

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

**Tuesday June 30, Thursday July 2
Tuesday July 7, Thursday July 9
Tuesday July 14, Thursday July 16**

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 = £275
ends June 7, 2020**

**Standard = £350
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.

Contact us:
london@mediaxchange.com
www.mediaXchange.com