**AIR CRASH INVESTIGATION**

98 x 60 min · HD (12 seasons)
Investigating the unthinkable.
Produced in association with National Geographic Channel (International) and Channel 5, Discovery Channel (Canada), and Canal D (Canada).

**NOTHING PERSONAL**

12 x 60 min · HD (2 seasons)
True stories of cold-blooded contract killings.
Produced in association with Crime & Investigation (UK) and Discovery ID (US & Canada).

**FAMILY FOOD FIGHT**

6 x 30 min · HD
The ultimate healthy-eating cook off.
Produced in association with Channel 5 and Mindshare.

**SALVAGE HUNTERS**

10 x 60 min · HD
A salvage dealer conquers Britain’s past.
Produced in association with Discovery (UK) and Historia (Canada).

cineflixproductions.com
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Welcome to Edinburgh, 2011. George Entwistle and his advisory team have put together a brilliant programme for the weekend, which promises fun and provocation in equal measure – the perfect ingredients for an excellent Television Festival (the other perfect ingredients being those served in large measures at the George bar...or this year, being served in the Pentland on Saturday for the Arqiva Channel of the Year awards. It may be my first year as Executive Chair of the Festival, but I have at least made one big change: this year, the drinks are on us.)

We have much to celebrate in television. More people than ever are watching more hours of television a week. And so this year in Edinburgh, we have a series of television masterclasses, presented by some of the world’s most accomplished tv producers and performers: roll up, roll up for a ride on the TOWIE juggernaut, steered by members of the vajazzled Essex cast, alongside their producers. Miranda will also be revealing the tricks of her comedy trade, together with the cast and crew of Downton Abbey and Danish hit The Killing, as well as the makers of The Cube.

Television viewing is on the up – but the business of consuming television is spreading to many other platforms and technologies, and for the first time this year, the prestigious MacTaggart lecture will be given by someone not directly involved in television and film – but an undisputed giant in the world of online, the Executive Chairman of Google, Eric Schmidt. He will also take part in a question and answer session on Saturday lunchtime. Glenn Brown from Twitter will be offering his view on how social networking is enhancing and extending television viewing habits and there will be a lively Twitter session to follow, with contributions from some of the world’s most prolific twitterers.

Edinburgh is the only television festival created by people who work in the industry – writers, producers, researchers. And George’s committee have made sure that some of this year’s most potent issues, which affect everyone working in television, are going to get centre stage attention. There will be a session on bullying in the television workplace, a session on ageism with Miriam O’Reilly, and a session on risk-taking in the making and commissioning of programmes.

“this year’s committee have made sure that some of this year’s most potent issues, which affect everyone working in television, are going to get centre stage attention”

And finally – there’s the networking. Edinburgh is the one media festival where young ambitious people working in the industry (or, in the case of our excellent talent training scheme The Network, people trying to get into the industry) can mix with all the key television executives, whether inside a session, at the Channel of the Year awards, or staggering home along George St. Do come and make the most of it.

Many thanks to George, and his advisory committee for putting together such a great programme of events and thanks also to my Executive committee for all their support this year. Thanks to Louise Benson, our new Festival director, everyone at the festival HQ, and of course to all our sponsors. Have a great weekend.

Elaine Bedell
Director of Entertainment & Comedy
ITV
thinking
opportunities
in growth
tv markets?

think
Abu Dhabi.

turn on to a whole new world of tv opportunities.

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What are you waiting for? Discover why twofour54° intaj is the region’s Studio of the Year 2010 and Post-Production House of the Year 2011*.

Visit our free coffee station in the Strathblane Hall during the festival.

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*Digital Studio Magazine, ITP Publishing.
Dear Delegate,

Welcome to this year’s MediaGuardian Edinburgh International Television Festival. When Elaine asked me if I’d take on the Festival’s advisory chairmanship, the year in prospect seemed certain to be dominated by a lengthy set-piece wrangle between the BBC and the government over a new licence fee. In fact, all that got sorted out over a momentous few days in October last year. Hundreds of disappointed consultants put away their spreadsheets – and since then very little has behaved as predicted. Only a month ago, I’d have wagered a tidy sum on the likelihood Sky would be safely under Newscorp’s wing by the Festival weekend. Will that ever happen now? And what newspaper will you take along with your hangover on Sunday 28 August?

It’s been a pretty extraordinary year for television too. Not least because telly is the one bit of the media that’s stubbornly refusing to change as fast as it was supposed to. We’ve seen enormously resilient audience figures for traditionally scheduled TV experiences of every flavour – from the Royal Wedding and Saturday night blockbuster entertainment to a resurgence in high quality drama from the big broadcasters. But despite the delightful durability of linear television, a quiet media revolution continues. The disruption caused by new platforms and devices may have been less overwhelming than some predicted, but there’s no denying that social networks, universal mobile ownership and broadband ubiquity are changing the way we find, consume and share content – including that which is conceived, commissioned and created for the traditional television.

So for this year’s Festival we’ve tried to build a programme that rejects the pendulum swing from “TV’s dead” to “On-demand didn’t happen”. We’re living through an age which shows new platforms and old can co-exist. Indeed the explosion of engagement via Twitter – this year’s most pervasive new media phenomenon – appears to find a particular symbiosis with the mass live experience that broadcasting delivers best. Accordingly, the festival plans to have its cake and eat it...

This year’s keynotes reflect the many ways that key individuals and organisations are reaching and engaging with audiences. The MacTaggart lecture, delivered by Google Executive Chairman Eric Schmidt, promises to be a fascinating insight into the future television strategy of the search giant, as well as demonstrating ways that traditional TV businesses can work with Google to mutual benefit. The Alternative MacTaggart, on the other hand, comes courtesy of one of 2011’s biggest linear TV success stories, Professor Brian Cox, whose Wonders of the Universe series were a fantastic example of public service broadcasting at its most compelling,
relevant and enjoyable. We also have Twitter’s Glenn Brown giving the Futureview address; comedy impresario Jon Thoday’s remarkable career the subject of this year’s Richard Dunn Memorial Interview; and three times RTS winner Alex Crawford of Sky News offering the Worldview, fresh from reporting unfolding events in the Middle East. We hope this year’s keynote crop will inform and inspire in equal measure.

Our **masterclass strand** is bigger and better than ever, with all of 2011’s biggest on-air success stories covered. We’ve got the stars and creators of *TOWIE, Miranda Hart and friends*, the creators and commercial execs behind BAFTA-winner *The Cube, Downton Abbey*’s phenomenally successful team and the fabulous Sofie Gråbøl, star of *The Killing*, all in Edinburgh to tell us about the ways they’ve achieved success in 2011, and what they plan for the future.

We’re also addressing some of the key challenges our industry currently faces, including ageism in ‘Too Old for HD?’, bullying in ‘TV’s Dirty Secret’, exploitation of contributors in ‘Reality or Exploitation’ and the meaning of creative risk-taking in ‘No Risk Please, We’re Primetime’.

We’ll be debating the future of television in a landscape of media fragmentation, with the help of government, commercial broadcasters, the social networks that threaten to disintermediate them and the companies busy trying to exploit new entry points. Ed Vaizey, David Abraham and Brian Lenz amongst others will be contributing to these debates over the festival weekend.

And that’s not all ... The Arqiva Channel of the Year awards on Saturday evening have had a revamp. We’ve got more awards, guest celebrity presenters, the 2010 Comedy Festival winner Russell Kane compering and a glamorous drinks reception to get you in the mood. We’re also transforming the Strathblane reception area into the Television Festival Village Fete, complete with vajazzles, *Downton Abbey* cakes, *The Killing*’s famous jumpers and much more. Look out for star guests browsing the stalls at certain times over the weekend too.

**“We’ve got the stars and creators of TOWIE, Miranda Hart and friends, the creators and commercial execs behind BAFTA-winner The Cube, Downton Abbey’s phenomenally successful team and the fabulous Sofie Gråbøl, star of The Killing”**

“**So for this year’s Festival we’ve tried to build a programme that rejects the pendulum swing from ‘TV’s dead’ to ‘On-demand didn’t happen’**”

With a raft of parties, networking drinks, workshops and receptions the Festival programme looks like a genuinely inspiring mixture of stars, creativity and business on established platforms and new. For that I have to thank the Advisory Committee whose members have devoted so much time and energy to pulling the whole thing together. And I’d particularly like to thank Jane Rogerson, Director of Commissioning at UKTV, for being the best Deputy Chair I could have hoped for. Enjoy.

George Entwistle
Director,
BBC Vision
We would like to thank the following sponsors without whom the MGEITF would not be possible.

**HEADLINE SPONSORS**

**MediaGuardian**

MediaGuardian offers authoritative news, opinion-forming comment and the latest gossip on the media industry, as well as dominating the jobs market in this sector. In an industry that thrives on insider knowledge, MediaGuardian has long been the must-read site and supplement for all those involved in the sector.

[www.guardian.co.uk/media](http://www.guardian.co.uk/media)

**YouTube**

Founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

[www.youtube.com](http://www.youtube.com)

**MAJOR SPONSORS**

**BBC**

The BBC is the world’s best known broadcaster, informing, educating and entertaining in the UK and around the world. Today’s digital BBC plays a key civic role in UK life and aims to be the most creative, trusted organisation in the world and to enrich people’s lives with great programmes and services. BBC content is watched, listened to or accessed online via eight national TV channels, ten national radio stations, 240 websites and over 40 local radio stations.

[www.bbc.co.uk](http://www.bbc.co.uk)

**Blitz**

Blitz is one of the UK’s leading providers of staging and rental services for the live events industry. These include high power video projection, camera systems, audio PA systems, graphics production and equipment, LED video walls, lighting and stage sets with experienced technical personnel to provide support.

[www.blitzcommunications.co.uk](http://www.blitzcommunications.co.uk)

**The Farm Group**

The world’s leading post-production group.

[www.farmgroup.tv](http://www.farmgroup.tv)

**Established in 1982, Channel 4 enjoys a unique status as the world’s only major public service broadcaster funded entirely by its own commercial activities. Channel 4 commissions all its programmes from third parties and has played the leading role in helping grow a vibrant community of UK independent producers.**

[www.channel4.com](http://www.channel4.com)
Creative Scotland aims to stimulate growth in Scotland’s independent television production companies, by investing in, and promoting, Scottish talent and bringing Scottish creative content into every home in Scotland. Creative Scotland has partnerships with BBC Scotland, Channel 4, STV and MG Alba to develop and promote Scottish productions to broadcasters in the UK and internationally and supporting Scottish talent, producers, writers and crews. Our ambition is to see Scotland recognised as one of the world’s most creative nations.
www.creativescotland.com

We deliver growth from knowledge. We have 25 year’s experience of measuring audiences, to help our clients buy and sell advertising airtime, to help broadcasters create better content, to help businesses develop new products. We know what programmes people watch and why they watch, using a unique mix of innovative measurement technologies and research techniques. And we know how people watch, by measuring sales and ownership of all consumer electronics products. In the UK, we work with broadcasters, producers, digital media owners and publishers to provide specialised media insight, crossmedia measurement, media effectiveness, programme appreciation, new product development, and more.
www.gfknop.com

Deloitte is a leader in providing financial, taxation, accounting and consultancy advice to help clients evaluate complex issues, develop fresh approaches to problems and implement practical solutions. Through Deloitte’s global network of member firms, our TMT professionals deliver innovative solutions to clients wherever they are in the world. Within the media space Deloitte provides deep analytical thought leadership and insight on a broad range of current issues, including the ever evolving relationship between media and consumers. Clients include some of the world’s top broadcasters, advertising agencies, leaders in publishing and production companies.
www.deloitte.co.uk/television

An award-winning digital media agency, Glow Labs specialises in digital media propositions, web, video virals, social networks, apps and emerging media platforms. We have extensive experience of helping media organisations develop online opportunities and make the most of their web and media content. Our team offers strategic consulting, creative talent, technical expertise and a track record in media production and technology delivery.
www.gowlabs.co.uk
ITV1 continues to be the highest rating channel for peak time viewing and ITV's family of digital channels is the most successful in the UK. ITV is also available online and on demand via ITV Player. ITV.com is the online home of ITV and aims to enhance viewers’ experience of ITV’s programmes by offering opportunities for interaction with innovative and entertaining content. ITV STUDIOS is the largest and most successful commercial production company in the UK, creating over 2,000 hours of original programming each year.

www.itv.com

Sky entertains and excites more than 10.3 million homes in the UK and Ireland – on TV, online and on mobile. Sky continues to break new ground with its own portfolio of channels – including Sky 1, Sky Atlantic, Sky Arts, Sky Movies, Sky Sports and Sky News – and is leading the UK into the age of high definition television. It has also launched Europe’s first 3D TV channel as well as Sky Anytime+, its video on demand service. The company is also the UK’s fastest-growing broadband and home phone provider. Sky believes in making a wider contribution by taking positive action on the environment, supporting grassroots sports and increasing access to, and participation in, the arts.

www.sky.com

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REGISTRATION

STRATHBLANE HALL, EICC

All delegates must register and collect their badge on arrival at the Festival in the Strathblane Hall, EICC.

Registration will be open at the following times:

Friday 27 August 09:00 – 18:30
Saturday 28 August 08:00 – 18:30
Sunday 29 August 09:00 – 13:30

Your delegate pass allows you into all Festival sessions, parties and receptions. You do not need to purchase any further passes or individual tickets. However, admission to all sessions is on a first-come, first-served basis on presentation of a valid delegate badge. Please wear it to all sessions and events. There is a replacement fee of £25 for lost badges.

PRESS CENTRE

CARRICK SUITE, EICC

The Press Centre is open to press-accredited delegates daily between 09:00 – 18:00. For all press accreditation and information, please contact a member of Taylor Herring, via the Press Centre.

Telephone +44 (0) 131 519 4142
Email samantha.crawford@taylorherring.com
Email clementine.kirby@taylorherring.com

FESTIVAL OFFICE

HARRIS SUITE, EICC

To contact any of the Festival team while in Edinburgh please ask at the EICC reception or the Festival Information Desk.

Telephone +44 (0) 131 519 4156
Facsimile +44 (0) 131 659 7735
Email info@mgeitf.co.uk

INFORMATION DESK

STRATHBLANE HALL, EICC

The Information Desk is open for all Festival-related enquiries throughout the weekend. Edinburgh guides and maps, courtesy of Visit Scotland, are also available. Messages for delegates can be left and collected throughout the weekend.

Friday 27 August 12:00 – 18:00
Saturday 28 August 09:00 – 18:00
Sunday 29 August 09:00 – 13:30

Stay in the loop

Becoming an MGEITF follower really is the best and easiest way to stay up to date with information on events, special guests and ticket giveaways. We keep our website updated with festival news and speakers, not to mention extra features and insider photographs and more. Signing up takes seconds and is absolutely free. Join up to the festival newsletter and stay in the know!

MGEITF.co.uk

Join us on Facebook and Twitter for even more updates, offers, promotions and information! Follow the Festival on Twitter for up-to-the-minute news throughout the weekend, and to post questions directly to session panellists and channel controllers.

Twitter: @edinburghtvfest
Hash tag: #mgeitf
FESTIVAL EXTRAS

TV FESTIVAL VILLAGE FETE
STRATHBLANE HALL, EICC
This year the Strathblane Hall will become a go-to venue in its own right, as we transform the ground floor of the EICC into our very own TV Festival Village Fete. We’ll be bringing the best of the festival to the fete, with each stall themed around one of the year’s major hit shows. Whether you want to visit the TOWIE Vajazzling booth for a massage (or something more daring!), or you’re hoping to buy your very own Faroese jumper (as worn by The Killing’s Sara Lund), there’s something for everyone. The Village Fete raffle will be held at 11am on Sunday where you will have a chance to win some exclusive prizes from the stalls.

FREE COFFEE & ARABIC DATES
STRATHBLANE HALL, EICC
Want a taste of the exotic to spice up your Festival experience? Then head to the TwoFour54 area in the Strathblane Hall for some free coffee and Arabic dates. Of the fruit variety of course!

CITYJET COMPLIMENTARY BACON ROLLS
STRATHBLANE HALL, EICC
Our in-kind partners, the European regional airline CityJet will be serving free bacon sarnies on Saturday and Sunday mornings, offering delegates a little sustenance to get you re-energised for the morning ahead. Look for CityJet’s glamorous air hostesses near the entrance to get your bun. First come, first served.

AL JAZEERA RECHARGE CAFE
STRATHBLANE HALL, EICC
Al Jazeera are sponsors of our Delegate Café this year, so while you re-charge your batteries with a delicious lunch, snack or drink between sessions, you can also re-charge your mobile phone in just 10 minutes using one of the Al Jazeera Phone Charging Units situated in the Café area.

Sponsored by:

TAKE A BREAK
STRATHBLANE HALL, EICC
Why not take a break in between sessions with a range of delicious hot drinks, courtesy of ITV. Look out for mobile stations in the main foyer dispensing freshly made coffee and tea throughout the weekend.

Sponsored by:

FREE COFFEE & ARABIC DATES

CITYJET COMPLIMENTARY BACON ROLLS

TAKE A BREAK

Sponsored by:
THE NETWORK – LIVE!

THE CROMDALE, EICC
SUNDAY 28TH 11:45-12:45

Over the last 48 hours, The Network delegates have been busy devising, writing, filming and producing their own show. Do please come and watch as it goes live - this is your chance to see the TV talent of tomorrow in action.

SCREENINGS SHOWCASE AT FILMHOUSE EDINBURGH

88 LOTHIAN ROAD, EDINBURGH, EH3 9BZ

Once again, we’ve teamed up with Filmhouse Edinburgh to bring you a whole host of exclusive screenings of the best upcoming UK and international programming – often followed by Q&A sessions with talent you don’t want to miss. Whether it’s Channel 4’s forthcoming re-boot of Comic Strip, Sky Atlantic’s first original comedy commission This is Jinsy, or an exclusive preview episode of Danish detective thriller The Killing, the Filmhouse screenings provide the perfect opportunity to take a break from the mayhem of the EICC, and take a sneak peek at the next big thing.

MGEITF and Filmhouse would like to thank Channel 4, Sky Atlantic, BBC One, BBC Four and Al Jazeera for permission to screen programmes ahead of transmission.

Due to limited capacity, the Filmhouse screenings are ticket-only events. Registered delegates may reserve a ticket (for free) by emailing TVfest@filmhousecinema.com. Tickets must be collected from the Filmhouse box office on the day of the screening, at least 5 minutes beforehand.

www.filmhousecinema.com

FREE WIFI ACCESS

STRATHBLANE HALL, EICC

Complimentary wireless internet is available to all delegates. To connect to the network open a web browser and go to any valid http website. Enter the username and password on the login screen

Username: edinburgh
Password: searchlight

TV FESTIVAL APP

We are excited to announce the return of our TV Festival iPhone Application, which will allow all festival delegates and speakers to interact in a way they have never been able to before! The application has been designed for you to:

- See who’s speaking at the festival and plan your daytime festival experience through a personal agenda builder.
- View and participate in the live festival conversation stream and individual streams across the different festival locations.
- Vote on polls and direct questions to specific speakers.
- Watch the latest video content and catch-up on sessions you might have missed.

The app is available free in the App Store now.

Official MGEITF App designed by Indigo Papa

TV’S CARBON FOOTPRINT – TIME FOR ACTION!

Sunday Times Best Green list 2011 doesn’t feature a single TV production company. As the rest of the world forge ahead with the sustainability agenda, how can we rethink the production process? Meet ALBERT – a unique and powerful production tool which challenges creative teams to work more effectively – saving money and energy without compromising ideas.

Find out more:
Sat 27th 12:30-13:30 Tinto Suite.
FREE WORKSHOPS

SELL IT! - PITCHING WORKSHOP
FRIDAY 26TH
10:30-11:30   TINTO ROOM, GROUND LEVEL
So you’ve got a great idea – so what? If you can’t sell it, it’s worthless. This industry is littered with sad stories of how great ideas never saw the light of day because “the commissioners didn’t get it”. But is this their fault or yours? This is a practical workshop stuffed full of tools and techniques to prepare, structure and present your pitches to give your brilliant ideas a fighting chance.
Trainer: Frank Ash

CREATING GREAT DIGITAL EXPERIENCES FOR YOUR BRAND
SATURDAY 27TH
16:30-17:30   TINTO ROOM, GROUND LEVEL
This session explains the key aspects of creating great digital experiences around TV brands. We will explore ways to increase your audience understanding, develop your core idea and make an informed choice about the right content platforms to make the experience coherent, deliverable, and fun. This session is designed to be useful for everyone who has a role in shaping digital experiences for audiences.
Trainer: Colin Savage

CONNECTED TV: CHANGING THE WAY WE WATCH TV
FRIDAY 26TH
12:00-13:00   TINTO ROOM, GROUND LEVEL
This session will introduce you to YouView and other IPTV offerings. There will be visual demonstrations of work in progress to inspire content makers to engage fully with this new technology. The session includes an introduction to IPTV - a dummy’s guide; how YouView and other offerings fit into the market, what they will look like, what they can do for TV brands and a look at next steps to take your interest forward.
Trainer: Colin Savage

CREATIVE TECHNIQUES (30MINS)
FRIDAY 26TH
13:00-13:30   TINTO ROOM, GROUND LEVEL
Bored with coming up with the same tired old concepts? Frustrated because the competition always seems to have better ideas? Have we got something for you! We’re offering you tools and techniques to try out during the workshop. They’ll rearrange your brain, unlock your true potential and maximise your creativity.
Trainers: Frank Ash & Hazel Marshall

HD CAMERA
SATURDAY 27TH
10:00-12:00   TINTO ROOM, GROUND LEVEL
Find out how a Canon XF305 HD self shoot camera works and how to build it into your production process. Join Ian Hider, experienced trainer from the BBC Academy’s College of Production, for a practical look at HD, Metadata and tapeless workflow. Drop in any time between 10:00 and 12:00.

BBC BLUE ROOM LIVE
FRIDAY 26TH & SATURDAY 27TH
10:00–18:00   STRATHBLANE HALL, EICC
The Blue Room Live is the BBC’s consumer technology showcase designed to raise awareness of how the world of consumer technology is changing the broadcasting industry. We will be demonstrating some of the latest offerings including connected TVs, tablet computers and organic LED displays and 3DTV. So drop by and get hands on.
fountain
Just assemble

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- HD fully integrated
- 5.1 sound suite
- Flexible and competitive rates
- Audiences from 1 - 1001
- Outstanding catering and hospitality

For more information:
020 8900 5800 | ftv.co.uk
SOCIAL EVENTS

FRIDAY NIGHT

OPENING RECEPTION DRINKS

20:00-22:00 NATIONAL MUSEUM OF SCOTLAND

We’re back in the Grand Gallery of the National Museum of Scotland after its 3 year, £47m refit, and it looks more fabulous than ever! Join us for drinks and canapés in the sumptuous Victorian hall, restored to former greatness. Andrew Dixon CEO of Creative Scotland will give a short welcome to guests with live music courtesy of Scottish band, The Bill Fleming Quartet. A great tonic after an action-packed day!

Sponsored by:

CREATIVE SCOTLAND
ALBA | CHRUNTACHAIL

Please see map on page 16

SATURDAY NIGHT

ARQIVA CHANNEL OF THE YEAR AWARDS DRINKS RECEPTION

17:00-17:45 AL JAZEERA RECHARGE CAFÉ

Come and celebrate with a complimentary drink on us from 17:00 until the show begins.

THE ARQIVA CHANNEL OF THE YEAR AWARDS

18:00-19:00 THE PENTLAND

See right

SATURDAY NIGHT PARTY

21:30-LATE THE GEORGE HOTEL

The final night of the festival, and a chance to let your hair down - whether it’s with cocktails in the Tempus, catching up with old friends and new in The Library, or dancing the night away in the grand King’s Hall. Your Saturday night soundtrack comes courtesy of DJ Cameron McKenna from STV.
THE ARQIVA CHANNEL OF THE YEAR AWARDS

18:00-19:00 THE PENTLAND

Roll out the red carpet! Join Russell Kane and a host of special guests for the hotly contested Arqiva Channel of the Year Awards 2011. Online voters have shortlisted the nominees, but this year it’s been up to every paying delegate to decide who will walk away as the winner.

The following nominations were provided by a GfK poll:

**Terrestrial Channel of the Year** BBC One, BBC Two, ITV1, Channel 4, Channel 5

**Digital Channel of the Year** BBC Four, BBC Three, E4, ITV2, Sky 1, Sky Arts, Sky Atlantic, Dave

**Terrestrial Programme of the Year** Big Fat Gypsy Weddings, Human Planet, Sherlock, The Walking Dead, This Is England ’86

**Digital Programme of the Year** An Idiot Abroad, Being Human, Game of Thrones, Fry and Laurie Reunited, The Inbetweeners

**Indie of the Year** Big Talk Productions, Kudos Film and Television, Shine, talkbackTHAMES, Zeppotron

**Producer or Director Debut** Catherine Tate for ‘Catherine Tate’s Little Crackers’, Chris Eley for ‘Dispatchers: City of Fear’, Anne Claire Pilley for ‘My Boyfriend the War Hero’, Rob Leech for ‘My Brother the Islamist’, Laura Farrie for ‘True Stories: Battle for Barking’.

**Cross Platform Innovation** 24 Hour Panel People, Being Human, Got to Dance, Million Pound Drop play-along game, Misfits

**The Network and Fast Track Programme Choice Award** Misfits, Sherlock, The Promise, The Killing, The Only Way is Essex, Wonders of the Universe

Sponsored by: arqiva

INVITE ONLY EVENTS

These following events are invitation only. If you wish to attend the drinks receptions please apply at the information desk (See pg9) We will do our best but numbers are limited.

**LUMINA SEARCH PRE-MACTAGGART LECTURE INDUSTRY LEADERS DRINKS**

17:30-18:30 FRIDAY JOHNNIE WALKER FOYER, FESTIVAL THEATRE

A new event aimed at leading luminaries from the TV industry. Attendance is strictly by invitation for Senior Executives only. This will be a great opportunity for high level networking at the Festival Theatre directly before the prestigious James MacTaggart Memorial Lecture.

**CHINA CENTRAL TELEVISION & ZESPA MEDIA NETWORKING DRINKS RECEPTION**

15:00-16:00 SATURDAY TINTO SUITE EICC

CCTV and Zespa Media would like to meet international TV production companies to forge a long-term partnership in TV programme sales, format licensing, co-development and production, online and digital technologies and other innovative projects in Chinese media market.

**THE PACT AND SCOTTISH INDIES VIP DRINKS RECEPTION**

16:45-17:45 SATURDAY MOORFOOT & KILSYTH

A Pact event celebrating Scotland’s Independent production companies and showcasing the diverse range of content they make. Come and hear from some of the UK’s on-screen personalities and their love of all things Scottish! Sponsored by Creative Scotland, Scottish Enterprise and Scottish Development International.
EICC ORIENTATION GUIDE

GROUND
STRATHBLANE
Al Jazeera Recharge Café
Registration Desk
Information Desk
Cloakroom

THE MOORFOOT AND KILSYTH
#Moorfoot

THE TINTO
BBC Academy Workshops

LOMOND FOYER

MEZZANINE
(Not pictured. Please follow signs from Strathblane Hall)
Development Clinics

LEVEL 1
HARRIS
Festival Office

CARRICK
Press Office

OCHIL
Green Rooms

LEVEL THREE
The Pentland
#Pentland

The Sidlaw
#Sidlaw

The Fintry
#Fintry
FESTIVAL VENUES

EDINBURGH INTERNATIONAL CONFERENCE CENTRE (EICC)
The Exchange, Morrison Street, EH3 8EE

THE GEORGE HOTEL
9-21 George Street
EH2 2PB

FILMHOUSE EDINBURGH
88 Lothian Road
EH3 9BZ

NATIONAL MUSEUM OF SCOTLAND
Chambers Street
EH1 1JF

THE FESTIVAL THEATRE
19/29 Nicolson Street, E8 9FT

POLLOCK HALLS
(Fast Track accommodation)
University of Edinburgh,
18 Holyrood Park Road, EH16 5AY

17
FRIDAY 26 AUGUST

10:00–18:00  Blue Room  EICC

10:30-11:30  Sell it!-Pitching workshop  Tinto Room, EICC

12:00-13:00  Family Fortunes – Edinburgh Special  The Pentland, Level 3
Meet the Controller: Richard Klein  The Sidlaw, Level 3
Connected TV: changing the way we watch TV  Tinto Room, EICC
Screening: Comic Strip (Channel 4)  The Filmhouse

13:00-13:30  Creative Techniques (30mins)  Tinto Room, EICC

13:15-14:45  Screening: The 9/11 Decade (Al Jazeera)  The Filmhouse

13:45-14:45  Chasing the Convergence Cash  The Pentland, Level 3
Pitch Perfect: Fast Track Live Pitch  The Fintry, Level 3
Meet the Controller: Peter Fincham  The Sidlaw, Level 3
Deconstructing Downton Abbey: A Masterclass  The Moorfoot & Kilsyth, Level 0

15:15-16:30  Screening: This Is Jinsy (Sky Atlantic)  The Filmhouse, 88 Lothian Road, EH3 9BZ

16:45 – 17:45  Ricky Gervais-In Conversation with Richard Bacon  The Pentland, Level 3
Battle for the Living Room  The Fintry, Level 3
Meet the Controller: Janice Hadlow  The Sidlaw, Level 3
Too Old for HD  The Moorfoot & Kilsyth, Level 0
Screening: Doctor Who (BBC One)  The Filmhouse

17:30-18:30  Pre-Mactaggart Lecture Industry Leaders Drinks  The Festival Theatre

18:45-20:00  The James MacTaggart Memorial Lecture: Eric Schmidt  The Festival Theatre

SATURDAY 27 AUGUST

09:30-10:30  If Mad Men Took Over The Asylum  Pentland, Level 3
The Worldview Address: Alex Crawford  The Fintry, Level 3
Meet the Controller: Stuart Murphy  The Sidlaw, Level 3
Miranda: A Masterclass  The Moorfoot & Kilsyth, Level 0

09:45-10:45  Screening: Haven Series 2, Episode 1 (SyFy)  The Filmhouse

10:00-12:00  HD Camera  Tinto Room, EICC

10:00-18:00  BBC Blue Room  EICC
11:00-12:00  The Alternative MacTaggart: Professor Brian Cox – the Power and Purpose of Television in a Fractured Media World
The Pentland, Level 3
Reality or Exploitation? Meet the Controller: Jay Hunt
The Fintry, Level 3
The Killing: A Masterclass The Moorfoot & Kilsyth, Level 0
Screening: Once Upon A Time (ABC) The Filmhouse

12:30-13:30  Post MacTaggart Q&A with Eric Schmidt The Pentland, Level 3
The Futureview Address: Glenn Brown The Fintry, Level 3
Meet the Controller: James Hunt The Sidlaw, Level 3
The Cube: A Masterclass The Moorfoot & Kilsyth, Level 0
TV's Carbon Footprint-time for action! The Tinto, Level 0
Screening: Fresh Meat (Channel 4) The Filmhouse

14:00-15:00  TV’s Dirty Secret The Pentland, Level 3
The Only Way Is... Twitter? The Fintry, Level 3
Meet the Controller: Danny Cohen The Sidlaw, Level 3
Is There an App for that? The Moorfoot & Kilsyth, Level 0

14:30-16:00  Screening: The Killing (BBC) The Filmhouse

15:00-16:00  China Central Television & Zespa Media Networking Drinks Reception Tinto Suite EICC

Does it matter who owns Sky? The Fintry, Level 3
Meet the Controller: Angela Jain The Sidlaw, Level 3
No Risk Please, We're Prime Time The Moorfoot & Kilsyth, Level 0

16:30-17:30  Creating Great Digital Experiences for your Brand Tinto Room, EICC
Screening: Spy (Sky1 HD) The Filmhouse

16:45-17:45  The Pact and Scottish Indies VIP Drinks Reception The Moorfoot & Kilsyth

16:45-17:30  Meet the Controller: Jeff Ford The Sidlaw, Level 3

17:00-18:00  Meet the International Controllers The Fintry, Level 3

18:00-19:00  The Arqiva Channel of the Year Awards The Pentland, Level 3

SUNDAY 28 AUGUST

10:00-11:00  TV’s Question Time The Pentland, Level 3

11:30-12:30  BBC Olympics Sneak Peek The Pentland, Level 3

11:45-12:45  The Network – Live! The Cromdale, Level -2

12:30-13:30  That Was The Fest That Was – with Lee Mack and Miranda Hart The Pentland, Level 3
FRIDAY
26 AUGUST
Tweet on #mgeitf
FRIDAY 26 AUGUST

10:30-11:30  **TINTO ROOM, GROUND FLOOR**  
SELL IT! – PITCHING WORKSHOP

This is a practical workshop stuffed full of tools and techniques to prepare, structure and present your pitches in order to give your brilliant ideas a fighting chance.

In partnership with:

**BBC Academy**

**Trainer** Frank Ash

12:00-13:00  **THE PENTLAND, LEVEL 3**  
FAMILY FORTUNES – EDINBURGH SPECIAL

For 2011 we open the MGEITF with a difference. Four of the biggest names in television have put together a crack team to compete to be champions of Family Fortunes - Edinburgh Special. Vernon Kay plays host to Team ITV, captained by Director of Television Peter Fincham; Team BBC, headed by BBC1 Controller Danny Cohen; Team Sky, led by Director of Programmes Stuart Murphy; and Team Channel 4 with Chief Creative Officer, Jay Hunt at the helm. Each channel will also have a celebrity secret weapon on their team, so the competition is sure to be fierce. Find out which team is most in touch with the audience as ‘our survey says……’

**Host** Vernon Kay  
**Team Captains** BBC’s Danny Cohen ITV’s Peter Fincham Channel 4’s Jay Hunt and Sky’s Stuart Murphy  
**Producers** Sumi Connock

12:00-13:00  **THE SIDLAW, LEVEL 3**  
MEET THE CONTROLLER: RICHARD KLEIN

From The Wonder of Weeds to an exploration of the British love affair with Caravans, Richard Klein’s BBC Four has become the home to many off-beat documentaries which might struggle to find a place elsewhere on our TV screens. So far, so good, but what does the future hold for its other, more expensive signature programming - biopics like Hattie and Enid; comedies like Getting On - not to mention imported drama hits such as The Killing. As the BBC tasks itself with ‘delivering quality first’, will they continue to have a place on BBC Four? Richard steps up to explain all this and more.

**Speaker** Richard Klein  
**Chair** Penny Smith

**Executive Producers** Liam Hamilton  
**Producers** Miranda Chadwick, Neale Simpson  
**Assistant Producer** Sarah Brooks

Sponsored by:

**BBC Academy**  
**GfK**  
**Broadcast**
12.00-13.00  TINTO ROOM, GROUND FLOOR
CONNECTED TV: CHANGING THE WAY WE WATCH TV

This session will introduce you to YouView and other IPTV offerings. There will be visual demonstrations of work in progress to inspire content makers to engage fully with this new technology.

In partnership with:

BBC Academy

Trainer Colin Savage

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12.00-13.00  THE FILMHOUSE, 88 LOTHIAN ROAD, EH3 9BZ
SCREENING: COMIC STRIP

In this 50s style ‘fugitive’ film noir spoof from the team behind Comic Strip, Prime Minister Tony Blair (Stephen Mangan) is wanted for murder and on the run. Escaping from Number 10 and leaving behind his adoring wife Cherie (Catherine Shepherd), Tony vows to clear his name. With few friends willing to harbour a wanted man and newspapers demanding his capture, Tony must flee, with Inspector Hutton (Robbie Coltrane) and his sidekick (James Buckley) hot on his trail. The chase unfolds thanks to evidence from his ‘allies’ Mandelson (Nigel Planer) and Brown (Ford Kiernan), plus an unlikely encounter with Margaret Thatcher (Jennifer Saunders). Surely Tony’s an innocent man, pursued for a crime he didn’t commit?

Screening on Channel 4
Introduction Shane Allen Head of Comedy, Channel 4

Tickets for screenings are limited and must be booked (for free) in advance. For more info, see p11

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13.15-14.45  THE FILMHOUSE, 88 LOTHIAN ROAD, EH3 9BZ
SCREENING: THE 9/11 DECADE

An Al Jazeera documentary as part of its season on how 9/11 changed the world. This film explores the image of war: how new, independent media in the emerging world led by Al Jazeera and the unstoppable connectivity of the global internet transformed the way people perceived the conflict between Al Qaeda and the West. Followed by a discussion with the film’s director/producer and other Al Jazeera figures.

Screening on Al Jazeera
Panellists Dominic Streatfeild-James Series Producer, The 9/11 Decade Paul Eedle Director of Programmes, Al Jazeera

Tickets for screenings are limited and must be booked (for free) in advance. For more info, see p11

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13.00-13.30  TINTO ROOM, GROUND FLOOR
CREATIVE TECHNIQUES (30MINS)

We’re offering you tools and techniques to try out during the workshop. They’ll rearrange your brain, unlock your true potential and maximise your creativity.

In partnership with:

BBC Academy

Trainers Frank Ash & Hazel Marshall
THE PENTLAND, LEVEL 3
CHASING THE CONVERGENCE CASH

Busting the myth of a convergence utopia this session will set the scene for a major theme of the festival with broadcasting heavyweights from Channel 4 and ITV chasing new world operators like Facebook to find the cash that may be at the point of fully integrated media. As they reveal their plans for mining the money (and the data they believe might lead them to it) the government will be asked how it will encourage and protect opportunities for all. You, the viewer, will be integral to proceedings and there’ll be loads of latest insight on VoD, social viewing IPTV habits and more to access on dual screens throughout.

Panellists David Abraham Chief Executive, Channel 4 Fru Hazlitt Managing Director of Commercial & Online, ITV Christian Hernandez Head of International Business Development, Facebook Ed Vaizey Minister for Culture, Communications & Creative Industries Chair Steve Hewlett Writer, Broadcaster and Media Consultant

Producers Simon Nelson Digital Business & Strategy Advisor Jane Mote Managing Director, Current TV

THE FINTRY, LEVEL 3
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 Culture Show, to offer an exciting opportunity to get a story commissioned for BBC Two’s Arts magazine programme. Four finalists will pitch live to the show’s Executive Editor, Janet Lee.

Panellist Janet Lee Executive Editor, The Culture Show, BBC Chair Sarfraz Manzoor Writer and Broadcaster Producers Jason Mitchell Founder, The Connected Set Vivienne Molokwu Producer, Monkey Kingdom

THE SIDLAW, LEVEL 3
MEET THE CONTROLLER: PETER FINCHAM

Peter Fincham has been delivering on his promise to keep showbiz and entertainment at the heart of ITV1’s schedule, with new drama, talent and gameshows doing good business. More surprisingly, pure documentary and factual have also been enjoying success on the channel, with Strangeways building on two previous access-based prison series, and a new investigative journalist strand, Exposure. How does Fincham plan to sustain this success, and will he be able to extend it to Daytime? A Cowell-lite Britain’s Got Talent did well this spring; can he safely assume the same for The X-Factor this autumn?

Speaker Peter Fincham Director of Television, ITV Chair Ray Snoddy Media journalist and presenter of BBC Television’s Newswatch Executive Producers Liam Hamilton Deputy Director of Content, STV Jonathan Shalit Managing Director, ROAR Global Producers Miranda Chadwick Senior Broadcast Agent, ROAR Global Neale Simpson Senior Producer, Zodiac Media Thomas O’Brien Development Producer, Two Four Broadcast

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Deloitte/GfK June 2011

PVR drives demand: 54% of PVR owners watch more TV as a result of their purchase

Friday 26 August

FRIDAY 26 AUGUST
13:45-14:45  THE MOORFOOT & KILSYTHE, LEVEL 0
DECONSTRUCTING DOWNTON ABBEY: A MASTERCLASS

This session finds out how Downton Abbey was built – brick by brick. It was undoubtedly one of the biggest success stories on British television in 2010 – and at a time of declining audiences for period drama. Martha Kearney will explore how the series captured the audience’s imagination and ask what this means for TV drama in the future. The panellists will discuss the drama, the cultural impact, the storytelling and casting choices, the role of social media, and the challenge of the second series. Includes a contribution from writer & creator, Julian Fellowes.

Panellists
Gareth Neame Executive Producer and Managing Director UK, NBCUniversal International TV Production
Joanne Froggatt Actress Laura Mackie Director of Drama, ITV Chair Martha Kearney Writer and Broadcaster
Producer Sumi Connock Creative Director, Entertainment, ITV Studios

15:15-16:15  THE PENTLAND, LEVEL 3
THE COMIC STRIP RETURNS...

Nearly 30 years since The Comic Strip first hit our screens, it’s returning to Channel 4 for a one-off special. Penned by the original writers and starring Comic Strip veterans Rik Mayall, Jennifer Saunders, Nigel Planer and Robbie Coltrane alongside top comedy talent Stephen Mangan (as Tony Blair) and Catherine Shepherd (as Cherie), this is set to be one of the highlights of the televisial year. Writer Peter Richardson and Producer Nick Smith will be joined by a special guest or two as they talk us through the process of revising one of the nation’s best-loved comedy shows, and updating it for a very different age.

Panellists
Peter Richardson Writer, Director
Nick Smith Producer
Producer Greg Sanderson Editor, The Review Show, BBC

15:15-16:15  THE SIDLAW, LEVEL 3
MEET THE CONTROLLER: ZAI BENNETT

Having put ITV2 on the map with Celebrity Juice and TOWIE, Zai arrives at the home of recent factual hits Our War and Junior Doctors. As he makes the transition from commercial to public service broadcaster, Bennett - who has never been a programme-maker - plans to continue his predecessor’s love affair with comedy, take risks, and to battle Channel 4 in the overnights. Bennett elaborates on his plans to define what live content means on BBC Three, find a social-media driven format, and build “a family of talent” around current favourites Stacey Dooley, Russell Howard, and Russell Tovey.

Speaker
Zai Bennett Controller, BBC Three
Chair Tara Conlan Media Reporter, The Guardian
Executive Producers Liam Hamilton Deputy Director of Content, STV
Jonathan Shalit Managing Director, ROAR Global
Producers Miranda Chadwick Senior Broadcast Agent, ROAR Global
Neale Simpson Senior Producer, Zodiak Media
Assistant Producer Thomas O’Brien Development Producer, Two Four Broadcast
THE FINTRY, LEVEL 3
THE RICHARD DUNN MEMORIAL INTERVIEW: JON THODAY

For over 20 years, Jon Thoday’s Avalon Group has represented some of the biggest names in British entertainment. It is behind hit TV shows such as *Harry Hill’s TV Burp* and *Not Going Out*, as well as being agent for on-screen faces from Fiona Bruce to Al Murray. Thoday helped David Baddiel and Rob Newman turn comedy into “the new rock ‘n’ roll” with their arena gig in 1992, and scored over 10 million viewers for a TV chat show with Frank Skinner. In this Richard Dunn Memorial Interview talking to David Liddiment, Thoday will discuss his career to date, and the challenges facing showbiz on TV.

Speaker Jon Thoday Founder & Managing Director, Avalon
Chair David Liddiment BBC Trustee/Creative Director, All3Media
Producer Neil Midgley Media Writer, The Daily Telegraph

15:15-16:15

THE MOORFOOT & KILSYTHE, LEVEL 0
A BEGINNER’S GUIDE TO PRODUCT PLACEMENT

Product placement is finally here but do any of us actually know what it is, how it can be used and more importantly what monetary value it holds for both broadcasters and independent producers? Find out if and how PP can assist you getting shows to air and whether the additional partnership is worth the effort in the long run. Industry leaders and creative agencies will add clarity to a subject which even has Ofcom in a muddle, whilst producers who’ve worked on some of the first deals will share their insight into using product placement - without jeopardising the editorial proposition.

Panellists Catherine Catton Commissioning Editor, Factual and Factual Entertainment, UKTV
David Charlesworth Head of Sponsorship, Funded Content & Product Placement, Channel 4
Mark Wood Kremplewood
Matt Pritchard Head of Development, Twofour
Chair Alex Connock Producer Joff Powell
Entertainment Executive, Lion Television

15:15-16:30

THE FILMHOUSE, 88 LOTHIAN ROAD, EH3 9BZ
SCREENING: THIS IS JINSY WITH Q&A

Sky Atlantic HD is proud to present two episodes of its first original comedy commission, *This Is Jinsy*. Directed by Matt Lipsey (*Little Britain*), *This Is Jinsy* is an eccentric eight-part comedy written by and starring newcomers Chris Bran and Justin Chubb, and follows Arbiter Maven (Chubb) and Operative Sporall (Bran) as they keep a close eye on the 791 residents of Jinsy from the Great Tower in the parish of Veen. Each colourful member of the community is monitored by a surveillance system of tessellators, from local folk dribbler Melody Lane to weather monk Tracee Henge. Guest Stars include David Tennant, Harry Hill, Catherine Tate, Simon Callow and Peter Serafinowicz.

Screening on Sky Atlantic HD

Speakers James Dean & Chris Carey Producers, Welded Tandem Picture Company
Lucy Lumsdon Head of Comedy, Sky
Chair Stephen Armstrong Journalist

Tickets for screenings are limited must be booked (for free) in advance. For more info, see p11
16:45-17:45  THE PENTLAND, LEVEL 3  
**RICKY GERVAIS – IN CONVERSATION WITH RICHARD BACON**

The multi award-winning actor, writer, director, stand up and producer, will be in conversation with broadcaster Richard Bacon and preview some exclusive clips from *An Idiot Abroad 2*. In his first festival appearance for 6 years the comedy star talks about his TV career past and present, from both sides of the Atlantic and further afield. An audience Q&A will follow.

**Speaker** Ricky Gervais  **Chair** Richard Bacon Broadcaster  
**Producer** James Herring Managing Partner, Taylor Herring PR

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16:45-17:45  THE MOORFOOT & KILSYTH, LEVEL 0  
**TOO OLD FOR HD?**

“Time for Botox” - that was the message from Miriam O’Reilly’s producers, just before she was dropped from the relaunched Countryfile. Miriam hit back - taking the BBC to an industrial tribunal which upheld her case, and threw down a challenge for TV producers. Do our presenters - women in particular - have too short a shelf-life? Are we too quick to assume that youth and beauty are what sells our programmes? Or do broadcasters know better than the courts about the look and character of our shows? Our society is ageing, but the cult of youth is stronger than ever: we’re talking about what that means for all of us in television.

**Panellists** Kirsten O’Brien Television Presenter  Lorraine Heggessey Television Executive & former Controller, BBC One, Miriam O’Reilly Television Presenter,  Nick Ross Journalist and Broadcaster  **Chair** Jon Sopel Presenter, BBC One Politics Show & BBC News Channel  **Producer** Amanda Bruckshaw Deputy Editor, BBC Breakfast  **Researcher** Kate Pumfrey

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16:45-17:45  THE SIDLAW, LEVEL 3  
**MEET THE CONTROLLER: JANICE HADLOW**

In a year that has seen great factual successes with *Wonders of the Solar System, Stargazing Live, and Pompeii*, Janice Hadlow has also shown ongoing commitment to distinctive British comedy and drama - from *Rev* and *The Trip*, to *The Shadow Line* and high profile newsroom drama, *The Hour*. This success must however be tempered with regret at losing yet another huge hit, *Miranda*, to BBC1. As Delivering Quality First discussions roll on, how is Hadlow’s vision for the future of the channel shaping up? And what will be the key opportunities for producers over the coming year?

**Speaker** Janice Hadlow Controller, BBC Two  **Chair** Kate Silverton Broadcaster  
**Executive Producers** Liam Hamilton Deputy Director of Content, STV  Jonathan Shalit Managing Director, ROAR Global  **Producers** Miranda Chadwick Senior Broadcast Agent, ROAR Global  Neale Simpson Senior Producer, Zodiak Media  **Assistant Producer** Sarah Brooks Assistant Producer, Factual, BBC Cymru Wales

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**Sponsored by:**

British Academy of Film and Television Arts  
Broadcast
16:45-17:45 THE FINTRY, LEVEL 3
BATTLE FOR THE LIVING ROOM

Who will win? Connected TVs? Data-driven services? Or the audience? The battle for the living room is hotting up as new connected boxes and mobile second screens change the way people watch TV. From the new connected set-top boxes, to services that work across many devices our expert panellists will debate which stands the best chance of delivering an experience that the audience actually wants to watch.

Panellists Brian Lenz Director of Product Design and Development, Sky Ben McOwen-Wilson Content Partnerships Director, YouTube Gill Whitehead Director of Audience Technolgies & Insight, Channel 4, Ian Mecklenburgh Director of Consumer Platforms, Virgin Media Chair Ben Hammersley Writer, Technologist and Editor-at-Large for Wired UK Producers Matt Locke Director, Storythings.com Richard Waterworth Head of B2B Marketing, EMEA, YouTube

16:45-17:45 THE FILMHOUSE, 88 LOTHIAN ROAD, EH3 9BZ
SCREENING: DOCTOR WHO

In the desperate search for Melody Pond, the TARDIS crash lands in 1930s Berlin, bringing the Doctor face to face with the greatest war criminal in the Universe. And Hitler. The Doctor must teach his adversaries that time travel has responsibilities - and in so doing, learns a harsh lesson in the cruellest warfare of all.

Screening on BBC One

Tickets for screenings are limited and must be booked (for free) in advance. For more info, see p11

18:45-20:00 THE FESTIVAL THEATRE
THE JAMES MACTAGGART MEMORIAL LECTURE: ERIC SCHMIDT

As television and internet technology converge, this year’s MacTaggart lecture will be delivered for the first time in its history by someone not directly involved in the TV industry. Google and YouTube are technology rather than media companies but they have been hugely influential in shaping today’s TV and media landscape. So it’s the perfect moment for Google’s Executive Chairman Eric Schmidt to discuss the impact of the internet revolution on the television industry and to set out his vision of the opportunities and challenges that lie ahead.

Speaker Dr Eric Schmidt Executive Chairman, Google Producer Peter Barron Director, Exeternal Relations, Europe, Middle East and Africa, Google

YOU CAN WATCH IT AGAIN!
The James MacTaggart Memorial Lecture: Eric Schmidt will be broadcast live and available on the festival YouTube site www.YouTube.com/MGEITF
SATURDAY
27 AUGUST
Tweet on #mgeitf
SATURDAY 27 AUGUST

09:30-10:30 PENTLAND, LEVEL 3
IF MAD MEN TOOK OVER THE ASYLUM

Some of the advertising world’s most creative people share their revolutionary approach to audience engagement, and offer their insights on creativity for TV makers and marketers. Find out how lessons learnt in the fiercely challenging commercial marketing environment could be applied to TV’s content creation and communication, as top creative execs reveal the thinking behind some of the most interactive, popular, “zeitgeisty” and award-winning ad campaigns of recent years. Hear the minds behind “The Man Your Man Should Smell Like”, “King Tasty” and Barnardo’s “The Teen’s Speech” campaign pitch left-field ideas on TV’s most challenging creative conundrums.

Panellists
Iain Tait Global Interactive Executive Creative Director, Wieden + Kennedy
Gustav Martner Partner & Executive Creative Director, CP+B
Nicolas Roope Exec. Creative Director, Poke London Chair Kirsty Wark
Broadcaster Producers Federico Gaggio VP, Executive Creative Director, Discovery Networks UK & Western Europe Jack Lundie Director of Brand & Communications, Save the Children

09:30-10:30 THE FINTRY, LEVEL 3
THE WORLDVIEW ADDRESS: ALEX CRAWFORD

The killing of Osama bin Laden, war in Libya, and a wave of unrest across the Middle East: these stories have dominated 2011’s world news agenda. Alex Crawford, Special Correspondent for Sky News, has been there for them all. As the winner of the RTS Journalist of the Year award for the last three years, Alex has been praised for her “complete mastery of the reporter’s art”, her “remarkable personal courage”, and for the “outstanding quality, depth and humanity” of her work. She’s also one of the most prominent and experienced female foreign correspondents in British television. Alex will share her insights into the stories she’s been close to, and talk about her own approach to reporting on some of the world’s most difficult issues.

Speaker Alex Crawford Special Correspondent, Sky News
Chair Jon Sopel Presenter, BBC One Politics Show & BBC News Channel
Producer Amanda Bruckshaw Deputy Editor, BBC Breakfast
Researcher Kate Pumfrey

80% of 25-34 year-olds stop fast-forwarding through ads at some point if they see an advert or trailer that interests them. Deloitte/GfK June 2011
09:30-10:30 THE SIDLAW, LEVEL 3
MEET THE CONTROLLER: STUART MURPHY
Sky Entertainments Director of Commissioning reflects on his second year at the helm of a channel that has bought in to the current golden era of US drama in a big way. Sky1 has also started making more original drama than ever before, great news for domestic producers too. Stuart will discuss the factual opportunities opening up across the family of Sky channels, in particular Sky Atlantic, where the challenge is surely how to create glossy content to sit alongside HBO dramas on less than glossy budgets. And how has the massive investment in 3D been working out for Murphy?

Speaker Stuart Murphy Director, Sky 1 HD and Director of Commissioning, Sky Entertainment
Chair Richard Bacon Broadcaster
Executive Producers Liam Hamilton Deputy Director of Content, STV Jonathan Shalit Managing Director, ROAR Global
Producers Miranda Chadwick Senior Broadcast Agent, ROAR Global Neale Simpson Senior Producer, Zodiak Media
Assistant Producer Newton Claire Velji Comedy & Entertainment Producer

09:30-10:30 MOORFOOT AND KILSYTH, LEVEL 0
MIRANDA: A MASTERCLASS
Miranda Hart, the award winning star of Miranda, is joined by co-star Sarah Hadland and BBC Head of In-House Comedy Mark Freeland to give a master class on the hit sitcom. The session will examine the show’s origins on Radio 2, how the BBC2 commission came about (and the later effects of the switch to prime time BBC1) and the creative process at both writing and shooting stage. It will also explore the future of the series, and what its success might tell us all about British comedy today

Panellists Miranda Hart Actress and Comedienne
Sarah Hadland Actress
Mark Freeland Head of BBC In-House Comedy
Chair Mariella Frostrup Broadcaster
Producer Ed Havard Former Editor, Question Time

09:45-10:45 THE FILMHOUSE, 88 LOTHIAN ROAD, EH3 9BZ
SCREENING: HAVEN SERIES 2 EPISODE 1 – A TALE OF TWO AUDREYS
We last saw FBI Agent Audrey Parker and her partner, local cop Nathan Wuornos, locked in a standoff with a woman claiming to be the real Agent Parker. In the season two premiere of Haven, we find Audrey and Nathan pointing their guns at this very convincing impersonator. Before they can question this ‘other’ Audrey, Biblical plagues arrive in Haven, beginning with the water running red with blood. Reverend Driscoll believes that it is God punishing the Troubled, but Audrey and Nathan, along with a little help from the ‘other’ Audrey, discover that the explanation is much more human – in the form of a grieving new father. Meanwhile, Duke has a visit from his erstwhile wife, Evidence Ryan.

Screening on SyFy

Introduction Fraser Robinson Director of Scripted Development, Universal Networks

Tickets for screenings are limited and must be booked (for free) in advance. For more info, see p11
11:00-12:00 THE PENTLAND, LEVEL 3
THE ALTERNATIVE MAC TAGGART: PROFESSOR BRIAN COX – THE POWER AND PURPOSE OF TELEVISION IN A FRAC TURED MEDIA WORLD

In this lecture Professor Brian Cox will reflect on the impact of his recent television series and its relationship with British science. From university admissions to rationalism, from blue sky research to research funding, Cox will explore the powerful influence that television can have in changing the political and public landscape. As the media landscape fractures will the power of linear television sustain? How important is the new media in the resurgence of the rationalist agenda? And what is needed to guarantee that this critical public service can continue to thrive into the next decade?

Speaker Professor Brian Cox Particle Physicist and TV Presenter
Chair Mariella Frostrup Broadcaster Producer Andrew Cohen Head of BBC Science

11:00-12:00 THE FINTRY, LEVEL 3
REALITY OR EXPLOITATION?

Reality or drama? Documentary or fiction? Actuality or dramality? In this interactive hypothetical session intrepid commissioners and producers explore the legal and ethical frontiers, with the occasional emergency call to the lawyer. In a world of TOWIE, Gypsy Weddings, Geordie Shore and The Family, who knows what they are getting into when they agree to be filmed? What is informed consent? If real life is portrayed as drama what happens when the Twitterers turn on your contributors like Hitchcock’s Birds? What is the duty of care? Is the audience led or misled? In a race to get a commission two production companies struggle with the legal dilemmas and the ethical pitfalls, the grey areas and the tabloid taboos. With the panellists acting as keen but reckless producers and as commissioners caught between a hit and a writ some scenes may be created for your entertainment!

Panellists Tina Flintoff Commissioning Editor, Features, Channel 4 Harry Lansdown Commissioning Editor, Factual, Formats and Specialist Factual, BBC 3 Jane Mote Managing Director, Current TV Dominic Harrison Lawyer, Channel 4
Chair Stuart Cosgrove Director of Creative Diversity, Channel 4 Producer Mark Lambert Lawyer, Channel 4
11:00-12:00  
THE SIDLAW, LEVEL 3  
MEET THE CONTROLLER: JAY HUNT

Jay Hunt returns to the festival this year as the new Chief Creative Officer of Channel 4, tasked with overseeing David Abraham’s creative renewal of the channel. The last twelve months have seen mixed fortunes from the ambitious Famous and Fearless misfiring to the astonishing break-out hit of *My Big Fat Gypsy Wedding*. With the end of Big Brother and numerous other factual brands, and a commitment to spending more on new programming and from more varied sources, what are the opportunities Jay is targeting across a revolutionised schedule?

**Speaker** Jay Hunt  
Chief Creative Officer, Channel 4  

**Chair** Kate Garraway  
Broadcaster  

**Executive Producers**  
Liam Hamilton  
Deputy Director of Content, STV  
Jonathan Shalit  
Managing Director, ROAR Global  
Miranda Chadwick  
Senior Broadcast Agent, ROAR Global  
Neale Simpson  
Senior Producer, Zodiak Media  

**Assistant Producer** Martin Lau  
Development Producer, talkbackTHAMES

11:00-12:00  
THE MOORFOOT & KILSYTH, LEVEL 0  
THE KILLING: A MASTERCLASS

Danish detective thriller *The Killing* was a surprise cult hit in the UK when it ran on BBC Four earlier this year. In this session, detective Sarah Lund herself – actress Sofie Gråbøl – will join the show’s executive producer, Piv Bernth, in conversation with writer (and *The Killing* superfan) Emma Kennedy. Piv and Sofie will discuss the show’s remarkable international success and their secrets for keeping viewers hooked for a full 20-episode run including, of course, that famed Nordic sweater. Delegates will also be treated to a preview of season 2, which will be shown in the UK in the autumn.

**Panellists**  
Piv Bernth  
Senior Producer, Danish Broadcasting Corporation  
Sofie Gråbøl  
Actress  

**Chair** Emma Kennedy  
Writer & Actress  

**Producer** Neil Midgley  
Media Writer, The Daily Telegraph

11:00-12:00  
THE FILMHOUSE, 88 LOTHIAN ROAD, EH3 9BZ  
SCREENING: ONCE UPON A TIME

A bold new imagining of the world, where fairy tales and the modern-day are about to collide. And they all lived happily ever after – or so everyone was led to believe. Emma Swan knows how to take care of herself. She’s a 28-year-old bail bonds collector who’s been on her own ever since she was abandoned as a baby. But when the son she gave up years ago finds her, everything starts to change. Henry is now 10 years old and in desperate need of Emma’s help. He believes that Emma actually comes from an alternate world and is Snow White and Prince Charming’s missing daughter. From the Executive Producers of *Lost*, Adam Horowitz and Edward Kitsis.

**Screening on ABC**

Tickets for screenings are limited and must be booked (for free) in advance. For more info, see p11
12:30–13:30  THE FINTRY, LEVEL 3
THE FUTUREVIEW ADDRESS: GLENN BROWN

Glenn Brown is the Director of Business Development at Twitter, where he works on partnerships in TV, music, news, and sports to implement new approaches to content creation, audience engagement, and journalism. Glenn will be giving the keynote address for the MGEITF Futureview, discussing the power of Twitter to revolutionize the way TV viewers discover and interact with programming in real time. He will discuss how Twitter is being used by TV producers, broadcasters and newsrooms, and what’s coming next.

**Speaker** Glenn Brown  Director of Business Development, Twitter  
**Chair** Ben Hammersley  Writer, Technologist and Editor-at-Large for Wired UK  
**Producer** Matt Locke  Director, Storythings.com

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12:30-13:30   THE PENTLAND, LEVEL 3
POST MACTAGGART Q&A WITH ERIC SCHMIDT

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

**Speaker** Dr Eric Schmidt  Executive Chairman, Google  
**Chair** Krishnan Guru-Murthy  Newscaster, Channel 4 News  
**Producer** Fiona Campbell  Executive Producer, Current Affairs, Independents, BBC  
**Producer** Mike Radford  Commissioning Editor, Channel 4 News

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12:30-13:30   THE MOORFOOT & KILSYTH, LEVEL 0
THE CUBE: A MASTERCLASS

Come and discover how to develop an idea from paper into a BAFTA winning, international hit, and successful multiplatform brand. This session, chaired by Wayne Garvie, will feature candid insights into how the format was created and how its execution kicked back at traditional game shows and took inspiration from film. See exclusive unseen footage of pilots, technical mishaps, and the secrets behind launching it into a global brand. And in a worldwide exclusive, we finally reveal who’s behind the mask of The Body. Plus see who wins between Duncan Gray (Sky), Mirella Breda (BBC) and Claire Zolkwer (ITV) as they battle for supremacy in a specially filmed Edinburgh edition of The Cube.

**Panellists** Adam Adler  Creator & Executive Producer, The Cube  
Nathan Eastwood  Series Producer, The Cube  
Andrew Newman  Chief Executive, Objective Productions  
Selma Turajlic  Head of Interactive Media & Licensing, All3Media International  
Wayne Garvie  Managing Director of International Production, All3Media  
John Kaye Cooper  Controller of Entertainment, ITV  
**Producer** Karl Warner  Executive Editor, BBC Entertainment Commissioning

**Sponsored by:**

Of those watching TV and browsing the Web simultaneously, 54% are using social networking sites Deloitte/GFK June 2011
12:30-13:30  
**THE SIDLAW, LEVEL 3**

**MEET THE CONTROLLER: JAMES HUNT**

In a debut session for the channel, James Hunt is here to tell us how seriously the Sky machine is taking its commitment to the arts. The last year has seen big names coming to the channel, including Melvyn Bragg’s rebranded *South Bank Sky Arts Awards* and original commission *Chekhov: Comedy Shorts* featuring comedy stars Steve Coogan and Johnny Vegas. With a series of exchanges suggesting a growing rivalry with BBC Arts, what is James’ vision for Sky Arts and what is he looking for to bring more profile (and subscribers) to the channel in 2012?

**Speaker** James Hunt  
Channel Director, SkyArts  
**Chair** Penny Smith  
Broadcaster

**Executive Producers**  
Liam Hamilton  
Deputy Director of Content, STV  
Jonathan Shalit  
Managing Director, ROAR Global  
**Producers** Miranda Chadwick  
Senior Broadcast Agent, ROAR Global  
Neale Simpson  
Senior Producer, Zodiak Media  
**Assistant Producer** Chloe Seddon  
Assistant Producer, Oxford Scientific Films

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12:30-13:30  
**THE FILMHOUSE, 88 LOTHIAN ROAD, EH3 9BZ**

**SCREENING: FRESH MEAT WITH INTRODUCTION**

The series starring Jack Whitehall follows a group of six students about to embark on the most exciting period of their lives thus far – University! Away from home for the first time, on the brink of adult life, they are about to discover who they really are. From the moment they ship up as freshers at their shared house, their lives are destined to collide, overlap and run the whole gamut of appalling behaviour and terrible errors of judgement.

Screening on Channel 4

**Introduction** Camilla Campbell  
Head of Drama, Channel 4

**Tickets for screenings are limited and must be booked (for free) in advance.**

For more info, see p11
12:30-13:30  THE TINTO, LEVEL 0
TV’S CARBON FOOTPRINT-TIME FOR ACTION!

This year’s Sunday Times Best Green list doesn’t feature a single TV production company. We are all part of a resource-hungry but very influential industry. As the rest of the world forges ahead with the sustainability agenda, it’s time for us to fundamentally rethink the production process – but how? Meet ALBERT. This unique and powerful production tool measures a programme’s environmental impact and challenges creative teams to work more effectively-saving money and energy without compromising ideas or the quality of content. With a BAFTA-led Consortium of Broadcasters and Indies, including Sky and the BBC, committed to bringing ALBERT to the wider TV industry, come and hear how you can be part of this ground-breaking initiative.

Chair Martha Kearney Writer and Broadcaster
Speakers Fiona Ball Head of Environment, BskyB
Sally Debonnaire Controller, BBC Production Operations
Producer Kam Kandola Television Events Producer, BAFTA

14:00-15:00  THE PENTLAND, LEVEL 3
TV’S DIRTY SECRET

Is the TV industry sheltering bullies? This session will reveal the findings of what promises to be the biggest ever survey of people working in the business. How many of us believe we’ve been bullied at some point in our TV career? For the first time we will compare ourselves to other creatives to see whether our bosses are any worse or better. The panel will debate the merits and pitfalls of tough talk and differing management styles, and discuss the results of this groundbreaking survey.

Panellists Pat Younge Chief Creative Officer, BBC Vision Productions, Lawyer Helen Veale Joint MD and Creative Director Sarah Keeble Partner, Mishcon de Reya Jude Winstanley Freelance Production Manager
Chair Lorraine Heggessey Media Consultant
Producers Donna Taberer Head of Public Service Partnerships, BBC Academy Hilary Rosen Creative Director, Silver River Assistant Producer Neale Simpson Senior Producer, Zodiak Media

39 per cent of workers in television production say they have faced workplace bullying GfK July 2011
THE FINTRY, LEVEL 3

THE ONLY WAY IS... TWITTER?

Social media is revolutionising how broadcasters build audiences for their content. But what’s the best way for a TV brand to engage with social media? How do you get social media working for your show? Can it really build an audience? This session will interrogate the Twitter effect by looking at the numbers and their real impact, and will expose top tweeters’ best practices for each unique content strand. It will also look to the future at the wider social media landscape, and the rules of engagement.

Panellists
Glenn Brown Development for Media, Twitter
Graham Linehan Writer
Andy Carvin Senior Strategist, NPR, Dynamo Illusionist
Chair Krishnan Guru-Murthy, Newscaster, Channel 4 News
Producers
Aleks Krotoski Researcher & Journalist, The Guardian
Fiona Campbell Executive Producer, Current Affairs, Independents, BBC
Mike Radford Commissioning Editor, Channel 4 News

THE SIDLAW, LEVEL 3

MEET THE CONTROLLER: DANNY COHEN

It’s Danny Cohen’s first year at the helm of the BBC’s flagship channel and it’s only towards the end of this year that we’ll start to see his vision taking shape. Danny is in bullish form about the year ahead and he’s promising big things for 2012 - with a few exclusive previews of what to expect. We’ll be finding out what he’s looking for across the genres and asking if the ongoing financial reviews and fervent tabloid scrutiny are having an impact on his ability to take risks.

Speaker
Danny Cohen Controller, BBC One
Chair
Jeremy Vine Broadcaster
Executive Producers
Liam Hamilton Deputy Director of Content, STV
Jonathan Shalit Managing Director, ROAR Global
Producers
Miranda Chadwick Senior Broadcast Agent, ROAR Global
Neale Simpson Senior Producer, Zodiak Media
Assistant Producer
Newton Claire Velji Comedy and Entertainment Producer, BBC

66% of 18-24 year olds find out about new TV programmes through social networks
Deloitte/GfK June 2011
70% of 16-24 year olds have used a smartphone app whilst watching programmes on TV
Deloitte/GfK June 2011

14:00-15:00  THE MOORFOOT & KILSYTHE, LEVEL 0

**IS THERE AN APP FOR THAT?**

As television adapts to the online world, some of the largest recent bets by television companies have focused on games. In a world of mobile apps, social networks and huge online games communities, it no longer takes multiple years and millions of pounds to reach a large games audience. IP owners, broadcasters and film studios are leading an unprecedented burst of activity commissioning, acquiring or partnering with games companies. The arrival of the Apple app store has led to an explosion in mobile and handheld gaming while social gaming, largely on Facebook, has delivered new audiences and commercial returns and triggered a raft of new entrants, acquisitions and interest from TV companies. So what will all of this mean for your corner of TV?

**Panellists**
- Charles Cecil Managing Director, Revolution Software
- Robert Nashak EVP for Digital Entertainment, BBC Worldwide
- Paulina Bozek CEO and co-founder of INENSU
- Chair Rick Gibson Director, Games Investor
- Simon Nelson Digital Business & Strategy Advisor

14:30-16:00  THE FILMHOUSE, 88 LOTHIAN ROAD, EH3 9BZ

**SCREENING: THE KILLING SERIES 2, EPISODE 1 PLUS Q&A**

In the first episode of the new series a body of a murdered woman is found in a Copenhagen park commemorating Danish Resistance in World War II... An ex-soldier disabled while serving in Afghanistan is savagely killed... Copenhagen’s Homicide Department is stumped. But Detective Commander Brix decides to send for Chief Inspector Sarah Lund, who has been banished to the provinces after her last murder investigation, and Lund soon discerns a common thread in the cases. Meanwhile, Denmark’s new Minister of Justice discovers that some of his fellow ministers are trying to foil the investigation. And ex-soldier Peter Raben, who has been committed to psychiatric care since his return from Afghanistan, escapes from prison to track down the killer on his own. They are the protagonists of a twisting tale of top-level cover-ups, betrayals and lies set in a time of fear of Islamic terrorism.

**Screening on BBC Four**
This screening will be followed by a Q&A

**Panellists**
- Piv Bernth Senior Producer, Danish Broadcasting Corporation
- Sofie Gråbøl Actress Chair
- Emma Kennedy Writer & Actress

Tickets for screenings are limited and must be booked (for free) in advance. For more info, see p11
15:30-16:30 THE PENTLAND, LEVEL 3

**THE NETWORK AND MGEITF JOINT SESSION**

**THE ONLY WAY IS ESSEX: A MASTERCLASS**

The show that has vajazzled the TV world and viewers alike! Get the inside track on this BAFTA-award winning series, a break-out hit which has not only spawned a new genre of scripted reality, but a whole new lingo as well. How was it created? How did that wonderful cast become household names? How is it turned around in a week? Why has the marketing been such a spectacular success? And what’s next in this genre? The creators and cast let you in on all the secrets. You’ll be well-jell if you miss it!

**Panellists**

- **Ruth Wrigley** Group Entertainment and Format Executive, All3Media
- **Tony Wood** Creative Director, Lime Pictures
- **Claire Zolkwer** Commissioning Editor Comedy & Entertainment, ITV
- **Mark Wright** Reality TV Star
- **Sam Faiers** Reality TV Star
- **Donna Taberer** Head of Public Service Partnerships, BBC Academy
- **Natasha Hegde** Channel and Scheduling Assistant, UKTV
- **Kate Garraway** Broadcaster

**Chair**

**KATE GARRAWAY**

**Sponsored by:**

- ITV

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15:30-16:30 THE SIDLAW, LEVEL 3

**MEET THE CONTROLLER: ANGELA JAIN**

ITV’s new Director of Digital Channels arrives with the channels in rude health and revelling in the introduction of the ‘vajazzle’ to the British public. Jain’s own track record saw E4 win channel of the year, with shows including *The Inbetweeners* and *Misfits* pulling in both viewers and critical acclaim. So how is she adapting to her new home, and what are her views on the new trends and talents that will help grow ITV3, ITV4 and CITV - and the diamante jewel in the crown, ITV2?

**Speaker**

**ANGELA JAIN** Director of Digital Channels and Acquisitions ITV

**Chair**

**BOYD HILTON** Television and Reviews Editor, Heat Magazine

**Executive Producers**

- **Liam Hamilton** Deputy Director of Content, STV
- **Jonathan Shalit** Managing Director, ROAR Global
- **Miranda Chadwick** Senior Broadcast Agent, ROAR Global
- **Neale Simpson** Senior Producer, Zodiak Media
- **Martin Lau** Development Producer, talkbackTHAMES

**Sponsored by:**

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15:30-16:30 THE MOORFOOT & KILSYTH, LEVEL 0

**NO RISK PLEASE, WE’RE PRIMETIME**

Has British television lost its nerve? If there’s one thing a successful television executive must do, it’s stick their neck out – but the million dollar question is, how far? Primetime is often criticised for being risk averse leaving other parts of the schedule to fly the flag for risk taking. Mark Lawson will explore the definition of risk in television and question where the risks are now, where they will be in the future and look at how producers can continue to push creative boundaries.

**Panellists**

- **Ben Stephenson** Controller of Drama Commissioning, BBC
- **Jay Hunt** Chief Creative Officer, Channel 4
- **David Liddiment** BBC Trustee/Creative Director, All3Media
- **Brian Woods** Managing Director, True Vision
- **Mark Lawson** Broadcaster
- **Simon Knight** Executive Producer, BBC

**Chair**

**MARK LAWSON** Broadcaster

**Sponsored by:**

- 4
15:30-16:30  THE FINTRY, LEVEL 3

DOES IT MATTER WHO OWNS SKY?

As the aftershocks from the hacking scandal rumble on, this expert panel will discuss whether News Corp is a ‘fit and proper person’ to own 39pc of BSkyB – and if Sky could ever have grown to be Britain’s biggest media company without Rupert Murdoch’s vision and dynamism. And with the threat of tighter regulation for newspapers, does TV news have any reason to feel smug about its impartiality?

Check printed insert for full speaker line up

Producers Jane Rogerson Director of Commissioning, UKTV Neil Midgley Media Writer, The Daily Telegraph

16:30-17:30  THE FILMHOUSE, 88 LOTHIAN ROAD, EH3 9BZ

SCREENING: SPY WITH Q&A

SPY (6 x 30) is the story of Tim, a single father trying to win back the respect and affections of his horribly precocious nine year old son, Marcus. In the hope of proving that he is not a complete loser, Tim quits his dead-end job, but his life changes forever when he is accidentally recruited as a trainee spy for MI5. Tim (Darren Boyd – Case Sensitive, Green Wing, Dirk Gently) struggles as he attempts to juggle family life and his professional life without his secret being discovered, least of all by Marcus, (newcomer Jude Wright). Supervising Tim at work is irrepressible MI5 boss, The Examiner, played by Robert Lindsay (My Family) who teaches the recruits his own unorthodox approach to the espionage game.

Screening on Sky1 HD

Panellists Lucy Lumsden Head of Comedy, Sky Simeon Goulden, Writer and Creator Darren Boyd Cast member Chair Stephen Armstrong Journalist

Tickets for screenings are limited and must be booked (for free) in advance. For more info, see Page 11

16:30-17:30  TINTO ROOM, GROUND FLOOR

CREATING GREAT DIGITAL EXPERIENCES FOR YOUR BRAND

This session explains the key aspects of creating great digital experiences around TV brands. We will explore ways to increase your audience understanding, develop your core idea and make an informed choice about the right content platforms to make the experience coherent, deliverable, and fun.

In partnership with: BBC Academy

Trainer Colin Savage
16:45-17:30  THE SIDLAW, LEVEL 3

MEET THE CONTROLLER: JEFF FORD

It’s been all change at Channel 5 in the last year. Now part of Richard Desmond’s media empire, Channel 5 has seen its fortunes turn a corner with a recently announced return to profit following an aggressive restructuring of the business and a huge cull of staff - including its effervescent controller. With Big Brother set to play a vital role in Channel 5’s schedule, Jeff is here to set out the new vision for Channel 5, explain the opportunities ahead and perhaps reveal another innovative new production payment scheme that Richard Desmond has in mind too...

Speaker  Jeff Ford  Director of Programmes, Channel 5  Chair  Kate Garraway  Broadcaster  Executive Producers  Liam Hamilton  Deputy Director of Content, STV  Jonathan Shalit  Managing Director, ROAR Global  Producers  Miranda Chadwick  Senior Broadcast Agent, ROAR Global  Neale Simpson  Senior Producer, Zodiak Media  Assistant Producer  Chloe Seddon  Assistant Producer, Oxford Scientific Films

17:00-18:00  THE FINTRY, LEVEL 3

MEET THE INTERNATIONAL CONTROLLERS

As UK indies are increasingly looking abroad to diversify their client base, MGEITF introduces its first international controllers session. Featuring a gathering of controllers from key international networks, this session will review their channels’ ongoing interest in working with producers the world over and specifically in the UK. The panel will review their individual brands through examples and case studies, discuss what it is they look for and reveal what it takes for a UK indie to get ‘it’s show on the road’ and receive an international commission.

Panellists  Brent Haynes  SVP, Comedy & Animation, MTV  Laura Civiello  Vice President, Acquisitions & Development, G4  Elizabeth McIntyre  Head of Production & Development, Factual Western Europe, Discovery Networks International  Emma Westcott  Head of Commissioning, XYZ Networks  Chair Chris Shaw  Editorial Director, ITN productions  Producers Ian Russell  Director of Co-Production & Executive Producer, Cineflix Productions UK  Fraser Robinson  Director of Scripted Development, Universal Networks International

Sponsored by: Broadcast
18:00–19:00 THE PENTLAND, LEVEL 3
THE ARQIVA CHANNEL OF THE YEAR AWARDS

Join Russell Kane and a host of special guests including Al Murray, Miranda Hart, TOWIE’s Mark Wright and The Killing’s Sofie Gråbøl, for the hotly contested Channel of the Year Awards 2011. Online voters have shortlisted the nominees, but this year it’s been up to every paying delegate to decide who will walk away as the winner. Ceremony starts at 6pm prompt – so arrive early to make sure you get a good seat!

The following nominations were provided by a GfK poll:

**Terrestrial Channel of the Year**
BBC One, BBC Two, ITV1, Channel 4, Channel 5

**Digital Channel of the Year**
BBC Four, BBC Three, E4, ITV2, Sky 1, Sky Arts, Sky Atlantic, UKTV’s Dave

**Terrestrial Programme of the Year**
Big Fat Gypsy Wedding, Human Planet, Sherlock, The Walking Dead, This Is England ‘86

**Digital Programme of the Year**
An Idiot Abroad, Being Human, Game of Thrones, Fry and Laurie: Reunited, The Inbetweeners

**Indie of the Year**
Big Talk Productions, Kudos Film and Television, Shine, talkbackTHAMES, Zeppotron

**Producer or Director Debut**

**Cross Platform Innovation**
24 Hour Panel People, Being Human, Got to Dance, Million Pound Drop play-along game, Misfits

**The Network and Fast Track Programme Choice Award**
The Killing, Misfits, The Only Way is Essex, The Promise, Sherlock, Wonders of the Universe

Sponsored by:

**Host Russell Kane** plus Special Guests **Producers Tamsyn Zietsman** Head of Publicity, UKTV **Lisa Perrin** Creative Director Entertainment, Shine **Zoë Clapp** Senior Trade & Corporate Comms Manager, UKTV
SUNDAY 28 AUGUST

10:00-11:00  THE PENTLAND, LEVEL 3  
TV’S QUESTION TIME
As ever, television is facing a period of massive and bracing change - convergence, cuts, compliance - and the industry is racing to catch up. Question Time gives the audience the chance to ask some of the biggest fish in the broadcasting pond how they see the world now, and what they’re planning for the future.

Check printed insert for full speaker line up
Chair Martha Kearney Writer and Broadcaster  Producer Greg Sanderson Editor, The Review Show, BBC

11:30-12:30  THE PENTLAND, LEVEL 3  
BBC OLYMPICS SNEAK PEEK
With under a year to go until the start of London 2012, the BBC’s Director of London 2012 Roger Mosey will give us a preview of what new technological and creative innovations we can expect as the BBC prepares to deliver the greatest show on earth – the Olympics – to our living rooms in 2012. Alongside Tim Plyming and Phil Fearnley from the BBC’s London 2012 project team, Roger will outline what audiences can expect from the BBC in the run-up and during the Games and the impact that IPTV, smartphone and tablet devices will have on the ability to connect audiences to all the content from one amazing year.

Speakers Roger Mosey BBC Director, London 2012  Phil Fearnley General Manager, News and Knowledge, BBC Future Media  Producer Jack Lundie Director of Brand & Communications, Save the Children

11:45-12:45  THE CROMDALIE, LEVEL -2  
THE NETWORK – LIVE!
The Network is the TV Festival’s prestigious talent scheme. This weekend, Networkers have been getting a comprehensive and hands-on introduction into the industry. See the results as they present The Network- Live!, the show that they have written, filmed and produced themselves over the last 3 days.

12:30-13:30  THE PENTLAND, LEVEL 3  
THAT WAS THE FEST THAT WAS
Spend your Sunday morning with Lee Mack and Miranda Hart as they cast a comedic eye on the weekend’s events. But beware, it’s not just the celebrity stars of the festival who have been hounded by the paparazzi this year, our comedy line-up have been spying on every session, every event and even in the delegates’ bar to uncover the funny, ridiculous side of the festival. You may well find yourself featured in their hilarious round-up of this years event. With the acerbic wit of host Jeremy vine, you’ll be laughing so hard that you’ll forget your hangover and be back in the bar by mid-afternoon.

Host Jeremy Vine Broadcaster  Guests Miranda Hart Comedian Lee Mack Comedian  Producers Joff Powell Entertainment Executive, Lion Television  Adam Hunt Acting Editorial Producer, MGEITF Zoë Clapp Senior Trade & Corporate Comms Manager, UKTV
THE NETWORK TALENT SCHEME

For the last 21 years, The Network has given people from all backgrounds a prestigious, hands-on introduction to TV. The 65 Network delegates who are with us this year have been selected from thousands of applicants. We offer them access to top names in the industry and help them kick start their career in television. We’re funded by the industry and our delegates don’t pay a penny to be part of this unique scheme.

Anyone who’s been going to the TV Festival for a few (or even many, many!) years knows a ‘Network’ delegate when they see one. Their enthusiasm is obvious, and they remind many Festival delegates of the passion and drive that propelled them into the industry in the first place.

Why is The Network important? Many young people aspire to work in TV, but many of them lack confidence and the industry knowledge needed to get that first foot in the door. We address this by giving Network delegates four days of workshops, career surgeries, masterclasses, and hands on training covering all aspects of working in TV. And, as our name suggests, we encourage them to build their own network of contacts to help them make their own opportunities in future.

““We continue to work towards securing a creative, diverse and representative workforce which reflects the TV audience.””

Joe Godwin, Director of BBC Children’s and Chair of The Network says: “I’m proud of The Network’s long track record in introducing young people to the world of television – so many of our delegates go on to great things. We are attracting the best names in TV to come and work with these new entrants and we continue to work towards securing a creative, diverse and representative workforce which reflects the TV audience.”

The Network is held at Edinburgh Napier University and Screen Academy Scotland, a Skillset Film & Media Academy. Why not come over and see our delegates in action? This year, they’ll be enjoying workshops with Hollyoaks, Sky News and Zeppotron and masterclasses with Miranda Hart and Jay Hunt. And once again, we’re thrilled to have the legendary Pub Landlord Al Murray hosting our Opening Night.

And if you bump into a Network delegate over the weekend, please remember when you were starting out in TV and pass on any useful tips!

Caroline Meaby
Director, The Network and Fast Track
THE NETWORK AND FAST TRACK COMMITTEE 2011

Joe Godwin
Chair, The Network and Fast Track
Director
BBC Children’s

Tamara Howe
Deputy Chair, The Network and Fast Track
Chief Operating Officer
BBC Children’s

Richard Allen-Turner
Joint Managing Director
Avalon

Nick Astor
Editor, Short-Form BBC Comedy Commissioning

Kate Barnes
Head of Digital Channels
Five

Dominic Bird
Creative Director
BBC North

Catherine Lynch
Head of Development Initial

Joe Mace
Head of Entertainment Development
ITV

Jason Mitchell
Founder
The Connected Set

Vivienne Molokwu
Producer
Monkey Kingdom

Daniell Morrisey
Talent Executive
BBC

From September 2011:

Tabitha Jackson
Commissioning Editor for Arts
Channel 4

THE NETWORK SPONSORS

ALCS
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FremantleMedia
Glow Labs
Hammerhead

ITV
Kudos
Northern Film Media

NHS Screencraft
Skillset TV Skills Fund

Think Bigger!
Visit Scotland
Welcome to Fast Track 2011

Congratulations; you are one of a select group who have been chosen for Fast Track. Around the industry you will find a growing number of significant senior people who have been where you are now. Whether in the original incarnation of TV25 or as Fast Track, they have used the opportunity to break new ground, win awards, fulfil ambitions and achieve their goals.

Fast Track is a unique, exclusive and invaluable opportunity. You will have access to an elite group of TV industry figures in an informal and relaxed environment. They’re coming to impart their knowledge and share their experiences, as well as inspire and encourage you.

Engage with the experience by asking questions and interrogating the topics. Don’t be afraid to use your voice. Use the sessions to improve your knowledge of the industry and to develop your understanding.

All our contributors recognise the value of Fast Track and believe in developing new talent. We are very grateful to them for their time, as without their generosity and willingness to take part, there would be no Fast Track. We, therefore, expect 100% attendance throughout.

We firmly believe we have selected the best new talent to be on Fast Track; you are the exec producers, genre heads and channel controllers of the future. You have an exciting weekend ahead of you: brilliant Fast Track sessions, great opportunities to network and a chance to win a commission on The Culture Show, as well as an opportunity to enjoy the TV festival.

Make the most of it. Enjoy.

Vivienne Molokwu and Jason Mitchell
Fast Track Producers

This year, there are 45 delegates taking part in Fast Track, all with 2-4 years experience in the industry and all with passion and drive to succeed in TV. As always, delegates are drawn from all areas of the industry - working in scheduling, floor management, business affairs, management assistance, and marketing as well as production.

George Entwistle, Director of BBC Vision and MGEITF’s Advisory Chair, says “Fast Track is a once-in-a-lifetime opportunity for delegates to get up close to the TV industry’s most inspiring leaders and creatives. The Festival is guaranteed to deliver an extraordinarily intense few days, a clutch of new best friends, and life-changing insights into what the industry has to offer.”

Thank you to Janet Lee and The Culture Show for providing a fantastic prize for the Fast Track Live Pitch. And as ever, thank you to all our Fast Track speakers and sponsors, who are doing so much to nurture the future leaders of our industry.

Caroline Meaby
Director, The Network and Fast Track

Thank you to the Fast Track judging panel
Tania Alexander
Executive Producer, Studio Lambert

Liam Humphries
Deputy Head, Factual Entertainment, Channel 4

With thanks to
Jemma Caldwell
Outreach Support

With thanks to our sponsors
FAST TRACK
SCHEDULE AT A GLANCE

THURSDAY
13:00-13:30 Welcome to Fast Track
Moorfoot and Kilsyth, EICC
Speaker George Entwistle Director, BBC Vision

13:30-14:30 It’s Always the Same Old Story: Rethinking Documentaries
Moorfoot and Kilsyth, EICC
Speaker Meredith Chambers Creative Director, Twenty Twenty
In conversation with Karl Warner Commissioning Editor, BBC Entertainment

14:30-14:45 Break

14:45 -16:00 The Future of TV: Adapting and Succeeding in the Connected Age
Moorfoot and Kilsyth, EICC
Panellists Phillip Bourchier O’Ferrall SVP Digital Media, MTV Networks International Anna Cronin Commissioning Editor for Convergent Formats, Channel 4 Tom McDonnell Commercial Director, Monterosa Chair Jon Watts Director and CoFounder, MTM London

16:00-16:15 Break

16:15-17:15 A Rough Guide to Running Channels
Moorfoot and Kilsyth, EICC
Speakers Jay Hunt Chief Creative Officer, Channel 4 George Dixon Controller of Channel Management, Channel 4

19:45-21:00 Al Murray: The Network/Fast Track Opening Night
Moorfoot and Kilsyth, EICC

21:00-22:30 The Network/Fast Track Drinks
Moorfoot and Kilsyth, EICC

FRIDAY
09:15-10:15 How to Have a Good Idea (Or Spot Somebody Else’s)
Moorfoot and Kilsyth, EICC
Speaker Karl Warner Commissioning Editor, BBC Entertainment

10:15-10:30 Break

10:30-11:45 For Love or Money: Making It All the Way to the Top in TV
Moorfoot and Kilsyth, EICC
Panellists Stuart Murphy Director, Sky 1 HD & Director of Commissioning Sky Entertainment Karen Smith Joint Managing Director, Shine Jonathan Stadlen Managing Director, Knickerbockerglory Chair Dominic Bird Creative Director, BBC Entertainment North

11:45-12:00 Break

12:00-13:45 A chance to grab some lunch and attend one of the main TV Festival sessions

13:45-14:45 Fast Track Live Pitch
The Fintry, EICC
Janet Lee Executive Editor, The Culture Show, BBC Chair Sarfraz Manzoor Writer and Broadcaster

15:15-16:15 Storytelling Skills
The Tinto, EICC

18:45-19:45 The James MacTaggart Memorial Lecture: Eric Schmidt
The Festival Theatre

20:00-22:00 MGEITF Opening Night Reception
National Museum of Scotland

SATURDAY
13:30-14:30 Fast Track Networking Lunch
Cromdale Foyer, EICC

21:30-LATE MGEITF Saturday Night Party
The George Hotel
Welcome to Fast Track

George Entwistle, Advisory Chair of the 2011 MediaGuardian Edinburgh International Television Festival and Director of BBC Vision, welcomes you to Fast Track.

Speaker George Entwistle Director, BBC Vision

It's Always the Same Old Story: Rethinking Documentaries

Creative Director of Twenty Twenty and former Commissioning Editor for Documentaries at Channel 4, Meredith Chambers has built a multi-award winning career on telling good stories. Whether he’s producing BAFTA award winning docs like Between Life or Death or ratings-winning entertainment series like I'm a Celebrity, crafting strong narratives is always at the heart of his work. During this session, Meredith discusses the importance of approaching familiar territories in unconventional ways and guides us through some of the stylistic conventions of factual story-telling as he explores how to challenge and subvert them.

Speaker Meredith Chambers Creative Director, Twenty Twenty Chair Karl Warner Commissioning Editor, BBC Entertainment

The Future of Television: Adapting and Succeeding in the Connected Age

Platform convergence is rapidly transforming the business and practice of television. From new audience engagement and data-collection opportunities on smart phones, tablets and any other connected devices, to new monetisation opportunities like Facebook voting and video-on-demand, the line that once stood between ‘TV’ and ‘multiplatform’ has all but disappeared. So what are the new skills people working in all areas of TV need in this connected future? In this session we discuss the key developments so far, explore what's coming next, and get practical advice from a panel of leading industry figures working at the frontier of convergence.

Panellists Phillip Bouchier O’Ferrall SVP Digital Media, MTV Networks International Anna Cronin Commissioning Editor for Convergent Formats, Channel 4 Tom McDonnell Commercial Director, Monterosa Chair Jon Watts Director and CoFounder, MTM London

Break

Break
16:15-17:15 THE MOORFOOT AND KILSYTH, EICC
A ROUGH GUIDE TO RUNNING CHANNELS

In this informative session, Chief Creative Officer Jay Hunt and Controller of Channel Management George Dixon explain how they deal with the creative and commercial challenges of running a vast broadcast network. Responsible for terrestrial heavyweight Channel 4, its digital siblings E4, More4 and Film4, and a plethora of online platforms and distribution channels, the pair will reveal the inner workings of a television corporation. From shaping channel brand identity to carefully structuring scheduling strategies and distributing and balancing budgets, Jay and George will share their decision-making processes and offer up a shorthand guide to the day to day business of running channels.

Speakers Jay Hunt Chief Creative Officer, Channel 4 George Dixon Controller of Channel Management, Channel 4

19:45-21:00 THE MOORFOOT AND KILSYTH, EICC
THE NETWORK/FAST TRACK OPENING NIGHT

Al Murray, The Pub Landlord, is hosting his world famous Compete For The Meat quiz especially for The Network and Fast Track! You’d better brush up as your knowledge of television will be tested to the limit and your crisp consumption capability will be pushed to the max. It will be like a media studies course, but more useful. And you might even win a frozen chicken (sausages for the runners up).

Al Murray Producers Richard Allen-Turner Joint Managing Director, Avalon Mark Augustyn Producer, Avalon Matt Nida Producer, Avalon

21:00-22:30 MOORFOOT AND KILSYTH, EICC
THE NETWORK/ FAST TRACK DRINKS

Start making those contacts! Get to know your fellow delegates, as well as industry experts from our committee and sponsors.

FRIDAY

09:15-10.15 THE MOORFOOT AND KILSYTH, EICC
HOW TO HAVE A GOOD IDEA (OR SPOT SOMEBODY ELSE’S)

TV is all about ideas no matter which bit of it you happen to work in. Whether it’s generating them in development, problem-solving in production or identifying them in broadcasting, we work in a business built on continually producing ideas. But if no ideas are new ideas, how do you ensure you keep thinking innovatively? How do you recognise the strong from the weak and how do you avoid executing a good idea badly? This session led by BBC Entertainment Commissioning Editor Karl Warner, will explore the power of ideas and how to have, spot and execute the best ones.

Speaker Karl Warner Commissioning Editor, BBC Entertainment
10:15-10:30  BREAK

10:30-11:45  THE MOORFOOT AND KILSYTH, EICC
FOR LOVE OR MONEY: MAKING IT ALL THE WAY TO THE TOP IN TV

So just how do you end up running a channel, a super-indie or your own production company? Is it through a passion for programming or the pursuit of the pound? Is it about working hard or working the room? We’re about to find out as we hear from three leading execs who’ve managed to ‘make-it’ to the top in three very different ways. In this honest, frank session we’re asking what are the attributes you need to be super successful in TV, and how can you carve out the kind of career and lifestyle you really want?

Panellists Stuart Murphy Director, Sky 1 HD & Director of Commissioning Sky Entertainment Karen Smith Joint Managing Director, Shine Jonathan Stadlen Managing Director, Knickerbockerglory Chair Dominic Bird Creative Director, BBC Entertainment North

11:45-12:00  BREAK

13:45-14:45  THE FINTRY, LEVEL 3
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 Culture Show, to offer an exciting opportunity to get a story commissioned for BBC Two’s Arts magazine programme. Four finalists will pitch live to the show’s Executive Editor, Janet Lee.

Panellist Janet Lee Executive Editor, The Culture Show, BBC Chair Sarfraz Manzoor Writer and Broadcaster

15:15-16:15  THE TINTO
STORYTELLING SKILLS

By this stage of the game, you’ll be inspired by the TV Festival atmosphere and bursting with new ideas. It’s time to harness this creative energy in a very practical BBC Academy session. Frank Ash and Hazel Marshall will guide you through some imaginative techniques to sharpen your storytelling skills.

Producers Frank Ash Creativity, BBC Academy Hazel Marshall Creativity, BBC Academy

SATURDAY

13:30-14:30  CROMDALE FOYER, EICC
FAST TRACK NETWORKING LUNCH

Get to know some top TV execs over a sandwich lunch. This is your chance to make a great impression on the people that call the shots.
Indigo talent is an executive search firm specialising in the media content space.

We combine our industry expertise and market intelligence to identify, engage and introduce outstanding talent to broadcasters and production companies.

Our flexible approach, creative thinking and extensive network deliver great results for our clients, giving them the competitive edge in this dynamic market.

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“Hire people who are better than you; look for people who will aim for the remarkable, who will not settle for the routine.”
David Ogilvy
FAST TRACK
DELEGATES 2011

Graeme Allister  
Personal Assistant  
BBC

Ravi Amaratunga  
Creative Diversity  
Channel 4

Bethan Barker  
Assistant Brand Manager  
Nickelodeon

Chantal Barnes  
Development Researcher  
Superhero Television

Gemma Brady  
Editorial Administrator  
Channel 4

Allanah Brookes  
Development AP  
STV

Carly Brooks  
Development AP  
TalkbackTHAMES

Patrick Carr  
Researcher  
Entertainment Development, ITV

Paul Carter  
Producer  
Markthree Media

Gerald Casey  
Scheduling Assistant,  
Dave  
UKTV

Dan Cheesborough  
Head of Business Affairs  
Big Talk

Julien Dal  
Executive Assistant to CEO and COO  
FremantleMedia

Bethan Evans  
Scripted Development Coordinator  
NBC Universal

Peter Evans  
Studio Assistant  
Aardman Animation

James Farrell  
Assistant producer  
BBC

Hope Friedland  
Associate Product Marketing Manager  
Google

Ross Goodlass  
Development Producer  
Firecracker Films

Sacha Grimsditch  
Assistant to CEO/Comedy  
TalkbackTHAMES

Kieran Hannigan  
Trainee Script Editor  
BBC

Claire Hedges  
Schedule Information Assistant  
CBBC

Tom Helmsley  
Online PD  
TalkbackTHAMES Digital

Claire Hill  
Researcher  
BBC Wales

Xandria Horton  
Office Assistant  
Eleventh Hour Films

Nick Horton  
Continuity planner  
BskyB

Matthew Hulme  
Researcher  
Zeppotron

Katrina Inkster  
Assistant Producer  
Gemma John-Lewis

Entertainment and Comedy Coordinator  
Commissioning ITV

Katy Jones  
Assistant  
United Agents LTD

Eloise King  
Assistant Producer  
BBC

Jennifer Ko  
Business Executive  
Indie Unit  
BBC Worldwide

Natalie McArdle  
Assistant Producer  
The Three Team  
BBC Three

Brendan Miller  
Producer  
BBC

Jasper Montana  
Researcher  
BBC Natural History Unit

Sefunmi Olatunbosun  
Development Researcher  
Monkey Kingdom

Hannah Palmer  
PA to the Director of Commissioning  
UKTV

Christopher Payne  
Assistant Producer  
North One Television

Asher Pirie  
Writer and Promo Producer

Lucy Porter  
Assistant Producer

Lindsay Salt  
Junior Script Editor  
Left Bank Pictures

Jennifer Shaw  
Development Researcher  
TalkbackTHAMES

Sabina Smitham  
Researcher  
New Media  
FremantleMedia

Chloe Strauss  
Development Researcher  
September Films

Jimmy Tam  
Assistant Producer  
BBC

Simon Willgoss  
Assistant Producer  
Nutopia

Ben Worsfield  
Comedy and Drama Assistant  
NBC Universal International TV
Roll to Record is the UK’s leading innovator for reality television, game shows and entertainment series. Working with the industry’s leading production companies, we provide broadcast facilities for some of TV’s best-loved shows.

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EXECUTIVE COMMITTEE 2011

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Chief Executive Officer  
Big Talk Productions

Ash Atalla  
Managing Director  
Roughcut Television

James Baker  
Joint Managing Director  
Red Arrow Entertainment

Peter Barron  
Director, External Relations, Europe, Middle East and Africa  
Google

Elaine Bedell  
Director of Entertainment and Comedy  
ITV

Zai Bennett  
Controller  
BBC Three

Amy Brown  
Head of Events Management EMEA  
Google

Alan Clements  
Director of Content  
STV

Danny Cohen  
Controller  
BBC One

Alex Connock  
Visiting Fellow, Oxford University, Reuter’s Institute for study of Journalism

Joe Godwin  
Director  
BBC Children’s

Daisy Goodwin  
Head Girl  
Silver River Productions

Krishnan Guru-Murthy  
Newscaster  
Channel 4 News

Steve Hewlett  
Writer, Broadcaster and Media Consultant

Tim Hincks  
Chief Executive Officer  
Endemol UK

Mike Large  
Director of Communications  
ITV

Andrew Mackenzie  
Group Creative Director  
Twofour Broadcast

Alex Mahon  
President and Chief Commercial Officer  
Shine Group

Stuart Murphy  
Director, Sky 1 HD and Director of Commissioning  
Sky Entertainment

Andrew Newman  
Chief Creative Officer  
Objective Productions

Julian Payne  
Head of Communications  
BBC Vision

Patrick Robinson  

Dan Sabbagh  
Head of Media and Technology  
The Guardian

Ruth Settle  
PR Consultant
Ease of access, minimal location fees, professional facilities and innovative funding opportunities all combine to make Scotland a competitive and film-friendly location. The country’s six major cities are surrounded by amazing wildlife, beautiful beaches, lochs, dramatic glens, historical buildings and towns. And the countryside is spectacular.

Working closely with Creative Scotland, film locations offices and other tourism partners, VisitScotland’s consumer PR team supports film production companies all over the world on features that showcase Scotland as a fantastic tourism destination. The team can provide support crews in a number of ways including:

- Providing ideas to support existing productions or new news hooks to give a feature extra topicality
- Supplying video rushes or sourcing available footage for commissioned productions
- Supporting some logistical elements, eg travel and accommodation, for commissioned productions that offer VisitScotland the best return for their support
- Sourcing/supplying suitable interviewees
- Making introductions to relevant individuals, organizations and locations

To find out if and how the team can support your production, contact Kirsty Innes, Tel: 0131 472 2227, email: kirsty.innes@visitscotland.com
FESTIVAL TEAM

Festival Team
Louise Benson
Festival Director

Ellie Caddell
Commercial Director

Caroline Meaby
The Network and Fast Track Director

Nicky Ammon
Production Director

Liz Swift
Editorial Producer

Adam Hunt
Acting Editorial Producer

Amanda Linton
Financial Controller

Amy Cahill
Sponsorship and Marketing Executive

Holly Blake
Producer, The Network and Fast Track

Francesca De Barr
Festival Coordinator

Rebecca Lott
Registration and Panellist Coordinator

Anna McCallum
Festival Researcher

Pete Sullivan
Production Manager

Lou Collins
Production Coordinator

Nick Powers
The Network Production Manager

Lec Croft
Lighting Designer

Andrew Gordon
Set Designer

Paul Lennie
Baillie Signs, Signage and Branding

John Tosh
Sound Designer

Paul Volker
Blitz, Operations Coordinator

James Herring
Taylor Herring Communications

Emma Wright
Taylor Herring Communications

Nicola Martin
VT Director

Rob McDougall
Photographer

Forty6 Design
www.forty6design.com
Festival design

A special thank you to...
Russell Stopford and
Mayur Upadhyaya
Glow Labs

Charlotte Gooch, Saoirse
Richardson and all at The
Guardian

Amy Brown, Peter Barron and
all at Google

Julie Kershaw, Lynne Downie,
Julie Barnsley and all at
Edinburgh Convention Bureau

Chris Evans
The Farm

Tamsyn Zietsman, Zoe Clapp
and Hannah Palmer
UKTV

Katie Pickworth and
Kristie-Jane Kent
ITV

Eileen Grundy, Claire Dresser
and Sarah Jones
BBC

Rod White and James Rice
Filmhouse Edinburgh

Alex Bridges
Indigo Papa
WEIRD OR WHAT?

20 x 60 min · HD (2 seasons)
Science separates fact from fiction.
Produced in association with Discovery (UK), History (Canada) and Canal D (Canada).

REMOTE CONTROL STAR

10 x 30 min · HD
Hidden camera show where fans control celebs.
Produced in association with CBBC.

WORLD’S WORST MOM

13 x 60 min · HD
Learning to trust kids, not smother them.
Produced in association with TLC (International) and Slice (Canada).

THE COMEDY ANNUAL

1 x 60 min
Counting down the most outrageous moments of the year.
A Cineflix/ITV Studios presentation for ITV.

DESIGN DEALERS

8 x 60 min · HD
If it’s stylish and for sale, they’ll refurbish and resell.
Produced in association with Sky Atlantic.

cineflixproductions.com
A producer of high impact factual entertainment, formats and factual programming in the UK and beyond.

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