



MEDIA XCHANGE
MEDIA CONSULTANTS

SHOWRUNNER: TV DRAMA SERIES

Los Angeles, March 4-9, 2012

Host Shows

Amongst the one-hour series our participants have spent time with in recent years are:

- **ABC, ABC Family, Lifetime**
Brothers & Sisters
Desperate Housewives
Body of Proof
Pretty Little Liars
Lost
Ugly Betty
Pushing Daisies
Greek
Army Wives
- **CBS, The CW, Showtime**
CSI
Cold Case
Criminal Minds
Ghost Whisperer
Dexter
- **NBC, USA**
Law & Order: SVU
Royal Pains
White Collar
Heroes
Friday Night Lights
- **Fox, FX**
House
Bones
Justified
Sons of Anarchy
24
- **HBO, TNT**
The Closer
Leverage
Luck

“the opportunity to participate in your program, pays dividends in exposing us to other methods and personalities in this rapidly changing and always fascinating business.”

*Jeff Melvoin, Showrunner
Army Wives, Lifetime &
Co-Founder, WGA West
Showrunner Training Program*

The Opportunity

A unique opportunity to focus with Showrunners, writers, producers, studio and network executives on how a Showrunner combines their creative and managerial roles with ultimate responsibility for the vision and success of their show.

Examine the piloting and development process at creator, studio and network levels.

Discover creative and business practices which could be applied to your shows.

Workshop character and story structure, development strategies and pitching techniques with experienced US creatives.

The Benefits

Understand how different key creatives and executives in US original programming tackle their concept development and show management issues.

Connect with fellow US and international producers seeking to source the best creative practices and potential partnerships to make shows with global impact and cross platform reach.

Review changes being made in writing and production practices to meet alternatives for one-hour, half-hour and limited series formats, new financial models, brand integration and transmedia.

Previous Participants

Previous participating companies in the Showrunner Programme include:

- **BBC Drama** (UK)
- **ITV Network** (UK)
- **Studio Hamburg** (Germany)
- **Eyeworks/MMG** (Belgium)
- **Red Productions** (UK)
- **RTL Television** (Germany)
- **Rubicon TV/Metronome** (Norway)
- **Telefe** (Argentina)
- **Fine & Mellow Prods** (Denmark)
- **RTE** (Ireland)
- **Lux Vide** (Italy)
- **Talkback Thames Television** (UK)
- **UFA Film & TV Productions** (Germany)
- **SVT** (Sweden)
- **VRT** (Belgium)
- **YLE** (Finland)
- **Five TV** (UK)
- **Lagadere Media** (France)
- **Endemol Italia** (Italy)
- **Danmarks Radio** (Denmark)
- **Bob Films** (Sweden)
- **Studio-A** (Belgium)

How to Book

For more information, including details of fees, terms and conditions please see next page.

To obtain a registration form and to reserve your place:

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

Please Note: Places in the Showrunner programme will be limited; both to ensure the best experience for our participants and in line with the number of shows expected to be in production.

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Details

Delegates will need to **arrive on Saturday, March 3rd** in order to be ready for the Industry Overview session, led by a senior US TV drama series professional on the morning of **Sunday, March 4th**. The schedule will conclude at lunchtime on **Friday, March 9th**.

During the course of the week, the Showrunner group will interact with meeting hosts to provide participants with access not only to leading US practitioners but also to fellow members of the group. Assignments in the week's schedule will therefore include:

- ❖ Informative discussion panels with US professionals at which all members of the Showrunner group will have the opportunity to meet Showrunners, writers, producers and executives to address contrasting Writers Room and production practices
- ❖ Delegates may be paired together to meet individual Showrunners and spend time at shows in the Los Angeles area
- ❖ Industry meetings for the Showrunner group with network, studio and production company executives to explore their roles and current trends
- ❖ An opportunity to screen your own projects for fellow members of the group
- ❖ Workshop sessions will address practices and strategies in the development process or provide input regarding character development and story structure

Fees

Exchange Fee: £4500

Deposit due on registration: £1000

Balance: £3500 to be settled at least 4 weeks prior to the Exchange.

The Showrunner fee includes hotel accommodation, certain lunches and main ground transportation (excluding airport transfers). Participants are responsible for their own flights to the US.

Car(s) may be assigned for participants to drive during the week if MediaXchange determines them as being necessary to the transport needs of the Schedule. If so, car(s) will be covered in the Showrunner Fee.

Showrunner meetings will take place at the offices or studios of host shows and companies or the participants' hotel.

Click here for details of [Registration](#) and [Terms](#).

*"fantastically insightful, incredibly well organized and charmingly hosted. I leave LA with A LOT of food for thought."
Emma Strain, Producer
BBC, UK*

*"an inspiring and educational week in Los Angeles... a great experience for me, that will be very useful."
Karin Gidfors, Writer
The Fjällbacka Murders
Tre Vänner Produktion,
Sweden*

Spring 2011: SHOWRUNNER & SHOW SESSIONS INCLUDED:		Spring 2011: EXAMPLES OF COMPLEMENTARY MEETINGS:	
ABC	Brothers & Sisters Sessions with writers and producers of this returning broadcast show to review Writers Room and writing process	Sunday Welcome & Overview	New Shows In Production With Creator & Executive Producer of Luck (HBO) & Creator & Executive Producer of UnderEmployed (MTV)
FX	Justified Meet Showrunner/Executive Producer and observe Writers Room of second season cable network show	Panel Discussion	Procedural meets Serial Exec Prod/Co-Showrunner of CSI with Creator/Showrunner Pushing Daisies & Exec Prod Heroes Exec discuss differing story approaches
ABC Family	Pretty Little Liars Follow Showrunner through writing, directing and production of the week's episode of the popular second season cable network show	Industry Meeting (part of Group)	USA Network SVP and Original Scripted Programming & Development Team, (Developing Original Programming for Cable)
TNT	Leverage Meet Co-Creators/Showrunners, sit in on Writers Room story breaking sessions, follow post production and editing of independently produced, returning cable show	Group Visit	House (Fox) Meeting with Creator, Showrunner and Executive Producers/Writers on the challenges facing a successful long running returning show
CBS	Criminal Minds Observe writing and production of returning show with writing Executive Producers and Supervising Producers	Panel Discussion	Dynamics and Demographics Discussion with team of Executive Producers for ABC's Body of Proof , with US premiere following successful premieres overseas)

