

# Meeting Point Television

31<sup>st</sup> of January–1<sup>st</sup> of February, 2008



Nordic Film Market presents a Nordic TV drama meeting with lectures, presentations and panel discussions. What is the future of television drama? How does it find its audience and how is the financing situation for the TV drama? What are the important trends in the Nordic, US and British TV drama today?

Meeting Point Television is presented by Nordic Film Market at Göteborg International Film Festival in association with MediaXchange. Supported by the Region Västra Götaland and Film i Väst.

## PROGRAMME

Thursday January 31<sup>st</sup> 12 am – 5 pm

MODERATOR *Johanna Koljonen*

12:00 am

**Registration at BioPalatset, Kungstorget 2**

Refreshments, lunch sandwich, coffee and fruit will be served.

1:00 pm

### TV RESEARCH AND KNOWLEDGE

**What is the future in television drama? US trends and Nordic consequences**

*John Alexander* (Australia/Sweden) – lecturer and media researcher with 30 years of experience in publishing, film, television and management and with a background at Stockholm University – will talk about the differences between American and Nordic TV drama. What is typical for the Nordic television drama? Why does the US TV drama so often succeed internationally and how does it influence drama productions elsewhere? The lecture will include observations and conclusions about the differences between the US and the Nordic countries regarding commerce, formula writing, storytelling and culture.

1:45 pm

### TV RESEARCH AND KNOWLEDGE

**TV Studies – presentation of a new centre for television studies in Gothenburg**

From Göteborg University: *Mats Björkin*, PhD at the Department of Culture, Aesthetics and Media and *Maria Edström*, PhD and Senior lecturer at the Department of Journalism and Mass Communication, will present the plans of a new research centre for television studies at the university. The project is a cross-disciplinary collaboration between the Faculty of Social Sciences, the Faculty of Arts and the School of Business, Economics and Law. The aim for the centre is to function as a meeting point for scholars and the television industry. Also responsible for the project from Göteborg University: *Marina Ghersetti*, PhD, Senior lecturer, Department of Journalism and Mass Communication, *Magdalena Petersson*, PhD, Researcher at the Centre for Consumer Science.

2:15 pm

**Coffee Break**

2:45 pm

**REACHING THE CROWD****How does TV drama find its audience?**

Why is it easier for some TV drama productions to reach its audience? How can the productions attract a bigger crowd and keep it? How big is the financial risk to produce domestic TV drama and why do some productions succeed international-ly? Nordic TV drama executives discuss the difficulties and possibilities in reaching the audience with TV drama productions.

Participants: *Gunnar Carlsson* (SVT), *Ingolf Gabold* (DR), *Hans Rossiné* (NRK) and *Åsa Sjöberg* (TV4). Session moderator: *Johanna Koljonen*

4:00 pm

**CREATING ATMOSPHERE****The work of visual effects company Filmgate**

The Gothenburg-based visual effects company *Filmgate* – which has worked with international and Swedish productions such as the feature film “Arn” and the TV drama series “Upp till kamp” – will present their work in postproduction. What are the challenges in working with visual effects in drama productions? How do *Filmgate* use subtle effects to serve the narratives and the visual appearance of the productions? Representatives from *Filmgate*: *Sean Wheelan*, Producer, *Andreas Hylander*, Visual effects.

7:30 pm

**NORDIC FILM MARKET****Opening reception at Göteborg Stadsmuseum**

*Gothenburg Municipal Museum, Norra Hamngatan 12. Light dinner buffet and drinks will be served.*

**PROGRAMME**Friday February 1<sup>st</sup> 9 am – 1 pmMODERATOR *Johanna Koljonen*

8:45 am

**Coffee will be served at BioPalatset**

9:30 am

**FINANCING NORDIC TV DRAMA****Future Perspectives**

A new Danish TV fund, *Public Service Fund*, run by the Danish Film Institute, will hand out 75 million DKR to commercial TV channels to produce high quality drama and documentaries. Norway has a similar funding system, while in Sweden regional initiatives are taken by for example *Film i Väst*. What are the expectations on the new Danish funding project? TV representatives from the Nordic countries discuss the possibilities in TV drama financing.

Participants: *Bo Mortensen*, producer of the new Danish *Public Service Fund*, his colleague *Magdalena Jangard* from the board of the fund, *Bengt Toll* from *Film i Väst*, *Ivar Köhn* from *Norsk Filmfond* and *Hanne Palmqvist* from *Nordisk Film & TV Fond*. Session moderator: *Johanna Koljonen*

10:30 am

**Short Break**

10:45 am

**NEWS FROM THE EU TV DIRECTIVE**

*Filippa Arvas-Olsson* from the Swedish Ministry of Culture presents the new regulations from the European Union regarding product placement and commercial breaks in television. What is the story behind these new regulations and how will they effect TV productions in the future?

11:00 am

**TV DRAMA IN THE UK****Kate Harwood**

*MediaXchange* – an international media consultancy based in London and Los Angeles – presents a lecture with *Kate Harwood*, head of series and serials in BBC drama productions. Kate Harwood will speak about British home grown Drama production and how the strength of British TV Drama has to some extent forced film talent to either merge with Hollywood or to remain very independent and low budget.

11:45 am

**SUMMARY WITH JOHANNA KOLJONEN****MEETING POINT TELEVISION – PARTICIPANTS****JOHN ALEXANDER**

Born in Australia, currently living in Sweden with a PhD in narratology and a career in journalism, publishing, media, education and management training. Alexander holds lectures in media and television studies at universities and colleges in Sweden and abroad. He has published several books on media, narratology and management.

**FILIPPA ARVAS-OLSSON**

Head of Section at the Media Division of the Swedish Ministry of Culture since 5 years. Arvas-Olsson has worked with the revision of the so-called TV-Directive for the past 6 years, first as a lobbyist for the Nordic Public Service Broadcasters in Brussels and later at the Ministry. During the last two years she has been negotiating the new Directive for Sweden in the Council.

**MATS BJÖRKIN**

PhD, Senior lecturer, Department of Culture, Aesthetics and Media. Björkin is a media historian, currently working on a book about industrial films in the 1950s. He is involved in a research project about documentary practices at the School of Film Directing at Göteborg University and part of a European network for TV historians.



### **GUNNAR CARLSSON**

Has worked for Swedish Television (SVT) since 1997. First as head of the drama department at SVT Väst in Gothenburg, then as Managing director for the same unit and since 1994, Commissioning Editor for Drama, Film and Documentary. He has a Bachelor of Science from Göteborg University and has worked as a city planner for the city. In 1978 he founded Göteborg Film Festival and was the managing director up to 1994 when he went to the Swedish Film Institute where he became the Head of the Foreign Department.



### **MARIA EDSTRÖM**

Former journalist, PhD, Senior lecturer at the Department of Journalism and Mass Communication (JMG), Göteborg University. Teaching and research on: Journalism, Gender Studies, Television, and Media Critics. Edström graduated at Journalist School in 1984, also studying Political Science and International Relations. Her interests are questions on democracy and power, especially the description of men and women in the media. Since 2006 Edström is part of the Swedish broadcasting commission.



### **INGOLF GABOLD**

Since 1999 Head of DR TV-Drama. Upon his graduation as composer from The Royal Danish Music Conservatory in 1966 Gabold began as producer in the radio music department of Danmarks Radio, the Danish Broadcasting Corporation. Simultaneously, he was an active composer. In 1980 he transferred to DR's Research and Development Department as teacher of Dramaturgy and Narrative in the Audiovisual Media. In 1992 he was engaged as resident professor in the department of Media Science at the University of Aarhus, and at the same time acted as professor in Drama

and Audiovisual Concept at the Danish Drama School in Copenhagen. In 1998 Ingolf Gabold had his debut as a fiction writer, with the novel *Marias noter*.



### **KATE HARWOOD**

Head of Series and Serials, BBC Drama, UK. Kate Harwood graduated from Birmingham University with a degree in Drama before becoming an Arts Council Trainee director and then Literary Manager of the Royal Court Theatre. She joined the BBC Drama Serials Department in 1990 where she worked on many productions first as a script editor (*Holding on* Bafta winner), producer (*Close Relations*, *Charles II – The Power and the Passion* Bafta winner, *David Copperfield*) and Executive Producer (*Daniel Deronda*, *Crime and Punishment*). She was appointed Executive Producer of the BBC soap opera *EastEnders* in March 2005 and took the show to a position where it won a Bafta and two National TV Awards. In October 2006, she was appointed Head of Series and Serials, BBC Drama Production. She still works as an Executive Producer, most recently on the acclaimed *Cranford* and *Oliver Twist*.



### **ANDREAS HYLANDER**

Compositor, visual effects artists and co-owner of *Filmgate AB*. He worked in the graphics industry for more than 10 years, starting out as a flame/inferno-operator in Gothenburg. Helped starting up Edithouse in Gothenburg, later working at places like Syndicate and The Chimney Pot.



#### MAGDALENA JANGARD

In 1993 Magdalena Jangard joined the drama department at public service broadcaster SVT in Stockholm as a producer until she during 2000–2004 was head of drama department at SVT in Gothenburg. 2005–2006 she was short fiction and documentary executive and feature executive at Swedish regional film fund Film i Väst. Currently she runs Cinemacho AB, a company aimed at fiction production for screen, internet and TV-distribution. She is also a board member of newly established Danish TV-fund *Public Service Fund*.



#### JOHANNA KOLJONEN

Swedish writer, critic and television presenter (*SVT, Swedish Radio P1, Elle, Nöjesguiden*), currently studying English literature in Oxford, UK. Koljonen wrote the script for the manga comic *Oblivion High*, which will be published in 2008.



#### IVAR KÖHN

Currently commissioning executive at the Norwegian Film Fund. Ivar Köhn was educated at Dramatiska Institutet in Stockholm. Over the years he has held a series of positions in the film and television industry in the Nordic countries. His functions have been project consultant and advisor to the Nordic Film and Television Fund, head of the script department at Swedish Television's drama department, development producer at Norway's Maipo Film and Television Production. Ivar Köhn has also worked as script writer, among others on *Ran / All for one* (winner of Norway's TV-drama award Gullruten -2005) and *Det største av alt / I think I love you* (winner of Gullruten -2007)



#### BO MORTENSEN

Producer for the new *Public Service Fund* at the Danish Film Institute. Mortensen has produced Danish drama series like: *Anna Pihl, Forsvar* (Defense), *Jesus & Josefine* and *Hotellet* (At the Faber) and has worked as a producer for Zentropa, Jarowskij, Cosmo Film and as executive drama producer of TV 2 Denmark.



#### HANNE PALMQVIST

Head of Nordisk Film & TV Fond. Palmqvist has 17 years of experience in the film industry and recently worked at TV2 Denmark as Head of International Sales. She has worked as a producer at Fine & Mellow, acquisition manager at Nordisk Film, head of PR and international sales at Zentropa and Trust Film Sales, and has also worked at the DFI and Filmkontakt Nord. Hanne holds a masters degree in Culture and Aesthetics and a bachelor in World Literature.



#### HANS ROSSINÉ

Head of the Drama Department at Norway National Broadcaster (NRK) since April 2001. Rossiné also has an extensive background as chief theatre critic and television critic at the newspaper *Dagbladet*. He is Ambassador to Norway for the International Academy of Television Arts and Sciences, chairman of The Norvision Drama Group and former Vice-President of the EBU (European Broadcasting Union) Fiction Group.



### ÅSA SJÖBERG

Director of Programmes at TV4 since April 2007. Before that Head of Commissioning at TV4 and many years at the TV4 Programme department as commissioning editor. Worked for many years at Strix Television. Journalist education at the Department of Journalism, Media and Communication (JMK) at Stockholm University.



### BENGT TOLL

International Executive at Film i Väst, Sweden, and is also heading the Film i Väst Fund for Television Drama. Since 2006 he is Chairman of Cine Regio, the European Network of regional film funds. Bengt Toll was for ten years Chairperson of Göteborg International Film Festival and is today President of the same festival's International Film Fund.



### SEAN WHEELAN

VFX Producer and CEO of *Filmgate AB*. Sean moved to Sweden 8 years ago from the UK, after 10 years of working in the TV post production environment with companies such as the BBC, Gulf DTH, Paramount / Nickelodeon and MTV. He has since been successful in bringing both Canadian and UK productions to Sweden and has an ambition to build up further working relationships with overseas production companies.

## MEDIAXCHANGE



With offices in London and Los Angeles, MediaXchange is an international media consultancy with seventeen years of experience assisting entertainment industry professionals to expand their business through developing effective knowledge and contacts in the global marketplace.

MediaXchange specializes in providing its clients with the resources to develop global business interests through individual consultancy and its portfolio of Exchanges, International Events, Premium Services and our newly launched Inner Market Option. Our clients range from international broadcasters and large production companies, to film funds and freelance professionals.

Katrina Woods, CEO MediaXchange  
[www.mediaexchange.com](http://www.mediaexchange.com)

## MEETING POINT TELEVISION – REGISTRATION AND INFORMATION

**WHERE:** BioPalatset, Kungstorget 2, Gothenburg.

**WHEN:** January 31<sup>st</sup>, 12 am–5 pm and February 1<sup>st</sup>, 9 am–1 pm

### PRICE INFORMATION

For participants at the Nordic Film Market 2008, the fee is 200 SEK, with an accreditation or a VIP-card to the Göteborg International Film Festival 2008, the fee is 400 SEK. Without an accreditation to the Göteborg International Film Festival 2008, the fee is 700 SEK.

## REGISTRATION FOR THE TV DRAMA SEMINAR

Please use Internet Explorer or Firefox.

Enter: <http://www.filmfestival.org/filmfestival/page/sv/nordicevent/anmalan>

Or go via our webpage: [www.filmfestival.org](http://www.filmfestival.org) > Nordic Film Market > Application >

Click on Registration TV drama.

Fill in the information and then click *submit* on top of the page.

## YOUR TV DRAMA SEMINAR ACCREDITATION INCLUDES

- Lectures, presentations and panel discussions on Thursday and Friday.
- Refreshments, lunch sandwich, coffee and fruit.
- Nordic Film Market opening reception January 31<sup>st</sup> at 7:30 pm.
- Those of you who don't have an accreditation will receive a guest card.  
The guest card gives you membership to Göteborg International Film Festival and access to all seminars and open events.

The seminars will be held in English.

Editorial: Lisa Taube, BIZLIZ Audiovisual Consulting, Cia Edström, Manager  
Nordic Film Market, Åsa Larsson, CEO Göteborg International Film Festival and  
Malin Jonsson, Project coordinator.  
Project assistant: Maria Mogren.

**If you have any questions, please do not hesitate to contact Malin Jonsson or  
Maria Mogren at: [tvdrama@filmfestival.org](mailto:tvdrama@filmfestival.org)**





*31st Göteborg International Film Festival January 25–February 4 2008*

*Göteborg International Film Festival is the most important film festival in Scandinavia and one of the largest audience festivals in the world. As well as a vast film programme it offers the visitors a high profile seminar programme. The festival works as a meeting place for the Nordic film industry. At the market place Nordic Film Market January 31–February 3, international buyers, distributors and festival programmers can get the latest updates on new Nordic films. GIFF has two big international competitions: The Nordic Film Award and TIBIDA – The Ingmar Bergman International Debut Award.*

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+46 31 339 30 00 More info about the festival at [www.filmfestival.org](http://www.filmfestival.org)