



A VIRTUAL WORKSHOP  
FOR PRODUCERS, EXECUTIVES  
AND CREATORS  
JUNE 30 – JULY 16, 2020

STREAMING PLATFORMS

UNDERSTANDING YOUR OPTIONS

## Gain Key Insights to Navigate the Opportunities Offered By OTT Streaming Platforms

Top scripted drama content professionals will be examining strategies for the development of original content, format adaptations and partnerships for OTT streamers including SVoD, AVoD and BVoD options

*“If you’re a buyer you’re not going to struggle to find shows. As a distributor, we look for strong IP and really good storytelling because those shows are the ones that will travel around the world.”*

Caroline Torrance  
Head of Scripted, Banijay Rights

Inaugural Series of 6 x 90 minute Interactive Webinars

Scheduled each Tuesday and Thursday

Starting Tuesday June 30, 2020

Ending Thursday, July 16, 2020

10:30am - 12:00pm (BST)

# The Opportunity

**A Virtual Workshop for scripted drama producers, executives and content creators providing analysis and examining strategies for new creative partnerships.**

- An opportune time for producers, executives and creators to actively assess how to make the most of the evolving landscape and the competition between newly launched streaming services and existing broadcast and pay alternatives.
- Explore wide ranging issues for development, production and deal making.
- Briefed by our sessions, line up your strategies in preparation to advance plans going forward.

**6 x 90 minute interactive webinar sessions which will be led by media business and brand analysts, scripted drama content professionals and on-demand executives drawn from the international players focused on local and global streaming content.**

**Examples of Shows, Executive Producers, Creators and Producers to be approached include:**

Bosch (Fabrik/Amazon) / The Capture (Heyday/Peacock) / Conspiracy of Silence (Brain Academy/Twelve Town/Viaplay) / The Crown (Left Bank/ Netflix) Deutschland '89 (UFA/Amazon) / Freud (Bavaria Film/Satel/Netflix) The Power (Sister Pictures/Amazon) / Sex Education (Eleven/Netflix) / Traces (BBC Studios/UKTV Play) / Unorthodox (Studio Airlift/Netflix)

**Examples of Heads of Content, Creative and Development Executives from Studios, Indies and Streamers to be approached include:**

Netflix / Amazon / Apple / Disney + / Peacock / HBO Max / Acorn Media / All3Media Group / All4 / BBCi! / BBC iPlayer / BritBox / HBO Nordic / ITV Studios / Joyn / MGM / Quibi / Sky Studios / Tubi / UK TV Play / Viacom International Digital Networks / Viaplay / ZDFE

## Sessions will Include:

### Analysis and Landscape

- Current status of key global and regional streaming players and their content strategies
- Changes in financial structure, development and production post Corona crises
- Addressing brand confusion for consumers

## Perspectives from Streaming Platform Executives

- Defining content needs for creators and producers
- Speed of the development process and speed to market
- Balancing the value between brand defining originals and popular library content
- Algorithms vs. creative instincts
- The opportunities as each service and subscriptions grow
- On-demand – contrasts between Subscription, Advertising and Broadcaster funded services

## Creator and Writing Aspects

- Case Studies
- Creating brand defining original content
- Development, packaging and pitching process
- Working with the creative team
- The role of the executive producer/showrunner

## Deal making structures

- Principal terms - development and production agreements
- Budgets and incentives
- IP retention and profit participation
- Distribution

## Indie Production Companies

- Getting a foot in the door as an indie producer
- Programming strategy and development process
- Handling early stage involvement by streamers
- The demand for lower budget dramas series
- Prospects for film
- When to start pitching and what materials to pitch

## Studios & Global Players

- Best practices for international collaboration
- Financing structures
- Development in the studio system
- Partnering benefits, e.g. collaborating with studio in-house production

**“I commission a considerable amount of content from the UK creative community. It is exciting to have an organization of Apple’s size coming into the UK and giving the sector here that level of scrutiny and support.”**

**Jay Hunt**  
*European Creative Director of Worldwide Video, Apple*

**“The streamers don’t care as much about the experience of the writers – for them, it is all about the product. They seem braver.”**

**Kay Mellor**  
*Writer/Producer/Director (The Syndicate) & Managing Director, Rollem Productions, UK (Overshadowed, My Left Nut)*

**“Trust me, there’s a helluva lot more disruption coming. Those people who thrive will be those who figure out where that disruption is going first...”**

**Peter Chernin**  
*Chairman and CEO, Chernin Group*

**“Originals are really important, but they aren’t everything. You’ve got to establish the brand and the business. It’s a brand new brand in the UK market. We have to get to scale distribution and originals take time to make. Quite frankly, we felt if we waited another year, the window is closing and we really need to be present and out there,”**

**Reemah Sakaan,**  
*Group director of ITV SVOD and SVP Creative Head of BritBox*

**Registration Fee per participant will include all 6 sessions:**

**Early Bird = £250  
ends June 7, 2020**

**Standard = £300  
June 8, - 29, 2020**

Click [here](#) for the **Registration Form**

In addition to the fully managed online programme, the Registration Fee will include advance notifications and updates in preparation for the webinars with speaker profiles, details of the topics and content to be covered in each session:

Following confirmation of your registration, as part of the advance preparation, participants will be requested to provide a short bio with a brief outline of areas of interest they wish to explore.

The Exchange will be tailormade around the roles and experience of the speakers.

Each webinar will be conducted in English on Zoom. You will receive an invitation from MediaXchange as the official host.

Participants will be responsible for ensuring that they have sufficient online connection and bandwidth capacity to support their participation in each webinar.

Please click [here](#) to review our **Terms and Conditions**, which includes advice about our policies for cancellation and Data Protection and Privacy.

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