



MEET THE BRITS: COMEDY AND ENTERTAINMENT

London, 4-6 November 2009

MEDIA XCHANGE
MEDIA CONSULTANTS

Host Companies

The selection of UK Comedy and Entertainment companies to be approached will include:

Broadcasters

BBC
ITV Networks
Channel 4
Five TV
UKTV
Paramount Comedy Channel
BSkyB

Production Companies

Bullseye TV
Baby Cow Productions
Tiger Aspect Productions
Hat Trick Productions
Zig Zag
Shine Ltd.
Talkback Thames
Company Pictures
19 Entertainment
Objective Productions
Roughcut Television
Zoetrope (Endemol company)

Distribution/Sales

Avalon Television
Zodiak International
Granada International
Sony Pictures TV International
RDF Media Group
BBC Worldwide

New Media

Bebo
Conker Media
Stream
Expanding Universe
Six to Start
Rockabox Media
Virgin Media

Agents

Curtis Brown
Princess TV

The Opportunity

A 3-day event for producers and creative and development executives from the fields of comedy and entertainment. Our schedule will enable you to gain the best insight into the underpinnings of the success of the UK's comedy and entertainment industries.

Meetings with key professionals will allow you to examine these two genres side by side. Often seen as competitors for network slots, both are essential assets to a network's schedule.

Themes

Creative and development strategies for programs.

Current successes and trends in scripted and unscripted formats.

Accessing UK talent and potential co-producers.

New media influences on the creation of comedy and entertainment today.

Finding and keeping your audience across all new available platforms.

Previous Participants

Previous participating companies in the Meet the Brits events include:

- ZDF (Germany)
- MNET (South Africa)
- TV Norway (Norway)
- France 2 (France)
- MTV Media OY (Finland)
- HBO Central Europe (Hungary)
- TV2 (Denmark)
- Romanian Television
- Swiss TV (Switzerland)
- Super RTL and RTL (Germany)
- NRK (Norway)
- Film Huset (Norway)
- SBS Broadcasting Europe (Netherlands)
- Metronome (Denmark & Norway divisions)
- Eyeworks (Belgium)
- Monster Entertainment (Norway)

"Thanks to MediaXchange and the bridges built between our two territories, we are now in contact with the leading UK companies in the entertainment genre... the best door-opener with the most unique relationships."

Frank Klasen,
Head of Department
Super RTL

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

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





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Details

The week will begin with participants arriving and settling-in at their London hotel on Tuesday, November 3rd. In advance of the commencement of the schedule, the group will meet in the evening for the MediaXchange Welcome and Overview Session.

Exchange meetings will start on Wednesday, November 4th and conclude on the afternoon of Friday, November 6th.

How to Book

Most meetings will take place at the premises of the host companies. Transportation to all meetings will be provided. To obtain a Registration Form and reserve your place:

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

Sample Schedule

COMEDY		ENTERTAINMENT	
10:00	VP Programming & Planning—Paramount Comedy	10:00	VP of Programming—Distraction Formats
11:30	Head of Comedy—Tiger Aspect	11:30	Head of Entertainment—19TV
13:30	LUNCH – with Senior Researcher, TAPE	13:30	LUNCH – at the BBC commissary
15:00	New Media Producer—Channel 4	15:00	Creative Director—BBC Television
16:30	Controller of Comedy—ITV	16:30	Commercial Director—RDF MEDIA

Fees

Event Fee:
£2500

Due on registration:
Event Deposit £1000

Balance:
£1500, to be settled at least 3 weeks prior to the Event

Click here for [Registration](#) and [Terms](#) for details on what fees include.

“The 3 days of Meet the Brits were perfectly planned and well-organized. It was a dazzling journey through the British audiovisual landscape and the meetings were of very high quality.”

Peter Bouckaert
COO, MMG/Eyeworks
Belgium

