

# ON FRIDAY ON TV

## Friday

12:00 – 13:00

The Pentland

### TV's Got to Dance



Sponsored by:



Dust off your leg warmers and squeeze into your leotards, this year's opening session, TV's Got to Dance will see six top telly acts dance it out live on stage for your vote to be crowned the 2010 TV Festival champion. Join the *Got to Dance* judging panel Ashley Banjo, Kimberly Wyatt and Adam Garcia for the ultimate dance-off!

**Judges** Ashley Banjo, Adam Garcia, Kimberly Wyatt **Producers** Henrietta Conrad Managing Director, Princess Productions **James Entage** Freelance Assistant Producer **Duncan Gray** Head of Entertainment, Sky1 HD, Sky1, Sky2 and Sky3 **Kate Maddigan** Series Editor, Got to Dance **Karen Smith** Joint Managing Director, Shine TV

12:15 – 13:15

The Sidlaw

### Meet the Controller: Claudia Rosencrantz



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**Broadcast**

From LIVING's *Four Weddings* to Bravo's gladiator drama, *Spartacus*, the last twelve months have bought diverse hits for the LIVING TV Group. But in an era that sees digital channels fighting for survival, what does the next year hold for this feisty broadcaster? How will its takeover by BSkyB play out? And more importantly, just what will Katie Price do next?

**Speaker** Claudia Rosencrantz Director of Television, LIVING TV Group  
**Chair** Jane Martinson Media Editor, The Guardian **Executive Producers** Amanda Bruckshaw Deputy UK News Editor, BBC News **Charlie Bunce** Editor Factual Programmes, talkbackTHAMES **Producers** Lucy Bacon Development Producer, Princess Productions **David Chikwe** Script Editor, Leopardrama

13:45 – 14:45

The Pentland

### MasterChef: A Masterclass



From TV classic to global sensation what's the secret ingredient to *MasterChef's* success? Moving from BBC Two daytime to BBC One primetime, it has wowed audiences and overtaken the schedule, making it one of the BBC's most versatile and key brands. It doesn't stop there. The number one show in the history of Australian television and in production in 15 countries, *MasterChef* shows no sign of slowing down. Join our panel to find out everything you need to know about the global hit and watch as we do the invention test LIVE with some very special guests...

**Chair** Mary Nightingale Newscaster, ITV News  
**Panellists** Liam Keelan Controller, BBC Daytime **Alex Mahon** President, Shine Group  
**Karen Ross** Executive Editor, *MasterChef Plus* **Special Guests**  
**Producers** Jane Rogerson Director of Commissioning, UKTV **Kate Ward** Associate Director, Global Business Development, Shine Group

13:45 – 14:45

The Fintry

## TV, Video Games, Audiences and Money



MGEITF  
Edinburgh Takeaway



Within the last twenty years gaming has grown from *Pong* to powerhouse. Its biggest franchises are now worth billions of dollars. We've invited the top brains in games to share their insight, but what they don't know is they are about to hand over the secrets of their success and tell you how to develop the right format for your TV idea, and most importantly what you need to do to make money in games. Our panel of gaming biggest hitters will outline the missed potential and huge opportunities for a better relationship between the UK's two richest creative industries.

**Panellists** **Paulina Bozek** Originating Producer, Singstar **Chris Deering** Chairman, Edinburgh Interactive Festival **Nicholas Lovell** Author, *How to Publish a Game* **David Yarnton** Chief Executive Officer, Nintendo UK **Chair Sean Dromgoole** Chief Executive Officer, Some Research and GameVision **Producers Sean Dromgoole** Chief Executive Officer, Some Research and GameVision **Simon Harvey** Director, Edinburgh Interactive and Barrington Harvey Media **Alexa Turness** Special Projects Manager, Edinburgh Interactive and Barrington Harvey Media

13:45 – 14:45

The Sidlaw

## Meet the Controller: Stuart Murphy



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Broadcast

In his first full year at Sky1, Stuart Murphy has embarked on plans to commission fewer programmes – but with a much higher profile. So how will he reshape the channel's schedule, especially now that two of its biggest shows, *Lost* and *24*, have ended? And what will Sky's acquisition of the Virgin Media platforms mean for Stuart, and for all the channels now under the Sky umbrella?

**Speaker Stuart Murphy** Director of Programmes, Sky1 HD, Sky1, 2 and 3  
**Chair Jeremy Vine** Broadcaster **Executive Producers Amanda Bruckshaw** Deputy UK News Editor, BBC News **Charlie Bunce** Editor Factual Programmes, talkbackTHAMES  
**Producers James Marshall** Development Producer, White Paper Productions **Kate Monaghan** Development Producer, markthree media

13:45 – 14:45

The Moorfoot and Kilsyth

## Split Hunters: Is Old Media Being Left Behind by the New Politics?

We have a new politics, but do we need a new media to match? Has news coverage which thrives on the black and white drama of simple conflict been left outdated by the grey scale of compromise in a Con-Lib coalition? There's evidence that voters are looking for more out of Westminster than the old ding-dong of opposing politicians at each other's throats, so are journalists guilty of missing the zeitgeist shift from pessimism to optimism which all started with a twitter hash-tag? One debate not to be missed.

**Panellists Trevor Kavanagh** Associate Editor, The Sun **John Lloyd** Contributing Editor, Financial Times **Will Straw** Founding Editor, Left Foot Forward **Chair Alastair Stewart OBE** Newscaster, ITV News **Producer Julian March** Executive Producer, Sky News Online

15:00 – 16:30

Filmhouse, 88 Lothian Road, EH3 9BZ

## Screening: This is England '86 plus Q&A



FILMHOUSE

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This exclusive screening at the Filmhouse will be followed by a Q&A with Shane Meadows and producer Mark Herbert, chaired by Channel 4's David Abraham, his only appearance at this year's Festival.

1986 – the Mexico World Cup, *Top Gun* at the cinemas, *The Final Countdown* at number one and over 3.4 million Brits unemployed. A memorable year in the national psyche – and the year that Shaun (Thomas Turgoose) is leaving school. Suddenly being young isn't that easy and he's got to find his own way in the world. The gang are back. Loud and proud, they're looking for love, a laugh, a job and something that resembles a future. For this is no sob sob cut your wrists story – if the glass is half-empty then drink up... Chris De Burgh is on the radio, but you can always turn the radio off.

*This is England '86* is acclaimed British filmmaker Shane Meadows' television debut and the much anticipated follow up to his BAFTA award-winning film. Reuniting the original cast, the four-part drama for Channel 4 is co-written by Meadows and Jack Thorne (*The Scouting Book for Boys*) and directed by Meadows and Tom Harper (*Misfits*) and produced by Warp Films.

Screening on Channel 4

**Speakers Mark Herbert** Producer **Shane Meadows** Writer and Director  
**Chair David Abraham** Chief Executive, Channel 4

15:15 – 16:15

The Pentland

## The Richard Dunn Memorial Lecture: Jimmy Mulville



**Nobody knows nothing – things I wish I'd known 25 years ago**

Never one to shy away from saying what he really thinks, this year's Richard Dunn Lecture, delivered by Jimmy Mulville, promises to be provocative, inspiring and entertaining.

Jimmy Mulville was one of the founders of Hat Trick Productions in 1986 and since then has seen it grow into one of the country's leading producers of comedy, drama and entertainment – regularly bringing distinctive and popular series to the screen, including *Outnumbered*, *Fonejacker*, *The Kumars at No 42*, *Drop The Dead Donkey*, *Whose Line Is It Anyway?*, *Bodies* and of course, *Have I Got News For You* which Jimmy created in 1990. Join Jimmy for an unmissable keynote.

**Speaker Jimmy Mulville** Managing Director, Hat Trick Productions

15:15 – 16:15 **The Fintry**

**Meet the TV Critics!**



TV critics remain a guiding light for millions of channel-hopping viewers. But what would our stellar panel of armchair experts from The Sun, Guardian, The Times and News of the World do to improve the nation's telly? What TV do they really love? What genuinely upsets them? How often do they go to press with those views? Do their crafted opinions really influence ratings? And if they could makeover a channel, what would they do? Join us and find out. (Bring own rotten fruit).

**Panellists** **Andrew Billen** The Times **Grace Dent** The Guardian **Ian Hyland** News of the World **Ally Ross** The Sun **Chair Tim Hincks** Chief Executive Officer, Endemol UK **Producer James Herring** Managing Partner, Taylor Herring PR **VT Producer Catherine Lynch** Senior Development Producer, Endemol UK

15:15 – 16:15 **The Sidlaw**

**Meet the Controller: Richard Klein**



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Whether it's Stephen Fry exploring Wagner or Timothy Spall going out to sea, BBC Four strives to bring thoughtful, intelligent television to the masses. It has the distinction of perhaps being the only channel in the past year to be guilty of being TOO funny and entertaining – at least that would seem the conclusion as the BBC's Strategic Review found that there should be a refocus with less comedy and entertainment. Now with arts, music, culture and knowledge at its core, Controller Richard Klein explains why less is more and what the future has in store.

**Speaker Richard Klein** Controller, BBC Four **Chair Martha Kearney** Writer and Broadcaster **Executive Producers Amanda Bruckshaw** Deputy UK News Editor, BBC News **Charlie Bunce** Editor Factual Programmes, talkbackTHAMES **Producers Anna Fern** Continuity Producer, ITV **Martin Lau** Researcher, talkbackTHAMES

15:15 – 16:15 **The Moorfoot and Kilsyth**

**How Reality TV Saved Documentary**



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*One Born Every Minute* and *Pineapple Dance Studios* are two of the most attention-grabbing documentary series of the past year. They are also among an ever increasing number of documentaries that look decidedly un-documentary like. In fact some would say they smack of reality television, a genre fashionably loathed by many documentary practitioners. So is this an important and long overdue evolution of a tired genre? Is it time to admit reality TV has conquered all? Or is it just a spreading rot that needs to be urgently excised? Come along to join the debate.

**Panellists** **Simon Dickson** Deputy Head Documentaries, Channel 4 **Paul Hamann** Executive Producer, *Wormwood Scrubs* **Louie Spence** *Pineapple Dance Studios* **Celia Taylor** Head of Factual and Features, Sky1HD, 1, 2 and 3 **Brian Woods** Managing Director, True Vision **Special Guests Jackie French** Producer, *Jersey Shore* and *The Real World*, MTV **Jenny Popplewell** Producer, *My Big Fat Gypsy Wedding* **Magnus Temple** Executive Producer, *One Born Every Minute* and *The Family* **Chair Peter Bazalgette** Media Consultant and Digital Investor **Producers Iain Dodgeon** Creative Executive, STV Productions **Paul Murray** Head of Factual and Entertainment, STV Productions **Wendy Rattray** Creative Executive, STV Productions

16:45 – 18:00 **The Pentland**

**Build Your Own BBC**



It's always had its critics but now the BBC's in the firing line as never before. With other public bodies facing savage cuts, does the corporation face a fight for its existence? Here's your chance to decide its future – what would you keep and what would you ditch? Jeremy Vine invites you to walk a mile in Mark Thompson's shoes – and our advocates will argue for and against some of the most controversial parts of the BBC – from BBC Three, to presenters' pay, to News Online. It's the perfect starter before the main course of Mark Thompson's MacTaggart Lecture.

**Speakers** **Ash Atalla** Managing Director, Roughcut TV **Alex Connock** Chief Executive, Ten Alps **David Elstein** Chairman, DCD Media **George Entwistle** Controller of Knowledge Commissioning, BBC **Anne McElvoy** Journalist and Broadcaster **John Simpson** BBC World Affairs Editor **Chair Jeremy Vine** Broadcaster **Producers Amanda Bruckshaw** Deputy UK News Editor, BBC News **Julian March** Executive Producer, Sky News Online **Craig Oliver** Controller, BBC Global **Assistant Producers Jonathan Sumberg** Business Producer, BBC News **Alice Wheeler** Assistant Producer Love Productions

16:45 – 17:45 **The Fintry**

**All Super Indies are Bastards**

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*I'm predicting double digit growth* — **Steve Morrison** All3Media  
*I'm predicting having to sell the photocopier* — **Will Macdonald** Monkey

Super indies are the school yard bullies of TV. Multimillion-pound global companies whose sole aim is to capture as much of the market as possible. The Big Four – Endemol, Shine, All3Media and RDF Media – are slowly strangling broadcasters as they aim to gain as much turnover and profit as possible. But what next? With several indies already going to the wall this year will these leveraged companies ensure that its survival of the fittest? What do we need to do to protect the small companies and do we need legislation to control the excesses of the big boys? All these questions and more, plus clips from disguised producers venting against the current state of affairs.

**Panellists** **Tim Hincks** Chief Executive Officer, Endemol UK **Stuart Murphy** Director of Programmes, Sky1 HD, Sky1, 2 and 3 **Graham Stuart** Managing Director, So Television **Helen Veale** Joint Managing Director, Outline Productions **Special Guest Adam Minns** Director of Policy, Pact **Chair Krishnan Guru-Murthy** Newscaster, Channel 4 News **Producer Mark Raphael** Commissioning Editor Documentaries, Channel 4 **Assistant Producer Jenny Saunders** Freelance Assistant Producer

16:45 – 17:45 **The Sidlaw**

**Meet the Controller: Zai Bennett**



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It may have been tough on Peter, but for ITV2 the breakdown of his marriage to Katie turned out to be pretty good news, giving the channel some of its highest ratings for original content. Likewise, the spin-offs from ITV1 still do fantastically well with *Britain's Got More Talent* beating ITV1's drama *The Prisoner*. So where does Zai Bennett take ITV2 from here? What's he got planned for ITV3 and ITV4 after a tough year? And what are ITV2's plans without Katie?

**Speaker Zai Bennett** ITV Director of Digital Channels and Acquisitions **Chair Sam Delaney** Editor, Heat Magazine **Executive Producers Amanda Bruckshaw** Deputy UK News Editor, BBC News **Charlie Bunce** Editor Factual Programmes, talkbackTHAMES **Producers Kate Dooley** Assistant Producer BBC One **Chloe Sarfaty** Assistant Producer talkbackTHAMES

16:45 – 17:45 **The Moorfoot and Kilsyth**

**The Trouble with Ideas**



MGEITF  
Edinburgh Takeaway

Come along to see leading British creative development experts from art, brands and advertising (whose projects include the Virgin Galactic Spaceship, Durex sex toys and commissions for the Eden Project) contrast their creative approach with that of TV development. Ad agencies, brands and artists create ideas in more formal and rigorous ways than in telly, but is it fair to compare? Are TV development teams given the time, training or resources they need? Are TV commissioners as accountable to their creative briefs as other buyers? Working on an example TV brief from Sky's Head of Entertainment Duncan Gray, join in the debate to see if the panel's different approaches create better ideas.

**Panellists** **Mark Boyd** Creative Director and Head of Entertainment, BBH **Beth Derbyshire** Artist **Mark Eaves** Managing Director Drum PHD **Ed Hebblethwaite** Director, Seymour Powell **Chair** **Wayne Garvie** Managing Director of Content and Production BBC Worldwide **Producers** **Pamela Hamilton** Joint Managing Director, Ignite **Clare Thompson** Joint Managing Director, Ignite

18:45 – 20:00 **McEwan Hall, Teviot Place**

**The James MacTaggart Memorial Lecture: Mark Thompson**



"Unaccountable", "dominant", "chilling" – the words James Murdoch used to launch a full-frontal attack on the BBC in last year's agenda-setting MacTaggart Lecture. This year, the Director-General Mark Thompson answers back – making the case for the corporation, and defending himself against accusations that he runs an outdated, bloated and arrogant BBC, that is slowly strangling much of the competition. With a new government beginning to ask difficult questions that could result in a very different BBC, this year's MacTaggart Lecture will be simply unmissable for anyone who cares about the UK media.

**Speaker** **Mark Thompson** Director-General, BBC **Producers** **Amy Brown** Head of Events Management EMEA, Google UK **Craig Oliver** Controller, BBC Global

20:00 – 22:00 **National Museum of Scotland**

**Friday Night Opening Reception**

**ON  
BOTTOMS UP  
ON  
FRIDAY**

Grab a glass of wine and join us to celebrate the first day of the Festival. We're returning to the Museum of Scotland so mingle with colleagues, as you marvel at priceless relics including the Lewis Chessmen and the Queen Mary Clàrsach.

The Museum is a five minute walk from McEwan Hall, following the James MacTaggart Lecture. See map on page 19.



**WorldView, formerly the CBA-DFID Broadcast Media Scheme, helps bring a real world-view to UK audiences by providing development funding and support to producers who make programmes in and about the developing world.**

Funds of up to £10,000 per project, £20,000 for drama, are available via 4 funding streams.

For more information about the scheme please go to [www.cba.org.uk/worldview](http://www.cba.org.uk/worldview)  
Or contact: **Sally-Ann Wilson** ([sally-ann@cba.org.uk](mailto:sally-ann@cba.org.uk)) **Marion Simpson** ([marion@cba.org.uk](mailto:marion@cba.org.uk))

# Schedule at a Glance

## Friday

12:00 – 13:00	TV's Got to Dance The Pentland
12:15 – 13:15	Meet the Controller: Claudia Rosencrantz The Sidlaw
13:45 – 14:45	MasterChef: A Masterclass The Pentland TV, Video Games, Audiences and Money The Fintry Meet the Controller: Stuart Murphy The Sidlaw Split Hunters: Is Old Media Being Left Behind by the New Politics? The Moorfoot and Kilsyth
15:00 – 16:30	Screening: This is England '86 Q&A with Shane Meadows, chaired by David Abraham Filmhouse
15:15 – 16:15	The Richard Dunn Memorial Lecture: Jimmy Mulville The Pentland Meet the TV Critics! The Fintry Meet the Controller: Richard Klein The Sidlaw How Reality TV Saved Documentary The Moorfoot and Kilsyth
16:45 – 18:00	Build Your Own BBC The Pentland

16:45 – 17:45	All Super Indies are Bastards The Fintry Meet the Controller: Zai Bennett The Sidlaw The Trouble with Ideas The Moorfoot and Kilsyth
18:45	The James MacTaggart Memorial Lecture: Mark Thompson McEwan Hall
20:00 – 22:00	Friday Night Opening Reception National Museum of Scotland

## Saturday

09:30 – 10:30	Post MacTaggart Q&A The Pentland Branded Entertainment: Goldmine or Minefield? The Fintry Meet the Controller: Matthew Littleford The Sidlaw Guess Who's Coming to Breakfast The Moorfoot and Kilsyth
11:00 – 12:00	The Wonderful Wizards of Weatherfield— 50 Years of Coronation Street: A Masterclass The Pentland 10 Things You Should Know About Viewers The Fintry Meet the Controller: Julian Bellamy The Sidlaw Going Global: How to Make Money Abroad The Moorfoot and Kilsyth

12:30 – 13:30	The Alternative MacTaggart: Paul Abbott The Pentland RIP Scheduled TV? The Fintry Meet the Controller: Jay Hunt The Sidlaw You Call that a Good Idea? The Moorfoot and Kilsyth
14:00 – 14:45	Face to Face: Jeremy Hunt in Conversation The Pentland
14:00 – 15:00	Pitch Perfect: Fast Track Live Pitch The Fintry Meet the Controller: Danny Cohen The Sidlaw Please Pay Here The Moorfoot and Kilsyth Screening: My Generation Filmhouse
15:15 – 16:15	TV Question Time The Pentland
15:30 – 16:30	Meet the Controller: Richard Woolfe The Sidlaw An Audience with Andy Harries: A Masterclass The Moorfoot and Kilsyth Screening: Hawaii 5-0 Filmhouse
16:30 – 17:00	The Futureview: Sandy Climan The Fintry
17:00	3D: Will it go Beyond Football, Films and F***king? The Fintry
16:45 – 17:45	Meet the Controller: Peter Fincham The Sidlaw

17:00 – 18:00	EastEnders at 25: A Masterclass Joint Session with The Network The Moorfoot and Kilsyth
18:00 – 19:00	Channel of the Year Awards 2010 The Pentland
20:00 – 21:30	Saturday Night Meet and Greet The Library The George Hotel
21:30 – Late	Saturday Night Party The George Hotel

## Sunday

10:00	On the Sofa with Mark Austin The Pentland
11:00 – 11:50	Doctor Who: A Masterclass The Pentland
11:30 – 12:30	Meet the Controller: Janice Hadlow The Sidlaw
11:50 – 12:40	Katie Price: Shrink Rap The Pentland
12:45 – 13:45	The Last Laugh The Pentland

# ON SATURDAY ON TV

## Saturday

09:30 – 10:30

The Pentland

### Post MacTaggart Q&A with Mark Thompson

Following his MacTaggart Lecture, Mark Thompson is interviewed about his speech and responds to questions from Festival delegates.

**Speaker** Mark Thompson Director-General, BBC **Chair** Krishnan Guru-Murthy Newscaster, Channel 4 News **Producers** Amy Brown Head of Events Management EMEA, Google UK **Craig Oliver** Controller, BBC Global

09:30 – 10:30

The Fintry

### Branded Entertainment: Goldmine or Minefield?

MGEITF  
Edinburgh Takeaway

Some see brand funded TV as the ultimate free lunch, others as a total sell-out. Branded entertainment is hitting prime time and millions of pounds are being pumped into funding it. Is this a foolproof method for funding programmes or a contract for creative and economic conflict? Using recent case studies of TV and digital content, top experts in the field will look at the whole process of branded entertainment and debate the best ways to make it all come together.

**Panellists** Nuno Bernardo Chief Executive Officer, beActive Entertainment  
**Paul Day** Vice-President Branded Content and Digital Media, Cineflix Productions UK  
**Katherine Marlow** Creative Solutions and Content Partnerships Planner, ITV  
**Donna Taberer** Head of Entertainment, Five **Simon Willis** Head of Programming, Mindshare Invention **Mark Wood** Founding Partner, Krempelwood **Chair** Dan Sabbagh Freelance Journalist  
**Producers** Paul Day Vice-President Branded Content and Digital Media, Cineflix Productions UK  
**Ian Russell** Director of Co-Production and Executive Producer, Cineflix Productions UK

09:30 – 10:30

The Sidlaw

### Meet the Controller: Matthew Littleford



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**Broadcast**

With UKTV's ambitious re-branding delivering further breakout successes, Controller Matthew Littleford continues to re-position the network as a major player. We've seen *Ration Book Britain* pulling in plaudits and punters, and *Argumental* landing on terrestrial television. Now Matthew discusses his plans to ensure continued growth. How will UKTV face the challenges of broadcaster consolidation in an all-media-everywhere marketplace, continuing to fulfil its obligations as a showcase for the BBC's archive?

**Speaker** Matthew Littleford Controller UKTV **Chair** Ray Snoddy Journalist  
**Executive Producers** Amanda Bruckshaw Deputy UK News Editor, BBC News  
**Charlie Bunce** Editor Factual Programmes, talkbackTHAMES  
**Producers** Lucy Bacon Development Producer Princess Productions **David Chikwe** Script Editor Leopardrama

09:30 – 10:30 **The Moorfoot and Kilsyth**

## Guess Who's Coming to Breakfast



What's the average age of UK women having their first child? Or life expectancy for non-white men? How many people are actively religious? Test your knowledge of the UK's TV audience alongside some of TV's top commissioners in a quiz-show romp through the world of diversity, hosted by Stephen K Amos. How well do you know your viewers? Far from stuffy old, irrelevant b\*ll\*cks that you have to comply with, celebrating difference offers new angles and fresh ideas... and with Amos at the helm, political correctness is unlikely to get in the way. Arrive early to avoid public humiliation.

**Contestants** Elaine Bedell Director of Entertainment and Comedy, ITV **Simon Dickson** Deputy Head Documentaries, Channel 4 **Saul Nasse** Controller BBC Learning **Host Stephen K Amos**  
**Producers** Jack Lundie Development Lead London 2012, BBC Vision Productions **Daniell Morrissey** BBC Talent Executive **Simone Pennant** TV Collective **Kate Phillips** Executive Editor, BBC Entertainment

11:00 – 12:00 **The Pentland**

## The Wonderful Wizards of Weatherfield – 50 Years of Coronation Street: A Masterclass



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In a rare public appearance, Tony Warren, the creator of *Coronation Street* joins the Festival for a special celebratory masterclass. It began with three women – all with different temperaments, values, backgrounds and social standing and it instantly captured the hearts of the nation. Fifty years on, and the audience are still captivated by these ordinary people leading ordinary lives. Other soaps have evolved but the DNA of *Coronation Street* remains the same: strong characters, family ties, brilliant writing and a huge injection of humour. The creator, the cast, the critic and the brand new producer discuss the highs and lows of the wonderful world of Weatherfield.

**Panellists** Phil Collinson Producer **Katherine Kelly** Actress **Gareth McLean** Journalist, Radio Times **Tony Warren** Writer and Creator, *Coronation Street* **Chair David Liddiment** BBC Trustee and Creative Director, All3Media **Producers Sumi Connock** Head of Entertainment, ITV Studios **Laura Mackie** Director of Drama Commissioning, ITV

11:00 – 12:00 **The Fintry**

## 10 Things You Should Know About Viewers



They are selfish. They are spoilt. They are disloyal. They decide whether your show is a hit. This session will tell you what you need to know about viewers in a world that is fighting for their attention. What makes them remember your programme? How did they find it in the first place? Are we keeping up with their demands and expectations? Be inspired. Be surprised. This session is about giving you a competitive advantage.

**Speaker Nino Cirone** Director, Broadcast Research Limited **Chair Kate Silvertown** Journalist and Presenter **Producer Susanna Dinnage** Senior Vice President Scheduling and Research, Discovery Communications Europe

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11:00 – 12:00 **The Sidlaw**

## Meet the Controller: Julian Bellamy



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**Broadcast**

On and off screen it's all change at Channel 4, as a new Chairman and a new Chief Executive enter, and *Big Brother* exits. So how will Channel 4 cope with the loss of its most valued family member? And how will it capitalise on the success of shows like *My Big Fat Gypsy Wedding* and *The Million Pound Drop*? All will be revealed as Julian Bellamy tells us why this is the most exciting time in the history of the channel and just what he plans to do with all that airtime.

**Speaker Julian Bellamy** Acting Chief Creative Officer, Channel 4 **Chair Martha Kearney** Writer and Broadcaster **Executive Producers Amanda Bruckshaw** Deputy UK News Editor, BBC News **Charlie Bunce** Editor Factual Programmes, talkbackTHAMES  
**Producers Anna Fern** Continuity Producer, ITV **Martin Lau** Researcher, talkbackTHAMES

11:00 – 12:00 **The Moorfoot and Kilsyth**

## Going Global: How to Make Money Abroad

MGEITF  
Edinburgh Takeaway

British factual television is a world leader, so how can UK indies take advantage of the international appetite for what we do? Some British producers are selling shows directly to international broadcasters – how do they do it? What kinds of ideas sell overseas? How do you get access to the decision makers and what do you need to know about pitching outside of the UK? Our panel share the secrets of their international successes, and as well as tell you what international buyers are looking for.

**Panellists Mike Kemp** Managing Director, Dangerous **Ian Russell** Director of Co-Production and Executive Producer, Cineflix Productions UK **Thomas von Hennet** Vice President International Co-Production Drama and Factual, ProSiebenSat.1 Group **Peter Wallace** Head of Commissioning Independents, NRK **Chair Helen Veale** Joint Managing Director, Outline Productions **Producers Ian Russell** Director of Co-Production and Executive Producer, Cineflix Productions UK **Helen Veale** Creative Director, Outline Productions

12:30 – 13:30 **The Pentland**

## The Alternative MacTaggart Lecture: Paul Abbott – The Truth about Long-Term Thinking



Sponsored by:



Including a must-see introduction from a very special guest...

*It's high time we sorted British television's vision for long running, high quality drama. Research insists that decent repeatable drama is the most magnetic aspect of a channel's identity, yet it's the one thing we still haven't attended to.*

*It's the key to future relationships with our audience and export buyers. Hard times have always stimulated inventive solutions. Let's hope the credit crunch forces us to fix this glaring problem in the UK market sooner than later.* **Paul Abbott**

**Speaker Paul Abbott** **Chair Mariella Frostrup** Writer and Broadcaster  
**Producers Sarah Butters** Head of Programme Strategy, ITV2 **Simon Tomkins** Head of Programme Strategy, ITV3

12:30 – 13:30 **The Fintry**

## RIP Scheduled TV?

Google TV and Project Canvas are coming. Are we facing the beginning of the end of scheduled television? What does this mean for your content and your business? Who will win the race to attract and monetise eyeballs in a shiny new connected TV world? Find out about what's coming up and hear from the industry leaders about how television discovery, consumption and monetisation are set to change.

**Panellists** **Tim Hunt** Marketing Director, Project Canvas **Brian Lenz** Director, Product Design and TV Product Development, Sky **Sarah Rose** Director of Commercial and Business Development, Channel 4 **Jill Szuchmacher** Principal, New Business Development, Google TV **Chair Steve Hewlett** Writer, Broadcaster and Media Consultant **Producer Donagh O'Malley** Head of Video Partnerships, YouTube UK, Ireland and Benelux

12:30 – 13:30 **The Sidlaw**

## Meet the Controller: Jay Hunt



It's been another good year for the BBC One trophy cabinet and with serious arts, factual and food content all making a comeback in peak, Jay Hunt is keen for the channel to continue taking creative risks. Along with standout performances from *EastEnders Live*, *Let's Dance for Sports Relief* and *Five Daughters*, there has also been heated debate over ageism in *Strictly Come Dancing*, scheduling clashes with ITV1 and the changes to *The One Show*. So what will the year ahead bring for the channel and how can it continue to take creative risks without losing its heartland audience?

**Speaker Jay Hunt** Controller BBC One **Chair Simon Mayo** Broadcaster **Executive Producers Amanda Bruckshaw** Deputy UK News Editor, BBC News **Charlie Bunce** Editor Factual Programmes, talkbackTHAMES **Producers Sarah Brooks** Assistant Producer, BBC Wales Factual **Mark Taynton** Scheduler Good Food, UKTV

12:30 – 13:30 **The Moorfoot and Kilsyth**

## You Call that a Good Idea?



Three minutes to sell an idea. Watch as producers sweat it out against the clock in front of the industry's top factual entertainment and features commissioners as they look for the next big idea. With £5k in their pockets to spend on developing the best pitched ideas, commissioners will give real feedback on the spot as well as explain and justify their decisions by taking questions from the audience.

**Panellists Jo Clinton-Davis** Controller of Popular Factual, ITV **Liam Humphreys** Deputy Head Factual Entertainment, Channel 4 **Dan Korn** Senior Vice President Programming, Discovery Networks UK **Mark Sammon** Head of Commissioning VMTV, Living, Living 2, Virgin 1, Bravo, Challenge **Alan Tyler** BBC Executive Editor Entertainment Commissioning **Chair Boyd Hilton** Television and Reviews Editor, Heat Magazine **Producers Daniela Neumann** Director of Programmes Virgin1, Bravo, Bravo2 and Challenge **Donna Taberer** Head of Entertainment, Five **Assistant Producer Natasha Hegde** Channel and Scheduling, GOLD

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14:00 – 14:45 **The Pentland**

## Face-to-Face: Jeremy Hunt in Conversation



Jeremy Hunt has accused the BBC of "extraordinary and outrageous waste" and refused to rule out cutting the licence fee. In an age of austerity, what are his plans for a corporation that's making as many headlines about Mark Byford's pension pot as its own programme content? How will he influence charter renewal in 2012, and what does he think the BBC's priorities should be? Steve Hewlett quizzes him about his vision for the BBC and the TV industry, and what he thinks it must do to future-proof itself against the backdrop of recession whilst remaining loyal to its audiences.

**Speaker Jeremy Hunt MP**, Secretary of State for Culture, Olympics, Media and Sport **Chair Steve Hewlett** Writer, Broadcaster and Media Consultant **Producer Steve Anderson** Creative Director, Mentorn

14:00 – 15:00 **Filmhouse, 88 Lothian Road, EH3 9BZ**

## Screening: My Generation



What a difference ten years can make. In 2000, a documentary crew follows a disparate group of high schoolers from Greenbelt High School in Austin, Texas as they prepare for graduation, and then revisits these former classmates ten years later. As these classmates return home to revisit their old hopes for their future, they'll discover that, even if you don't get exactly what you thought you wanted out of life, it's not too late to get what you need.

*My Generation* is produced by ABC Studios, and licensed internationally by Disney Media Distribution.



14:00 – 15:00 **The Fintry**

## Pitch Perfect: Fast Track Live Pitch



Pitching is one of the toughest, and most important, skills to perfect in TV. Fast Track has teamed up with *The One Show*, with an exciting opportunity to develop a new mini format for BBC One's flagship factual programme. Four finalists will pitch live to win a commission which will be seen by a 7 o'clock audience of millions.

**Panellist Sandy Smith** Executive Editor, The One Show **Chair Martha Kearney** Writer and Broadcaster **Producers Nick Astor** Production Executive, BBC Comedy Commissioning **Viv Molokwu** Development Producer

14:00 – 15:00 **The Sidlaw**

## Meet the Controller: Danny Cohen



BBC Three's audience share has grown by a staggering 28% since its relaunch in 2008. Controller Danny Cohen puts its success down to knowing its audience and the quality of shows like *Blood Sweat and Luxuries* and *Dancing on Wheels*. But where will the channel go from here? What is its online strategy? Danny reveals his strategy for keeping BBC Three at the top of its game.

Sponsored by:



**Speaker Danny Cohen** Controller, BBC Three **Chair Richard Bacon** Broadcaster **Executive Producers Amanda Bruckshaw** Deputy UK News Editor, BBC News **Charlie Bunce** Editor Factual Programmes, talkbackTHAMES **Producers Kate Dooley** Assistant Producer, BBC One **Chloe Sarfaty** Assistant Producer, talkbackTHAMES

14:00 – 15:00 **The Moorfoot and Kilsyth**

## Please Pay Here



**MGEITF**  
Edinburgh Takeaway

As free-to-air models are increasingly challenged by diminishing advertiser spend and fragmented viewing, content owners and broadcasters alike are looking to diversify revenue streams. Meanwhile, technology is enabling content owners to reach viewers directly and converting passive viewers to active customers. The traditional pay platforms are now joined by online aggregators, digital distributors and connected device manufacturers in competing for a share of the consumer wallet. But what do consumers really want to pay for? How do you get them to pay? And what are the drivers of success for content owners and broadcasters?

**Panellists** **John Keeling** Platform Controller, Seesaw **Leslie McKenzie** Group Digital Director, LOVEFILM **Sebastian Scott** Executive Consulting Creative Director, Telegraph Media Group **Jasper Smith** Chief Executive Officer, PlayJam **Chair Mathew Horsman** Director, Mediatique Ltd **Producer Sarah Rose** Director of Commercial and Business Development, Channel 4

15:15 – 16:15 **The Pentland**

## TV Question Time



New politics, new bosses, new crises: what's next for the BBC if the licence fee is cut? Will ITV's new regime realise all its regulatory wishes? Is privatisation on the cards for Channel 4, and what about Five, now it's been taken over by Richard Desmond? And if Cameron and Clegg can work together, why can't Sky and Ofcom? Question Time comes to MGEITF and delegates have the chance to put the big decision makers on the spot.

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**Panellists** **Diane Abbott** MP for Hackney North and Stoke Newington **Jana Bennett** Director, BBC Vision **David Elstein** Chairman, DCD Media **Mariella Frostrup** Writer and Broadcaster **Steven Moffat** Executive Producer and Writer *Dr Who* and Co-creator, *Sherlock* **Chair Peter Bazalgette** Media Consultant and Digital Investor **Producer Steve Anderson** Creative Director, Mentorn **Assistant Producer Tom Gillett** Assistant Producer, BBC Question Time

15:30 – 16:30 **The Sidlaw**

## Meet the Controller: Richard Woolfe



A year ago, it looked to some as if Five's star was on the wane. But as one of only two terrestrial channels with an increased share in 2009 and with new owner Richard Desmond promising a bright future, the channel's fortunes are looking up. Now that Five has some cash, how will they spend it? What lessons can they learn from their last few years of relative poverty? Have much-trumpeted shows like *Live from Studio Five* and *FlashForward* performed as well as Richard Woolfe had hoped – and more importantly, what's next?

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**Speaker** **Richard Woolfe** Controller, Five **Chair** **Ian Hyland** News of the World **Executive Producers** **Amanda Bruckshaw** Deputy UK News Editor, BBC News **Charlie Bunce** Editor Factual Programmes, talkbackTHAMES **Producers** **James Marshall** Development Producer, White Paper Productions **Kate Monaghan** Development Producer, markthree media

15:30 – 16:30 **The Moorfoot and Kilsyth**

## An Audience with Andy Harries: A Masterclass



Andy Harries is one of British drama's leading luminaries. With success ranging from *Cold Feet* to *Wallander*, *The Royle Family* to *The Deal*, he has also cracked the feature film market with *The Damned United* and the Oscar winning *The Queen*. In this frank session, Andy will look at the changing face of drama, the challenges of raising co-production finance, his strong relationship with writers and his tricks of the trade, as well as the highs and lows of an illustrious career.

**Speaker** **Andy Harries** Executive Producer and Chief Executive, Left Bank Pictures **Chair** **Kate Silverton** Journalist and Presenter **Producer** **Laura Mackie** Director of Drama Commissioning, ITV **Assistant Producer** **David Chikwe** Script Editor, Leopardrama

15:30 – 16:30 **Filmhouse, 88 Lothian Road, Edinburgh, EH3 9BZ**

## Screening: Hawaii Five-0



An elite branch of the Hawaii State Police is tasked to wipe out the crime that washes up on the Islands' sun-drenched beaches. Detective Steve McGarrett (Alex O'Loughlin), a decorated Naval officer turned cop, returns to Oahu to investigate his father's murder and stays after Hawaii's governor persuades him to head up the new team: his rules, her backing, no red tape and full blanket immunity to hunt down the biggest game in town. With the support of his team McGarrett is determined to eliminate the seedy elements from the 50th state.

FILMHOUSE

Premiering exclusively on Bravo

16:30 – 17:00 **The Fintry**

## The Futureview – Sandy Climan: Hollywood's Mr 3D



Sandy Climan has seen the future, and it's in 3D. Not just for films, sport and animation, but for every TV genre conceivable. Known as "Hollywood's 3D man", Sandy is a 3D evangelist. His mission as CEO of 3ality Digital is to spread the word that 3D is coming to a TV screen near you. He doesn't just produce cutting edge content, he's also a global driving force behind 3D technology and to make your 3D programmes of the future easier to film, produce and watch. Sandy spent more than a decade as one Hollywood's most powerful dealmakers representing stars such as Robert De Niro and Robert Redford while brokering deals for Sony (SNE), Mastushita, and Seagram to buy Hollywood studios. Join Sandy for his incredible insight and vision on the future of 3D programming and what these developments will mean for UK broadcasters and media organisations.

**Speaker** **Sandy Climan** Chief Executive Officer, 3ality Digital, LLC **Producers** **Simon Knight** Executive Producer Factual, BBC Bristol **Simon Phillips** Senior Producer, ITV

# Saturday

17:00 – 18:00

The Fintry

## 3D: Will it go Beyond Football, Films and F\*\*\*ing?



MGEITF  
Edinburgh Takeaway

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3D TV has officially arrived, with dedicated channels launching worldwide it's not just feature films that are getting the 3D treatment. 3D TV is making its way to all programme genres. With technology rapidly developing and streamlining how will 3D change television? And how can television change 3D? Discover the implications of producing in 3D with regards to budget, editorial and technical issues. With 3D TV hotly tipped to make a big splash in the coming months, join the panel to discuss Sandy Climan's views as well as debate – what is the real future of 3D in TV?

**Panellists** Phil Brown Commercial Director, Can Communicate Brian Lenz Director Product Design and TV Product Development, Sky Michael Lindsey Pointy Stick Sam McCurdy DOP Streetdance 3D Chair David Docherty Chairman, The Digital Television Group  
**Producers** Simon Knight Executive Producer Factual, BBC Bristol Simon Phillips Senior Producer, ITV

16:45 – 17:45

The Sidlaw

## Meet the Controller: Peter Fincham



Sponsored by:

Broadcast

The industry voted it last year's Channel of the Year at the Broadcast Awards 2010 and after a tough time, advertisers are once again gaining in confidence in ITV1 – and why not when people in their millions continue to tune in to *The X Factor*, *Britain's Got Talent* and *Doc Martin*? Key to this success is celebrity talent strengthened by the surprise return of Paul O'Grady and the addition of Adrian Chiles and Christine Bleakley. Peter Fincham reveals his plans for the future.

**Speaker** Peter Fincham Director of Television, ITV **Chair** Kirsty Wark Television Broadcaster and Journalist **Executive Producers** Amanda Bruckshaw Deputy UK News Editor, BBC News **Charlie Bunce** Editor Factual Programmes, talkbackTHAMES **Producers** Kate Dooley Assistant Producer, BBC One **Chloe Sarfaty** Assistant Producer, talkbackTHAMES

17:00 – 18:00

The Moorfoot and Kilsyth

## The Network Joint Session – EastEnders at 25: A Masterclass



Featuring incredible unseen *EastEnders* footage, discover the secrets of writing, producing and directing one of the most successful soap operas in the world. Learn how this year the production pushed the boundaries even further, producing *EastEnders*' first live episode. This in-depth analysis of the story telling craft will also leave you on a cliffhanger as an upcoming plot is exclusively revealed. Danny Cohen is joined by soap stars Charlie Clements (Bradley Branning) and Scott Maslen (Jack Branning), as well as BBC Controller of Drama Production, John Yorke, in a very special *EastEnders* masterclass. Cue drums.

**Panellists** Simon Ashdown Writer Charlie Clements Actor Scott Maslen Actor Diederick Santer Managing Director, Lovely Day John Yorke Controller, BBC Drama Production **Chair** Danny Cohen Controller, BBC Three **Producers** Mark Cossey Executive Editor, BBC Entertainment Karl Warner BBC Commissioning Editor, Entertainment

18:00 – 19:00

The Pentland

## Channel of the Year Awards



ON  
TEARS  
ON  
JOY

Join Jack Whitehall for the hotly contested Channel of the Year Awards 2010. Online voters have shortlisted the nominees this year but it's up to you to decide who will walk away the winner with a live audience vote on the night.

The following nominations were provided by a YouGov online poll:

**Terrestrial Channel of the Year**  
BBC One, BBC Two, Channel 4, Five, ITV

**Non-Terrestrial Channel of the Year**  
BBC Four, BBC Three, Cartoon Network, Comedy Central, E4, Five USA, Sky1, Sky News

**Terrestrial Programme of the Year**  
*Doctor Who*, *FlashForward*, *Harry Hill's TV Burp*, *Outnumbered*, *The X Factor*

**Non-Terrestrial Programme of the Year**  
*30 Rock*, *Glee*, *Newswipe with Charlie Brooker*, *Pineapple Dance Studios*, *The Inbetweeners*

**The Network and Fast Track Programme Award 2010**  
*Misfits*, *One Born Every Minute*, *Pineapple Dance Studios*

**Host** Jack Whitehall **Judging Panel Chair** Tim Hincks Chief Executive Officer, Endemol UK  
**Judging Panel** MGEITF Executive Committee **Producers** Kam Kandola Head of Editorial, MGEITF Lisa Perrin Creative Director Entertainment, Shine

20:00 – 21:30

The Library, The George Hotel, 19–21 George Street, EH2 2PB

## Saturday Night Meet and Greet

Join us for drinks, social networking and the chance to celebrate the meeting of digital and TV, courtesy of Glow Labs.

Drinks sponsored by:



ON  
CHIT-CHAT  
ON  
SATURDAY

21:30 – Late

The George Hotel, 19–21 George Street, EH2 2PB

## Saturday Night Party

There's nothing more traditional than Saturday Night at the Festival in The George Hotel. Indulge in a cocktail or two in the Tempus Bar, chat with old friends and new in The Library, or dance the night away in the grand King's Hall.

Strut your stuff to classic party tunes courtesy of our surprise special booking, with STV's DJ Cameron McKenna rolling out the floorfillers until the wee small hours!

ON  
ROCK  
ON  
STARS

# ON SUNDAY ON TV

## Sunday

### In The Pentland

Come and join the Festival family hangover as Mark Austin hosts a rolling morning of fun and frolics to get your Sunday pulses racing... expect to be entertained.

From 10:00

### On the Sofa with Mark Austin



He's covered Tiananmen Square, Zimbabwe and the Gaza War, but now ITN's Mark Austin is ready for his toughest challenge yet – hosting a live chat show at the heart of MGEITF's Sunday schedule. You can look forward to seeing the sexiest male newsreader of all time (© The Sun) get to grips with broadcasting legend Michael Grade CBE, if that's not enough to get you excited, there will be a few more special guests joining Mark on the sofa...

**Host** Mark Austin Newscaster, ITV News **Producers** James Emtage Freelance Assistant Producer David Martin Freelance Assistant Producer

11:00 – 11:50

### Doctor Who: A Masterclass



As the new showrunner of *Doctor Who*, Steven Moffat brought Matt Smith to BBC One this spring for a series that met with both audience and critical acclaim. Fresh from masterminding the most anticipated drama series this year, Moffat will discuss the challenges of keeping a juggernaut BBC brand at the top of its game, what makes great sci-fi on British TV – and his latest hit BBC drama, *Sherlock*.

Sponsored by:



**Speaker** Steven Moffat Executive Producer and Writer *Dr Who* and Co-creator, *Sherlock*  
**Chair** Richard Bacon Broadcaster **Producer** Neil Midgley Assistant Editor Media, The Telegraph

11:50 – 12:40

### Katie Price: Shrink Rap



Katie Price is a media phenomenon who has become one of the most famous women in Britain by sheer determination and force of personality. Starting her career as a glamour model, she has moved on to become a bestselling author and businesswoman and is the star of her own reality series on ITV2, *What Katie Did Next*. Her interviewer, Dr. Pamela Connolly, brings to the Festival for the first time the techniques of her insightful psychological More4 interview show, *Shrink Rap*, in which she explores the effects of fame with A-list celebrities from Tony Curtis and Stephen Fry to Heather Mills and Sarah Duchess of York.

**Speaker** Katie Price **Interviewer** Dr. Pamela Connolly  
**Producer** Claire Zolkwer Commissioning Editor Entertainment, ITV

Sponsored by:



12:45 – 13:45

## The Last Laugh



Welcome to the The Last Laugh – a must-see stand up masterclass featuring TV heavyweights. Can Gail Porter deliver a punch line? Who has the front to handle hecklers? And will a Director of Entertainment actually be entertaining? Mentored by the finest circuit comedians, each contestant attempts the craft of stand up in front a room packed with their peers, while an expert judging panel decides if they're a hit or should just hit the road.

### Comedian Mentors

**Kevin Bridges**  
**Pete Johansson**  
**Russell Kane**  
**Shappi Khorsandi**  
**Chris Ramsay**

### Stand-ups

**Christian Drobynk** Director of Entertainment, UKTV  
**Lloyd Griffith** Production Co-ordinator, Jack Morton Worldwide  
**Dawn Porter** Writer and Presenter  
**Gail Porter** Broadcaster  
**Helen Veale** Managing Director, Outline Productions

### Judges

**Stephen K Amos**  
**Jill Offman**  
**Graham Stuart**

**Executive Producers** **Jill Offman** Managing Director, Comedy Central **Graham Stuart** Managing Director, So Television **Producers** **Zoe Diver** Marketing and Communications Manager, Comedy Central **Gina Lyons** Talent Producer Development, So Television **Shoshana Wilson** Acquisitions and Commissioning Manager, Comedy Central

Sponsored by:



## In The Sidlaw

11:30 – 12:30

## Meet the Controller: Janice Hadlow



Sponsored by:

**Broadcast**

After break-out successes including *Wonders of the Solar System* and *Miranda*, BBC Two is clearly finding its own distinctive voice within BBC's channel portfolio. With a projected budget increase of £25m, Controller Janice Hadlow promises to 'brain up, not dumb down' as she sets her sights on BBC Two becoming the destination for intelligent and ambitious programming. But will this new direction manage to capture the next generation of viewers, whilst also satisfying the traditional BBC Two audience?

**Speaker Janice Hadlow** Controller, BBC Two **Chair Krishnan Guru-Murthy** Newscaster, Channel 4 News **Executive Producers Amanda Bruckshaw** Deputy UK News Editor, BBC News **Charlie Bunce** Editor Factual Programmes, talkbackTHAMES **Producers Lucy Bacon** Development Producer, Princess Productions **David Chikwe** Script Editor, Leopardrama