

# MAKE IT IN AMERICA

## THE US SCRIPTED EXCHANGE, EXPERTS BIOGRAPHIES

### US Industry Structure Overview

Thursday 14th October, 9am - 10am PST / 5pm - 6pm BST / 7pm - 8pm CEST



#### Evan Shapiro

Producer and Analyst

Over the last 30 years, Evan Shapiro has worked in media, entertainment and education, creating distinctive content, building iconic brands, teaching thousands of students and young executives, leading a charge for diversity and inclusion in media, and pushing for change in the industry as an executive, producer, board member, professor, writer and thought leader.

As Board Chair of The Ghetto Film School and Co-Founder of One Day Immersion, and as a writer, speaker and thought leader, for decades Shapiro has spent substantial time, energy and personal capital on pushing the entertainment community to increase opportunity, access and inclusion for those who have been historically under-represented on and behind the camera. As a producer and executive, his efforts have resulted in ground-breaking projects in film, television and podcasting, giving platforms to new, original and diverse voices.

Shapiro's work has resulted in awards, critical acclaim, and, most importantly, a strong and diverse community of collaborators, across the spectrum of disciplines in the forprofit and non-profit spheres.

Shapiro is an Emmy and Peabody Award winner, having produced or created more than 150 television series, specials, documentaries and podcasts, including Portlandia, Comedy Bang Bang, Maron, National Lampoon Radio Hour Podcast, The Roast Of Your Teenage Self, Dinner For Five, Please Like Me, Take My Wife, Bajillion Dollar Properties, Shrink, Trapped In The Closet, Harmonquest, Laurie Kilmartin's 45 Jokes About My Dead Dad, Doug Stanhope's No Place Like Home, Joseph Gordon Leavitt's HitRecord, Fortitude, Carlos, My Brother My Brother & Me, Brick City, This Film Is Not Yet Rated, and Funny Women of A Certain Age.

He is a Professor for TV and Media at NYU/Stern School Of Business and for Media Studies at Fordham University, a sought-after guest speaker for conferences and universities, as well as a frequent guest writer for publishers such as Huffington Post, Deadline and The Wrap, where he has made some rather bold predictions about the future of the media and entertainment industry, many of which have come to fruition. He is also an in-demand lecturer for companies and government agencies about Generation Y and Generation Z.

# Who are the Buyers & What is the Market Looking for?

**Tuesday 19th October, 9am - 10am PST / 5pm - 6pm BST / 7pm - 8pm CEST**

## Alon Aranya

Executive Producer & President, Paper Planes

Producer and writer Alon Aranya has set up close to 50 scripted shows at US and international studios and networks. His shows include RED WIDOW (based on the Dutch format PENOZA) and BETRAYAL (based on the Dutch format OVERSPEL) for ABC, and HOSTAGES (based on the Israeli format BNEI ARUBA), which he also co-wrote, for CBS.

His current shows include TEHRAN, an original Apple TV international drama thriller which is currently in production on season two; YOUR HONOR (based on the Israel format KVODO) starring Bryan Cranston premiering on SHOWTIME; and BEST SELLER BOY, an original Dutch dramedy based on the bestseller book by Mano Bouzamor, which is currently in production.

Paper Plane Productions is currently under a First Look deal at Apple TV. The company has productions in Israel, Holland, Germany and the US, and is continuing to expand into different territories.



# The Talent Landscape – How to Work with US Talent?

**Thursday 21st October, 9am - 10am PST / 5pm - 6pm BST / 7pm - 8pm CEST**



## Noah Jones

Manager & Founder, FRWD Management

Noah Jones is the CEO of FWRD MGMT, an independent literary management and consultation company with an emphasis on film and television.

With over twenty years of experience in the entertainment industry, Noah has worked for major talent agencies, studios, networks and independent production companies, and uses that range of experience to service an eclectic, international roster of clients.

# Your Market Proposition & Route to Market

**Tuesday 26th October, 9am - 10am PST / 5pm - 6pm BST / 7pm - 8pm CEST**

## Quan Phung

SVP, Original Series, Topic Studios

Quan Phung is Senior Vice President of Original Series for Topic Studios, where he further builds the studio's presence in the television marketplace by sourcing, developing, and packaging premium ongoing and event series to the broadcast, cable, and streaming community. Phung has over 20 years of experience as an executive and producer in the US and global TV market at various networks, studios and production companies.



Before joining Topic Studios, he was a senior consultant for STXtv, the scripted television division of STX Entertainment, where he advised them on their global content strategy and worked with their development team to source Asian American writers and projects to take to market. Prior to that, he helped launch Slingshot Global Media, an independent television studio based in Los Angeles backed by private equity; and was Head of Television for Scott Stuber's Bluegrass Films, where he was one of the executive producers of the NBC series WHITNEY..

# Making it in America – An Outsider's Perspective

**Thursday 28th October - 9am - 10am PST / 5pm - 6pm BST / 7pm - 8pm CEST**



## Peter Setzman

Executive Producer & CEO, Stockholm Syndrome

Peter Setzman has worked in the TV industry for over 30 years. He founded his first company Baluba, in Sweden, which eventually grew into the largest independent TV Production Company in the region. In 2009, Setzman sold the company to Nordic Entertainment Group. He stayed on as Creative Director until 2014 when he started Brain Academy, an industry leading production company for international scripted content with operations in Stockholm and Los Angeles.

In 2021, after many successful years as a part of NENT, Peter began his latest venture Stockholm Syndrome, a fully independent American production company with strong ties to the Nordics.

In addition to his scripted endeavors in recent years, Peter was part of the founding team of American Song Contest which is the American adaptation of the Eurovision format, one the world's largest TV shows. The show was picked up by NBC and will air in 2022.



# Pitching – How to Pitch & What Do You Need?

Tuesday 2nd November, 9am - 10am PST / 5pm – 6pm GMT / 7pm – 8pm EST

## Lindsay Goffman

Executive Producer & Principle, Gratitude Productions

Lindsay Goffman launched her company, Gratitude Productions in 2019. Currently, Gratitude has projects set up with Apple, FX, FOX, Perfect Storm (Justin Lin), The Roots, Day Zero (Trevor Noah), Get Lifted (John Legend), Jon M. Chu ( IN THE HEIGHTS), Laverne Cox, MGM, and Universal Television among others.

Lindsay has been an entertainment professional for more than 18 years. She helped start up and head 3AD, Daniel Dae Kim's production company. While at 3AD, she sold 8 projects to broadcast networks and premium outlets.



One of the projects she found the format for and championed over several years before finally co-executive producing on ABC, is the 2017 hit series, THE GOOD DOCTOR. The show went on to become ABC's #1 new series and the pilot of the show was awarded the Humanitas Prize.

## Mark Goffman

Showrunner & Executive Producer, *Umbrella Academy*



Mark Goffman is currently the creator and showrunner of an upcoming limited series about Carlos Ghosn and his escape from Japan, produced by MBC Studios. Prior to this, he was an executive producer and writer on the Netflix series, THE UMBRELLA ACADEMY.

Goffman also executive produced and was the showrunner for the hit series about trial science and the American judicial system, called BULL, on CBS, now in its sixth season. He served as an executive producer for LIMITLESS on CBS and USA's WHITE COLLAR, and showrunner for SLEEPY HOLLOW, on Fox. His pilot VICTOR, starring John Stamos, was produced for NBC.

Goffman has worked on more than 200 hours of scripted television (including THE WEST WING and STUDIO 60), been nominated for two Writers Guild Awards and won the Entertainment Industries Council SET Award. The Hollywood Reporter has listed Goffman as one of the 50 most influential writers in television. One of his episodes of LAW & ORDER: SVU garnered Golden Globe and Emmy nominations for Mariska Hargitay.