKET

2009 London - Los Angeles - New York

Outline

In adding the Inner Market to your Exchange or Event, you will have access to the following opportunities:

Meet **one-on-one** with host companies and senior creative professionals for direct sales contacts

Receive input on individual projects and strategies

Market demands show that significant interest exists to build on the valuable groundwork established through our events. The Inner Market provides you:

More direct opportunities to pitch and sell into key markets

Valuable consultation time on writing practices and development.

Development

Delegates will discuss the elements essential to effective development which is key to successful quality programming sustainable on-air.

Pitching

Pitch YOUR own projects directly to development and programming executives at networks, production companies and agencies

OR IN REVERSE...

Invite individual pitches FROM host companies to review scripted and unscripted formats, which could be made available for your home market.

Creative

For the analysis and application of writing practices with selected MediaXchange experts.

Improve the efficiency of your development process through a focus on an individual creative need or script/s.

Submit projects for expert analysis and help from writers and producers on content feasibility, including character, structure and story.

How to present your project at concept, outline, treatment or script stage.

Where can I take part?

The Inner Market will initially be offered for Los Angeles, London and New York. It will also be made available during the course of 2009 as a custom made schedule for clients seeking closer direct contacts throughout Europe, the CIS and Canada.

When can I take part?

Our **Exchanges** and **Events** have been enhanced for 2009 by the **Inner Market** to better progress the business of our clients.

Inner Market meetings will be scheduled to take place during the day on Friday, after conclusion of your Exchange or Event schedule. Thereby extending your stay by one day and in order to immediately build upon the market knowledge you are acquiring through that Exchange or Event.

This will be a day of dedicated sales and/or development meetings in which we will be addressing even more directly the needs of our clients for fruitful and focused meetings.

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How will I take part?

At the time of registering for your Exchange or Event, please indicate that you wish to include the Inner Market, an option found on the [Registration Form](#).

We will then set a teleconference date and time to assess your needs, confer on potential meeting hosts and support materials. Followed by setting up meetings, subject to host availability, to best match your interests.

How to Book

To obtain a Registration Form and a project form to reserve your place:

- visit our website: www.mediaXchange.com
- email: info@mediaXchange.com
- or call: London: +44 207 734 2310

Please note that registrations for the Inner Market will only be accepted up to three weeks prior to start date of Exchange or Event for sufficient preparation time. There will be no exceptions.

Sample Schedule

Option	Friday Morning	Lunch	Friday Afternoon
Pitching	9.30 Development Consultant Key aspects of pitching to this market 11.00 Pitch Meeting 1	12:15	13.30 - Pitch Meeting 2 15.00 - Pitch Meeting 3 17.30 - Conclusion of Inner Market
Creative	10.00 Creative Consultant – Writing Practices 11.30 Creative Session 1 With Writer/Producer	13:30	14.15 - Creative Session 2 With Writer/Producer 16.00 – Creative Session 3 Development Executive 17.30 Conclusion of Inner Market

In taking part, you will need the following materials:

- For Pitching, Development and New Media: Outline, treatment, etc to support any project/s – one page summary only
- If receiving pitches, you will need a wishlist/outline of the genres/types/strategies you are interested in – one page summary only.
- Materials will not be sent in advance to those whom you will meet, so pitching will be key and therefore addressed in the first session.

Inner Market Fees

The Inner Market will be offered only in combination with either an Exchange or Event, not as a standalone item as yet.

US Exchange **plus** Inner Market Combo Fee: £4950.
Inner Market Deposit: £1000

Payment of the Inner Market Deposit must be made at the time of registration or no later than the deadline of three weeks prior to start date of Exchange or Event. There will be no exceptions.

“Ideas are shared, lessons taught and learned, and above all, relationships established. I don't know of a single other program that provides this invaluable service. I look forward every year to dealing with these fascinating, talented, and fun people.”

Glen Mazzara, Creator/
Executive Producer, *Crash*

