



MEDIA XCHANGE
MEDIA CONSULTANTS

SHOWRUNNER EXCHANGE: TV DRAMA

Los Angeles – December 6-11, 2009

Host Shows

Previous Exchanges have spent time with the following shows to examine the role of the drama Showrunner:

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

The Exchange explores with each Showrunner the process for their show - from its original concept, through to the formation of their show team and the focus on the writing process. The week's schedule also reviews the support network for the Showrunner's creative vision by meeting programming and development executives at networks, studios and production companies.

The Opportunity

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

Examine the pitching process at creator, studio and network levels.

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

Opt to workshop one of your projects with a writing producer or development executive practised in the US process.

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 to meet alternative financial models, transmedia scripted drama and advertiser funded programming.

Previous Participants

Previous participating companies in the Showrunner Exchange include:

- BBC Drama (UK)
- ITV Network (UK)
- YOYO media (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)
- Studio-A (Belgium)

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, December 5th in order to be ready for the Industry Overview session, led by a combination of showrunner/s and senior US TV drama series professionals on the Sunday morning.

During the course of the week, the Exchange group will interact in different ways 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 Exchange 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 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 opportunity to screen your own projects for fellow members of the group
- ❖ An [option to take an Inner Market workshop](#) with a writer, producer or development executive to review and give input on one of your projects

The schedule will conclude at lunchtime on Friday, December 11th.

Sample Schedule: From Past Exchanges

SHOWS DAY: ABC STUDIOS		COMPLEMENTARY MEETINGS DURING WEEK	
10.00	"FlashForward" - premiering show. Meeting with Producer to discuss budgeting, production and scheduling.	Sunday Welcome & Overview	Overview of Drama Series Annual Cycle and Current Industry Trends with Exec Prod/Showrunner, CSI (CBS)
12.00	Meet Vice Presidents, Studio Drama Series, ABC Entertainment Group	Exchange Pair Meeting	Warner Brothers Studios: Writing Pair/Executive Producers in development for film and TV
Lunch	With Writer/Consulting Producer for "Desperate Housewives", who also has development deal based at ABC Studios	Panel Discussion for Group	<u>Building Characters & New Models</u> : with Writer/EP of international joint venture series, Defying Gravity (previously Writer/EP on Grey's Anatomy & Ugly Betty) and Writer/EP of "24", a unique model.
2.30	Introductions at returning series "Brothers & Sisters"	Industry Meeting	President of Dramatic Programming, E1 (Coproducton)
3.00-5.30	Meet with writers of "Brothers & Sisters" to review Writers Room and writing process.	Industry Meeting	Executive VP, Drama Development, The CW Network (Drama serials & Demographics)
7.00	Fall TV Preview Party at the Paley Center: Series premiere screenings of ABC shows "FlashForward," "Modern Family" and "Cougar Town."	Individual Session: Inner Market Workshop	1: with Showrunner/Writer of medical drama "Hawthorne" (TNT); or 2: with Writer/Supervising Producer, of dramedy "Royal Pains" (USA)

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 may be assigned for participants to drive during the week if MediaXchange determines them as necessary to the transport needs of the Schedule. If so, car/s will be covered in the Exchange Fee. Please bring current driver's licence.

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

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

"A tight and efficient schedule in one week that was flexible enough to cover the angles I was looking for, and which provided sound explanations and advice on contemporary US TV production from professionals at a high level. Great job!"

*Serge Bierset
Creative Director
Studio-A, Belgium*

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