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MediaXchange sets June 24-26 for Drama Day Summit in L.A.
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By Staff

Entertainment industry TV drama executives, creators, producers and writers from around the world are invited to Los Angeles June 24-26 for the MediaXchange inaugural Drama Summit: "Drama For Television, New Frontiers, New Paradigms"

NATPE is a founding sponsor of the Summit, 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.

"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 and 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 Drama Summit offers our organization the opportunity to, once again, lead in the launch of what is a global collaboration," said 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."

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