

MIPCOM 2009 launches programme to help producers

A new 2009 programme entitled *Rethinking the Production Business* has been launched in order to help producers to find funding, new revenue streams and partners, MIPCOM announced yesterday, Thursday, 25 June 2009.

MIPCOM 2009 is introducing a new programme of events designed specifically for international television producers. Titled “Rethinking the Production Business”, the initiative will include a series of keynote addresses and conferences devoted to production, content screenings and a wide range of business-based matchmaking opportunities. MIPCOM is working closely with producers' associations, such as PACT (UK), FAPAE (Spain), APT (Italy), Dutch Association of Film makers and Television producers (NBF), screen agencies such as Screenwest and Film Victoria (Australia) and governmental cultural agencies, such as Telefilm Canada, to promote this new initiative.

Production more complex

“The production business has become a lot more complex and challenging in recent years. We are launching this exciting programme to help producers find funding, new streams of revenue, international partners, and meet up with top industry leaders. We want to offer producers a dedicated programme to make their business easier, from the very beginning of the creative process to distribution. We also intend to help producers that have never attended MIPCOM by offering them a special registration rate of €650. We are thrilled to be able to work so closely with so many leading producers' associations, screen agencies and governmental cultural agencies,” said Laurine Garaude, acting director of the Television Division, Reed MIDEM.

The “Rethinking the Production Business” programme will be held on 5 and 6 October 2009 and will feature keynotes including *The Simpsons* creator Matt Groening and executive producer Al Jean, a dedicated workshop developed by the Entertainment Master Class offering producers hands-on tips on how to negotiate the best deals; FRAPA's Global format market update involving leading format producers; a screening of the best programming from around the world by The WIT; an introduction to new incentives for TV producers from international Film Commissions; a new Games2TV2Games Summit, focusing on the impact of gaming on the production business as well as a special focus on developing revenues with online partners.

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