



NFM TV DRAMA VISION

35th GÖTEBORG INTERNATIONAL FILM FESTIVAL
FEBRUARY 2, 2012



REGISTRATION & INFORMATION

When: Thursday, February 2
09.00–17.00 Seminar at Bioplatset
17.30–18.30 Networking cocktail at Elite Plaza Hotel
in collaboration with Film i Väst
19.30–22.00 Nordic Film Market opening reception at Clarion Hotel Post

Venues: Bioplatset, Kungstorget 2, Göteborg
Clarion Hotel Post, Drottningtorget 10, Göteborg
Elite Plaza Hotel, Västra Hamngatan 3, Göteborg

PRICE INFORMATION

SEK 800 with an Industry, VIP or Nordic Film Market accreditation
SEK 1 300 without accreditation

This includes a guest accreditation (value SEK 300), refreshments, lunch, festival dinner cocktail at Elite Plaza Hotel and Nordic Film Market opening reception at Clarion Hotel Post.

The seminars will be held in English.

THANK YOU: Josefine Tengblad and Åsa Sjöberg (TV4), Nadja Radojevic (Erich Pommer Institute), Ulrika Nisell (Media Desk Sweden), Stefan Baron and Christian Wikander (SVT), Lisa Rosengren and Johan Holmer (Film & TV Producenterna), Henrik Widman (Matador), Lisa Taube (Bizliz) and Marianne Gray (Yellow Bird) for contributing to this programme.

For more information please visit www.giff.se/tv
or e-mail us at tv drama@giff.se



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WELCOME!

How Nordic Drama travels

The internationally successful Danish crime series “Forbrydelsen” was remade into Emmy-nominated “The Killing” in the US. David Madden, President, and Nancy Cotton, Senior Vice President, of Fox Television Studios, talk about the remake process and the current huge interest for Nordic material and talent in the US. They will also give us a peek into how big networks in the United States work with developing, writing and producing. The talk will be followed by a panel discussion on Nordic drama remakes where Madden and Cotton will be joined by Piv Bernth, Creative Producer for “Forbrydelsen I–III”, DR, Lars Blomgren, Producers of Swedish–Danish “Bron”, Filmlance, Åsa Sjöberg, Director of Programmes, TV4 Group and Stefan Baron, Head of Drama, SVT. Presented in collaboration with TV4.

Writing Hollywood

After spending six weeks inside the “writers’ room” and interviewing 45 television writers, Patricia Phalen, Associate Professor at the School of Media & Public Affairs (George Washington University in Washington, DC), gives us a unique view into the harsh culture behind the scenes at the biggest TV series in the US.

The Artists

Belgian crossmedia pioneer Peter De Maegd, Producer, known for the transmedia series “Where is Gary?” and “Miss Homeless”, is back with his new project “The Artists”. Co-produced by six pubcasters from Northern Europe, this five-episode transmedia series is a massive production with multiple languages spoken. De Maegd will be joined by the Swedish producer David Olsson, Acne. Presented in collaboration with The Erich Pommer Institute, SVT and Media Desk Sweden.

Works in progress

“Forbrydelsen III” (DR, Denmark), “Kontoret” (TV4, Sweden) and “Mammon” (NRK, Norway).

PROGRAMME

- 09.00–09.45** **Registration at Bioplatset, Kungstorget 2**
Coffee and refreshments will be served at Bioplatset.
- 09.45–10.00** **Welcome!**
Introduction by moderator Andrea Reuter.
- 10.00–11.15** **Writing Hollywood: Associate Professor Patricia Phalen**
After spending six weeks inside the “writers’ room” and interviewing 45 television writers, Patricia Phalen gives us a unique view into the harsh culture behind the scenes at the biggest TV series in the US.
- 11.15–11.25** **Jan Strande Ødegårdstuen presents NRK ManusLab**
- 11.25–11.45** **Work in progress: “Mammon”**
Producer: Vegard Stenberg Eriksen, Head of Drama: Hans Rossiné
Broadcaster: NRK.
- 11.45–12.45** **Lunch break**
Refreshments, light lunch and coffee will be served at Bioplatset.
- 12.45–14.00** **The story behind “The Killing”: David Madden and Nancy Cotton (Presented in collaboration with TV4)**
Danish internationally successful crime series “Forbrydelsen” was remade into Emmy-nominated “The Killing” in the US. David Madden, President, and Nancy Cotton, Senior Vice President, of Fox Television Studios, will talk about the remake process and the current huge interest for Nordic material and talent in the US. They will also give us a peek into how big networks in the United States work with developing, writing and producing.
- 14.00–14.30** **What makes Nordic TV Drama travel?**
Panel discussion with Piv Bernth, creative producer of *Forbrydelsen*, DR, Lars Blomgren, producer of Swedish-Danish *Bron*, Filmance, Åsa Sjöberg, Director of Programming, TV4 Group and Stefan Baron, Head of Drama, SVT.

- 14.30–14.45** **Short break**
- 14.45–15.00** **TV Drama Series Lab**
Nadja Radojevic, The Erich Pommer Institute and Katrina Woods, MediaXchange, present their new TV Drama Series Lab.
- 15.00–15.45** **“The Artists” (Presented in collaboration with The Erich Pommer Institute and Media Desk Sweden)**
Belgian crossmedia pioneer Peter De Maegd, known for transmedia series “Where is Gary?” and “Miss Homeless”, is back with his new project “The Artists”. Co-produced by six pubcasters from Northern Europe, the five-episode transmedia series is a massive production with multiple languages spoken. De Maegd will be joined by the Swedish producer David Olsson from Acne.
- 15.45–16.00** **Short break**
- 16.00–16.20** **Work in progress: “Kontoret”**
Director and main writer: Jacob Seth Fransson.
Executive producer: Pontus Edgren, CEO.
Production company: Jarowski. Broadcaster: TV4.
- 16.20–16.40** **Work in progress: “Forbrydelsen III”**
Creative producer: Piv Bernth, Broadcaster: DR.
- 16.40–17.00** **Summary with Andrea Reuter**
- 17.30–18.30** **Networking cocktail at Elite Plaza Hotel, Västra Hamngatan 3**
In collaboration with Film i Väst.
- 19.30–22.00** **Nordic Film Market opening reception
at Clarion Hotel Post, Drottningtorget 10**



DAVID MADDEN
PRESIDENT (FOX TELEVISION STUDIOS)

David Madden is the President of Fox Television Studios, which develops and produces programming for major U.S. broadcast and cable networks along with international broadcasters.

In his position, Madden oversees all of the studio's scripted and unscripted programming, including series, limited series and movies for television, as well as FtvS' finance, operations, and marketing divisions.

In the series arena, Fox TV Studios' programming includes the hit shows "Burn Notice" and "White Collar" (USA), getting ready for their sixth and fourth seasons, respectively; "The Glades" (A&E), preparing for its third season, and the Emmy-nominated "The Killing", readying its second season on AMC. Current pilots include "Outlaw Country" for FX, "How To Cheat on Your Wife" for AMC, "This American Housewife" for Lifetime, and "Wild Card", "Untitled Jeff Eastin Project", and "Over/Under" for USA. Previous series for which he also has been responsible include the Emmy-winning "The Shield", starring Michael Chiklis, and "The Riches", starring Eddie Izzard and Minnie Driver, both for FX.

Madden also has a long history of producing and over-seeing films, at his own company Cort/Madden Company and as vice president at Paramount Pictures and Twentieth Century Fox respectively. *The Untouchables*, *Fatal Attraction*, *Runaway Bride* and *Save the Last Dance* are some of these films.



NANCY COTTON
SENIOR VICE PRESIDENT, FOX TELEVISION STUDIOS

Nancy Cotton serves as the Senior Vice President at Fox TV Studios. In this position she has overseen the remaking of the Danish crime drama "Forbrydelsen" into the hit show "The Killing" as well as the shows "Outlaw Country", starring Mary Steenburgen and John Hawkes, "Saving Grace", starring Academy Award-winner Holly Hunter, "Defying Gravity" and "The Quickening".

Prior to FtvS, Cotton was head of television for Mel Gibson's Icon Productions. Cotton was also Vice President of Programming for Mandalay Television, where she produced the WB series, "Young Americans", starring Kate Bosworth and Ian Sommerholder. Prior to Mandalay, she oversaw many series at ABC including David Kelley's award winning "The Practice", Dreamworks' first television series, "High Incident", and the long-running comedy, "Coach". Cotton began her television career as an assistant in the television literary department at the William Morris Agency. She graduated from Harvard University. Her first job out of college was in Paris, where she worked as a singing waitress.

Presented in collaboration with TV4.





PETER DE MAEGD
FILM PRODUCER

Peter De Maegd is an independent film producer who's turning his focus towards the new opportunities of the converging media. Over the last few years, Peter was involved in the production and marketing of the various Caviar Films releases such as *Dirty Mind*, *Left Bank*, *SM Judge* and *My Queen Karo*. With Caviar, he is now developing the participative drama series "The Artists" in co-production with the national broadcasters of Belgium, Sweden, Norway, Finland and the Netherlands. His own production company Potemkino serves as a laboratory for new talent and challenging ideas. Potemkino's first feature film *Small Gods* by Dimitri Karakatsanis premièred at the Venice Film festival in 2007. This spirit of innovation now moves the company toward cross media projects such as the interactive documentaries "Where is Gary?", "Miss Homeless", "MONSTER!" and "The Artists".

"The Artists" is presented in collaboration with The Erich Pommer Institute and Media Desk Sweden.



PATRICIA PHALEN
ASSOCIATE PROFESSOR AT THE SCHOOL OF MEDIA & PUBLIC AFFAIRS
(GEORGE WASHINGTON UNIVERSITY IN WASHINGTON, DC)

Professor Phalen's research focuses on the socio-economics of mass media organizations, particularly the relationships between media production and audiences. Her most recent article, "Writing Hollywood: Rooms With a Point of View" is based on her experiences interviewing 45 television writers and it will appear in the March issue of *The Journal of Broadcasting & Electronic Media*.

She has published in academic journals such as *The Journal of Media Economics*, *The Journal of Broadcasting & Electronic Media*, *The Journal of Popular Culture*, *Political Communication* and *The Journal of Radio Studies* and she is co-author of two books, "The Mass Audience: Rediscovering the Dominant Model" and "Ratings Analysis: The Theory and Practice of Audience Research" (now in its 3rd edition). The graduate and undergraduate courses she has taught at GWU include "Media Organizations & Audiences", "Media in a Free Society" and "Hollywood & Politics". Dr. Phalen has a Master's degree and a PhD in Radio/Television/Film from Northwestern University, and a BA and an MBA from Boston College. In the fall of 2011 she was a Visiting Professor at Jönköping University in Sweden.



STEFAN BARON

HEAD OF DRAMA SVT (SWEDISH PUBLIC BROADCASTER)

Stefan Baron has worked as among other things as director, producer, Head of Acquisition and Head of Drama at SVT for the last twenty years. As Head of Drama he has most recently executive produced “Åkta människor” (“Real Humans”).



PIV BERNTH

SENIOR PRODUCER, DRAMA DEPARTMENT AT DR (DANISH PUBLIC BROADCASTER)

Piv Bernth has worked as director and producer at DR since 1998, winning an Emmy for “Nikolaj and Julie” in 2003 as well as several Emmys and a Bafta for “Forbrydelsen I” and “Forbrydelsen II”, for which she was producer and creative producer. Currently she is in production with “Forbrydelsen III”.



LARS BLOMGREN

PRODUCER

Lars Blomgren is the Managing Director of Filmance International AB. He has worked with film production since 1982. Lars has produced feature films and TV Drama series like: *Beck*, *Laban the Little Ghost*, *The Ketchup Effect*, *Patrik Age 1.5*, *The Crown Jewels*, *Arne Dahl* and “Bron” (“The Bridge”).



DAVID OLSSON

PRODUCER, ACNE

David Olsson is one of the founders of Acne. Acne is one of the few real cross media companies in the world. David works as an executive partner/producer. David is active in the areas of commercials, web production, feature films, TV shows and game development.



NADJA RADOJEVIC

In 2005, Nadja Radojevic joined the team of the Erich Pommer Institute and is responsible for the management of the institute’s international training department. Before, she worked as project coordinator for the Master School Drehbuch in Berlin and at the press office of the Film Society of Lincoln Center in New York. Nadja holds a university degree in Arts Management.



ANDREA REUTER

MODERATOR

Journalist, film critic and moderator. She has moderated more than 100 events, everything from interviewing talent on stage to leading panels, seminars, work-in-progresses and press conferences. After two years at the International Department at the Swedish Film Institute, Andrea left in September 2011 to focus mainly on moderating. Amongst her recent assignments, was a Master Class with director Alejandro González Iñárritu and the moderation of the international press conference for David Fincher's *The Girl with the Dragon Tattoo*. Andrea has worked with the Göteborg International Film Festival over several years, hosting the live show Studio Draken during its first year as well as moderating a number of works in progress and seminars.



ÅSA SJÖBERG

DIRECTOR OF PROGRAMMES, TV4 GROUP

Åsa Sjöberg is Director of Programmes for all free-to-air and basic cable channels within the TV4 Group. Managing and leading the commissioning teams for TV4, Sjuan and TV11, Åsa is also the head of the strategic content and programme development for all channels. Before becoming Director of Programmes, she held various positions in the company, such as Project Manager and Executive Producer. She started her career at Strix Television, one of Sweden's leading production companies, where she produced several of their biggest TV-formats.



JAN STRANDE ØDEGÅRDSTUEN

SCRIPT EDITOR, NRK

Jan Strande Ødegårdstuen is script editor at the Drama department of NRK and head of their brand new Script Laboratory (ManusLab). He is also in charge of development of new ideas for TV drama series.



KATRINA WOOD

PRESIDENT AND CEO, MEDIAEXCHANGE LTD.

Katrina Wood is Founder and Chief Executive Officer of MediaXchange Ltd., established with the specific goal to provide senior level media professionals with a versatile and unique resource to enable them to develop and expand their international media business interests. To date, industry professionals from every continent have turned to MediaXchange's consulting services.



FORBRYDELSEN III

“Forbrydelsen III” (“The Killing III”) is the last part of the internationally successful made for television trilogy: “Forbrydelsen I–III” (the first season of which has been remade in the US by Fox Television Studios).

This final season wraps up the story about Sarah Lund (Sofie Gråbøl), Detective Chief Inspector at the Homicide Division in downtown Copenhagen,

who this time is paired up with an idealistic, rookie Detective Constable (Nikolaj Lie Kaas) on the same day a body is found. Just like in the first two installments, the series does not only follow the police, but also the parents of a kidnapped girl as well as a politician, in this case the Prime Minister himself. The show’s creator Søren Sveistrup is again the main writer for this installment.

GUEST: Piv Bernth, Creative and Senior Producer at DR.



KONTORET

In TV4’s new comedy series “Kontoret” (based on Ricky Gervais’ “The Office”) we meet Henrik Dorsin’s well-known character Ove Sundberg from the TV4 original hit series “Solsidan” as the boss of a gang of extraordinary characters at the offices of Svensk kontorshygien AB. In the other main roles we see Björn Gustafsson, Kim Sulocki and Sissela Benn. Just like in the original series “The Office”, “Kontoret” is recognizable by the documentary feeling and the awkward and hilarious moments. The series is produced by Jarowskij for TV4 by producer Benjamin Thuresson, directed by Jacob Seth Fransson (“Solsidan”) and Mikael Lindgren (“Grottesco”) and written by Jacob Seth Fransson, Rikard Ulvshammar, Per Gavatin and Ola Norén.

GUESTS:

Jacob Seth Fransson, Director and Main Writer. Jacob is also one of the creators, writers and directors of the Swedish comedy series “Solsidan”, TV4 and has several years of experience in comedy writing for various titles in Swedish television.

Pontus Edgren, Executive Producer and Writer, Managing Director, Jarowskij. Jarowskij is a broad supplier of TV-formats in most genres with a special focus in comedy. Pontus was the executive producer for the Swedish adaption of “The Office” and has also created and written the TV4 hit series “Solsidan” and several other comedy titles for Swedish television over the last 10 years.



MAMMON

Original NRK drama series “Mammon” is a 6-episode 6-hour thriller that covers 6 days in our protagonist’s life. With a prologue that sets a riddle, a threat and a direction. The protagonist Peter Verås (Jon Øigarden) is an ambitious journalist that has used most means and methods to get his top stories. However, his biggest scoop ends with fatal consequences in the prologue. He thinks he gets a chance to redeem himself, but the more he tries to do good, the worse it gets, and he is captured into events and choices that bring him and those he cares about to ever darker places. The suspicions of who is behind all the evil is ever shifting. Produced by NRK Drama/Hans Rossine based on an original idea by Gjermund S. Eriksen and Vegard S. Eriksen. Directed by Cecilie Askeland Mosli, produced by Vegard S. Eriksen and written by Gjermund S. Eriksen.

GUESTS:

Vegard Stenberg Eriksen, Producer NRK. Vegard S. Eriksen has until recently been a producer in the Drama department of NRK with productions like “Sky Blue” and “Brothers”. When he is finished with his ongoing production “Mammon”, he will start as an executive producer for all NRK Drama productions.

Hans Rossiné, Head of Drama NRK (Norway National Broadcaster). Hans Rossiné has been Head of Drama at NRK since April 2001. NRK’s notable prize-winning and critical successes over the years include “At the King’s Table” (Emmy nominee, 2005), “Ibsen – a Man Immortal”, “Hunter”, “The Berlin Poplars” and the all time high long running series “Blue Sky Blue”. He is Ambassador in 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.

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