



MEDIA XCHANGE
MEDIA CONSULTANTS

SHOWRUNNER EXCHANGE: TV DRAMA

Los Angeles – September 12-18, 2009

Host Shows

Previous Exchanges have spent time with drama Showrunners and shows including:

- **ABC/ABC**
Family/Lifetime Brothers & Sisters, Lost, Ugly Betty, Greek, Army Wives, Dirty Sexy Money, Pushing Daisies
- **CBS/Showtime** – CSI, Cold Case, Criminal Minds, Ghost Whisperer, Without a Trace, Dexter, Brotherhood, Terminator: The Sarah Connor Chronicles
- **The CW** – Smallville
- **HBO/TNT** – Deadwood, John from Cincinnati, The Closer
- **Fox/FX** – 24, House, Bones, The Shield, The Riches
- **Starz** – Crash
- **NBC/USA** – Heroes, Law and Order: SVU, Friday Night Lights, Monk

The Exchange week will also feature industry meetings with programming and development executives at major networks, studios and production companies.

The Opportunity

A unique opportunity to focus with Showrunners on how they combine their creative and managerial roles with ultimate responsibility for their show. Observe show writing teams at work and interact with Writer/Producers on the writing practices being used for US shows.

Examine the pitching process at creator, studio and network levels. Workshop a project with writing producers and development executives practised in the US process.

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

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 drama 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 for transmedia scripted drama and advertiser funded programming.

Previous Participants

Previous participating companies in the Showrunner Exchange: TV Drama include:

- **BBC Drama** (UK)
- **ITV Network** (UK)
- **Eyeworks/MMG** (Belgium)
- **Red Productions** (UK)
- **RTL Television** (Germany)
- **Rubicon TV/Metronome** (Norway)
- **Telefe** (Argentina)
- **Icelandic Television Co.** (Iceland)
- **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)

How to Book

To obtain a [registration form](#), fees, dates, etc and to reserve your place:

- visit our website: www.mediaXchange.com
- email: info@mediaXchange.com
- or call: London: +44 207 734 2310, Los Angeles: +1 323 650 5881

Please Note: Places in this Exchange will be limited; both to ensure the best experience for our participants and due to the number of shows expected to be in production.

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Details

Delegates will need to arrive on Saturday, September 12th in order to be ready for the Industry Overview session, led by a senior, US TV, drama series professional on the morning of Sunday, September 13th.

During the course of the week, the Exchange group will take a number of different forms providing 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 Exchange group will have the opportunity to meet Showrunners, writers, producers and executives to address contrasting writing and production practices
- ❖ delegates will be paired together when meeting individual Showrunners and shadowing the schedules of assigned shows in the Los Angeles area; shadowing days will be in accordance with each show's writing and production schedule
- ❖ industry meetings for the Exchange group with network, studio and production company executives to explore US strategies for partnering with showrunners in the pitching, development and management of shows
- ❖ an individual workshop with a writer, producer or development executive to review and give input on one of your projects
- ❖ an opportunity to screen your own projects for fellow members of the group

The schedule will conclude at lunchtime on Friday, September 18th.

Sample Schedule: From Past Exchanges

SHOW DAY	DEXTER (Showtime)		CONTRASTING SESSIONS DURING WEEK
9.30	Arrive at Sunset & Gower Studios, pick up scripts	Sunday Overview	<u>Serial vs. Procedural</u> with Consulting Producer, Desperate Housewives (ABC) & Exec Prod/Showrunner, CSI (CBS)
10.00	Meet Head Writer, Executive and Consulting Producers	Group Meeting	<u>Adapting Scripted Formats for the US</u> with EVP Drama, The CW and President, Drama Development & Production, 19 Entertainment
10.30	Join Writers Room for session breaking stories	Group Panel	<u>Building Characters & New Models</u> with Writer/EP of international joint venture series, Defying Gravity (previously Grey's Anatomy, Ugly Betty & Sons of Anarchy) and Writer/EP of "24", a unique model
Lunch	With Showrunner, Writers and other Exchange participants	Group Meeting	<u>American Film Institute's Digital Content Lab</u> ; screening with the Lab's Director of scripted format prototypes developed for cross platform
2.30	Return to Writers Room	Group	<u>Heroes & Villains: a show for all platforms</u> with Creator and Co-EP's. Plus set visit.

Fees

Exchange Fee: £3950

Deposit due on registration: £1000

Balance: £2950 to be settled at least 4 weeks prior to the Exchange.

The Exchange fee includes hotel accommodation, certain lunches and main ground transportation (excluding return airport transfer).

Participants are responsible for their own flights to the US. Cars will be assigned on the basis of show pairings and will be available for your use during the week.

Exchange meetings will take place at the offices or studios of host shows and companies.

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

"MediaXchange offers writers and producers a unique opportunity to view what the folks across the Atlantic are doing in television and movies... I was inspired to push my show a little further by using their approach. In turn, they were fascinated by our storytelling techniques and ability to make 24 one-hour episodes in a season."

Neal Baer
Executive Producer,
Law & Order: SVU, US

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