

Conditions

Place and Time

“The International TV Format Trade” from 9th to 12th June 2005

“European Co-Production: legal and financial aspects” from 2nd to 6th November 2005

The workshops take place at the “Hotel Punta Negra Resort” Costa d'en Blanes/Mallorca-Spain (www.hotelh10puntanegrareort.com)



Fee

“The International TV Format Trade”

Registration until 1st April 2005 EURO 950,00

Registration after 1st April 2005 EURO 1.050,00

(incl. accommodation with full board)

“European Co-Production: legal and financial aspects”

Registration until 1st September 2005 EURO 1.050,00

Registration after 1st September 2005 EURO 1.150,00

(incl. accommodation with full board)

The fee does not cover the costs for travel. The Erich Pommer Institut offers a limited number of grants for travel, accommodation and fee.

Admission requirements

Residents in countries participating in the MEDIA Plus Programme

Proficiency in English

25 participants will be admitted

Information and Registration

Please request your registration form at peters@epi-medieninstitut.de or register at

www.epi-medieninstitut.de (Essential Legal Framework)

Contact details

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Essential Legal Framework

Programme 2005

Essential Legal Framework

To “professionalize the professionals” is the goal of Erich Pommer Institute’s educational efforts. In 2005 the institute is offering a series of workshops, supported by the Media Plus Programme, within its programme ESSENTIAL LEGAL FRAMEWORK.

ESSENTIAL LEGAL FRAMEWORK covers important legal fields which are relevant to the development, financing, production as well as to the marketing of films in all forms of media (cinema, home video, free and pay TV, internet, games, etc.). This includes knowledge of European copyright, clearance mechanisms, collecting societies and model form contracts. Furthermore, the programme offers practical insight into the art of drafting and negotiating such contracts. It also provides up-to-date information on national and European institutions that offer financial support as well as tax shelters and other governmental funding possibilities.

Our website www.legalbasics.org gives a basic overview of media law in Europe, relevant to television and film industries. Model form contracts, funding regulations and checklists will be available for downloading.

Two upcoming workshops, “The International Television Format Trade” and “The European Co-production: legal and financial Aspects” feature experts from across Europe, who will share their knowledge and experiences with workshop participants.

The programme is designed for professionals who already have experience and basic knowledge in their field of work - professionals who, for instance, have been or are employed by film production companies, sales agencies, distributors, television stations, collecting societies, banks, talent agencies and law firms, and others who work in the film or television industry.

“It was a high level course, which gave you many thoughts to work with in the great art of co-producing and/or financing films.”

Anders Kjærhauge, Zentropa (Denmark)
European Co-Production: legal and financial aspects 2004

The International Television Format Trade

Formats exist in almost every genre of television, e.g. game show, variety, reality, scripted comedy and telenovela. We all know successful shows like “Who Wants to Be a Millionaire”, “The Weakest Link”, “Idols”, “Wife Swap” and “Supernanny” and there are many more which were adapted to the local audience. The trade of international formats represents already a big market – and the demand for programme formats is still growing. The reason: Increasing competition between channels, a limited reservoir of ideas and uncertainties regarding potential success or failure of formats proposed to the audience. The trade of programme formats offers already tested and approved ideas and provides collected knowledge of how to repeat a winning formula.

The purpose of this workshop is threefold: Providing an overview on new developments in the creative sector, giving up-to-date information on the economics of current format trade in Europe and the US and an introduction on how formats are protected and licensed under the various jurisdictions in Europe.

Experienced format creators, producers, broadcasters, distributors and lawyers will cover the following

Topics

- The global trade in TV formats – Quantifying business models
- What’s hot? – Fresh TV around the world
- The broadcaster’s perspective: What does the audience want?
- Format development: How to devise a format?
- From the idea via the international “roll out” to the global event
- The history of the format business
- Format protection
- Precedent cases: “Survivor” vs. “Big Brother”; “Survivor” vs. “I’m a Celebrity – Get Me Out Of Here” and “Wife Swap” vs. “Trading Spouses”
- Lobbying for format protection
- What is format licensing?
- How are you going to sell your format?
- How are you going to make it travel?
- Where is the format business heading to?

Trainers

- Ute Biernat, Grundy Light Entertainment (Germany)
- Daniela Matei, SBS Broadcasting Group (The Netherlands)
- Virginia Mouseler, The WIT (France)
- David Briggs, Celador (Great Britain)
- Oliver Castendyk, Erich Pommer Institut (Germany)
- Jonathan Coad, The Simkins Partnership (Great Britain)
- Christoph Fey, FRAPA (Germany)
- John Gough, Distraction Formats (Great Britain)
- Jacob Houliand, Zodiak Television World (Sweden)
- John McVay, PACT (Great Britain)
- Michel Rodrigue, Distraction Formats (Canada)
- Daniel Schmitt, Screen Digest (Great Britain)

European Co-Production: Legal and Financial Aspects

Co-productions between film producers of different EU member states have to cope with complex and changing environments of legal rules and financing opportunities. They have to take into account the relevant differences between copyright laws and their consequences for contracts with foreign talent, production and distribution companies from different member states. They need to learn about the various tax systems and the possibilities for getting state subsidies including the Media Plus Programme itself. The seminar will mainly focus on film and television production companies (their managers, assistants, tax advisors, business & legal affairs personal, in-house-counsels, producers, packagers and lawyers).

Topics

- Case Study 1 and 2 (to be announced): development, production and distribution, financial and legal aspects
- Co-production treaties and European Convention
- Co-production agreements; distribution agreements; Co-financing agreements
- Legal aspects of European Co-production
- Financial aspects of European Co-production
- Legal and financial aspects: Getting the pieces together
- Selling your film to the world: The sales agency
- Finding the audience: National distributors

Trainers (to be confirmed)

- Charlotte Applegren, Mediadesk (Denmark)
- Carey Fitzgerald, High Point Films & TV Ltd. (Great Britain)
- Abigail Payne, Harbottle & Lewis (Great Britain)
- Renate Roginas, Eurimages (France)
- Wolfgang Brehm, Brehm&von Moers (Germany)
- Jürgen Biefang, Small Fish (Germany)
- Oliver Castendyk, Erich Pommer Institut (Germany)
- Christian Kmiotek, Samsa Film and STRATEGICS (Luxembourg)
- Per Neumann, Bech-Bruun Dragsted (Denmark)
- Bernie Stampfer, Deutsche Bank (Germany)
- Jani Thiltges, Samsa Film (Luxembourg)
- Vibeke Windelov, Zentropa (Denmark)

“The best Media Programme course ever attended!”

Andrea Paoletti, programming and content coordinator JETIX,
Rome (Italy), International TV Format Trade 2004