



**MEDIAXCHANGE SETS JUNE 25-27, 2008**  
**FOR INAUGURAL DRAMA SUMMIT IN LOS ANGELES**

***NATPE JOINS AS FOUNDING SPONSOR***

**For Immediate Release:**

(LOS ANGELES) (April 15, 2008) Set your calendars and mark the date to join leading entertainment industry TV drama executives, creators, producers and writers from around the world for the **MediaXchange** inaugural Drama Summit: “**Drama For Television, New Frontiers, New Partners**” to be held in Los Angeles, California from June 25 through the 27.

“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, focusing 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.”

NATPE, the National Association of Television Program Executives joins as a founding sponsor of the Summit produced by leading international consultancy company, MediaXchange. The dedicated three day forum, unlike any other, 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 organization the opportunity to, once again, lead in the launch of what is a global collaboration,” noted Rick Feldman, President of NATPE. “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.”

(Continued)

Previous contributors to MediaXchange's events include some of today's most recognized and successful drama Showrunners in the business, such as: David Shore (Creator, "House"); Carlton Cuse (Executive Producer, "Lost"); Carol Flint (Writer/Producer, "E.R." "The West Wing"); Craig Wright (Executive Producer, "Dirty Sexy Money"); Naren Shankar (Executive Producer, "CSI"); with key international executives including David Zucker (President TV, Scott Free); Eileen Bastianelli (Managing Director, Shake Content BBDO), Christian Wikander (Head of Drama, SVT West, Sweden); Sven Clausen, (Executive Producer, TV2 Danmark); Jeremy Gold (SVP, Scripted Development, Endemol) Anthony Root (SVP European Production, Sony Pictures International) and John Yorke (Controller, In-House Drama, BBC) among many others..

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With offices in London and Los Angeles, MediaXchange is an international media consultancy with a seventeen year history assisting entertainment industry professionals to expand their business through developing effective knowledge and contacts in the global marketplace. MediaXchange leads its clients to new paradigms in creativity and business drawn from the best practices shared by world leaders in the entertainment industry. The company specializes in providing clients with the resources needed to develop broader business interests through a diverse portfolio of services including: individual consultancy, Exchanges and International Events. The newly launched Inner Market offers one on one meetings with buyer and/or development specialists to optimise the successful sale of a project. Our clients range from international broadcasters and large production companies, to film funds and freelance professionals.

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Please visit our website: [www.mediaexchange.com](http://www.mediaexchange.com)

NATPE, the National Association of Television Program Executives, is a global, nonprofit organization dedicated to the creation, development and distribution of televised programming in all forms across all mature and emerging media markets. NATPE develops and nurtures opportunities, both commercial and educational, for the buying, selling and sharing of content and ideas.  
Please visit the NATPE website: [www.natpe.org](http://www.natpe.org)

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