



**MEDIA XCHANGE**  
MEDIA CONSULTANTS

Content  
Financing  
Production  
Distribution  
Collaboration

LOS ANGELES 25-27 JUNE 08

**DRAMA SUMMIT**  
NEW FRONTIERS & NEW PARTNERS

**Wednesday, June 25th**

REGISTRATION	SESSION	SESSION	BREAK	SESSION	LUNCH	INNER MARKET
08:00	9:15-9:45	10:00-11:15	11:15	11:45-13:00	13:00	14:30-17:30
<b>REGISTRATION</b>	<b>Keynote Speech Emiliano Calemkuk</b>	<b>Adapting Shows/Scripts to New Markets</b> Chris Coelen David Stapf Jeff Wachtel Alex Holmes David Zucker	<i>Coffee Break</i>	<b>New Ways of Storytelling</b> Jonathan Handel James Duff Michael Kernan Cristian Cussen Gabriel Marano	<b>LUNCH BREAK</b> <i>*Summit Forums conclude. Inner Market participants to continue individual meetings throughout afternoon</i>	<b>INNER MARKET</b> <i>*Please ensure you complete your Inner Market Questionnaire</i>

**Thursday, June 26th**

SESSION	SESSION	BREAK	SESSION	LUNCH	SESSION	INNER MARKET
7:45-9:15	9:30-10:30	10:30-11:00	11:00-12:30	12:30-14:30	14:30-15:45	16:00-17:30
<b>BREAKFAST SESSION</b>	<b>Production Advances</b> Marc Lorber Gonzalo Cilley Diego Suarez Nathan Mayfield Barry Jossen	<i>Coffee Break</i>	<b>New Financial Models I</b> Elizabeth Guider Daniel Hetzer Rola Bauer Julie Meldel Johnson Sandra Stern	<b>Exhibition Session - New Technologies Impacting Drama Creation</b> John Jackson Suzanne Stefanac DeWayne A. Nelon Christopher Sandberg Bob Johnston	<b>New Financial Models II</b> Jon Healey Peter Tortorici John Jackson Max Benator Aaron Mendelsohn	<b>INNER MARKET</b> <i>*Please ensure you complete your Inner Market Questionnaire</i>

**Friday, June 27th**

SESSION	SESSION	BREAK	SESSION	SESSION	LUNCH	INNER MARKET
7.45-9.15	9:30-10:45	11:00-11:30	11:30-12:45	12:45	13:00	14.30 - 17.30
<b>BREAKFAST SESSION</b>	<b>Multi-Platform Distribution - The Emergence of Cross Media Programming</b> Brian Seth Hurst Philip Jay Christopher Sandberg Rob Hayes Tim Kring	<i>Coffee Break</i>	<b>Summit Round-Up</b> Rick Feldman Hernan Lopez  <i>and others</i>	<b>CONCLUSION</b>	<b>LUNCH BREAK</b> <i>*Summit Forums conclude. Inner Market participants to continue individual meetings throughout afternoon</i>	<b>INNER MARKET</b> <i>*Please ensure you complete your Inner Market Questionnaire</i>