



MEDIA XCHANGE
MEDIA CONSULTANTS

SHOWRUNNER: TV DRAMA SERIES

Los Angeles – September 12-17, 2010

"Today, television isn't about broadcast vs. cable, " it's about brands and premium content. It's about the art and science of creating great television."

Steve Koonin,
President of Turner
Entertainment Networks

Host Shows

Previous Showrunner groups have spent time with the following shows' writing and production teams, and their studios and networks, to examine the role of the Showrunner in TV Drama series:

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

The Opportunity

A unique opportunity to focus on how a Showrunner combines their creative and managerial roles with ultimate responsibility for the vision and maintenance of their show.

Examine concept creation, the development process, writing and production at creator, studio and network levels.

Competition for scripted programming slots is fierce. Networks and Producers alike look for the best creative partnerships to engage the audience on the many platform levels now available. Get inside how the US is tackling the challenges of the evolving industry.

The Benefits

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

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 financial models, transmedia scripted drama and advertiser funded programming.

Get input on a project, or strategy from a Writer Producer or Development Exec. practiced in the US process.

Previous Participants

Previous participating companies in the Showrunner Programme include:

- **BBC Drama** (UK)
- **ITV Network** (UK)
- **M6** (France)
- **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 in line with the number of shows expected to be in production.

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Details

Delegates will need to arrive on Saturday, September 11th in order to be ready for the Industry Overview session, led by senior US TV drama series professionals on the morning of Sunday, March 12th.

During the course of the week, the Showrunner group will interact with their US hosts 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 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 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, September 17th.

Sample Meetings: From Previous Schedules

SHOWRUNNER & SHOW SESSIONS HAVE INCLUDED:		EXAMPLES OF COMPLEMENTARY MEETINGS:	
ABC	Brothers & Sisters Sessions with writers and producers of this returning show to review Writers Room and writing process.	Sunday Welcome & Overview	Executing the Vision With Exec Prods whose credits inc writing roles on Parenthood (NBC), Desperate Housewives (ABC), Will & Grace (NBC) & President of TV, Scott Free responsible for The Good Wife (CBS), Numb3rs (CBS) and Pillars of the Earth (TNT)
Fox	House Meeting with Creator, Showrunner and Executive Producers/Writers on the challenges of being a returning show.	Industry Meeting	TNT & TBS Cable Networks SVP, Current Programming and VP Drama Development (Original Programming for Cable)
ABC	FlashForward Meeting with Producer to discuss budgeting, production and scheduling for this first season premiere show.	Industry Meeting	E1 President of Dramatic Programming, (Co-production and Canadian content models)
NBC	Law & Order: SVU Sustaining the vision, refreshing the franchise - discussion with Exec Prod and Showrunner	Industry Meeting	CBS Executive VP, Drama Development, (Serials vs. Procedurals)
CBS	The Other Side Reviewing connecting and stand alone elements of fourth season web drama "spin off" of CBS's Ghost Whisperer with their creative and producing team.	Individual Session	Inner Market Workshop with Writer/Supervising Producer whose credits include dramedy Royal Pains (USA), ER and West Wing (NBC)

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 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 Exchange Fee. Please bring current driver's license.

Showrunner 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*

