



LA drama summit set for June debut

C21 has come on board as a media partner on MediaXchange's inaugural Drama Summit: Drama For Television, New Frontiers, New Partners, to be held in Los Angeles between June 24 and 26.

"Drama production is experiencing a drastic period of change," said Katrina Wood, CEO of MediaXchange. "The genre remains a key element to the branding of TV channels and production companies. We designed these three days to address the changes taking place in the business, focussing on conception of ideas, development through finance models with a look at distribution options. The discussions will be drawn from the experience and knowledge of the industry's foremost drama professionals who lead the wave of change."

The dedicated three-day forum is designed to bring together key players from the TV drama sector to discuss, review and understand the new content models required with a look at the new standards for creating, producing, financing and distributing the genre in the new global and multi-platform marketplace.

"The Drama Summit offers our organisation the opportunity to, once again, lead in the launch of what is a global collaboration," said Rick Feldman, president of NATPE, which is the founding sponsor. "We are excited to be part of a new event that highlights and celebrates the creative process. TV/video content creation is in a transformative phase and bringing the various components of the creative process together is what eventually leads to the programming that is bought and sold at NATPE and Discop."

Previous contributors to MediaXchange's events include some of today's most recognised drama showrunners, such as David Shore (House), Carlton Cuse (Lost), Carol Flint (ER, The West Wing), Craig Wright (Dirty Sexy Money) and Naren Shankar (CSI).

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