



Monaco, 6 June 2024

## BUSINESS CONTENT EXECUTIVE SPEAKER LINEUP AND FULL PROGRAMME ANNOUNCED

The Monte-Carlo Television Festival today announced the full speaker lineup and details of topics to be addressed during the **Business Content**, the Festival's well received series of curated industry panels and networking opportunities, taking place from 15 - 17 June within the event.

Sessions will be presented and attended by a unique blend of **influential global network executives, international and independent producers, creators, young innovators, trade media and organizations** composed of **competition nominees, juries, committees and industry professions** who are collectively shaping the future of the television and streaming industry.

Setting the scene on 15 June, the opening panel, **"In Conversation with a TV Titan"** shines the spotlight on **Dan Cohen, Chief Content Licensing Officer at Paramount and President of Republic Pictures, who will share** unique insight into his exemplary career spanning decades, through a one-on-one with **Michael Idato** (The Sydney Morning Herald).

Next up, **"The Rebirth of Content Creation and Production Following the 2023 Strikes"**, explores if this latter period has signified a catalyst within Hollywood and beyond, to embrace change and innovation in the entertainment industry. An esteemed panel of US experts including CEO & Executive Producer, **Lori McCreary** (Revelations Entertainment) and CEO, **Vanessa Shapiro** (Nicely Entertainment), led by **Vance Van Petten**, (Dodge Film School, Chapman University), will dive into this topical discussion.

The day's sessions end with a look at how far creative licence can be stretched when dramatizing a true story for the screen with, **"Bringing the World to Light Through TV Drama"**, moderated by **Michael Pickard** (Drama Quarterly/C21 Media) and featuring highly distinguished executives and producers, **Piv Bernth** (Apple Tree Productions), **Toma De Matteis** (France Télévisions), **Leslie Greif**, (Big Dreams Entertainment) and **Teresa Fernandez-Valdes, Producer, Te Espero en Marte** who said:

*"The Business Content is an inspiring programme within the Festival for independent producers, to connect and exchange with international colleagues. The best way to be up to date."*

Day 2 kicks off with **"New Formats, Genres and Focus on Local TV "Platformization"**, an insightful look at the European TV series market's latest trends and data on usages and commissioning, presented by **Remi Tereszkiwicz** (BetaSeries). Keeping with the innovation theme, he will then lead a panel of leading academics and producers including, **Leslie Greif** (Big Dreams Entertainment), **Leif Holst Jensen** (INN University), **Tom Jennings** (1195 Films), and nominee **Florian Wentsch** (Helgoland 513), who will explore **"How AI tools Can Help Creation and Distribution"**. Alongside showcasing specific AI tools as examples, they will also examine the potential long-term effects on creativity and audience engagement in the media industry.

Next up, **Leo Barraclough** (Variety), will lead renowned documentary directors, journalists and producers in **"New Narratives for Documentaries: The Blur Between Reality & Fiction"**, to discuss the rise in documentary-fiction hybrid films and some of the different forms this has taken. Panelists include the Golden Nymph Awards 2024 News and Documentaries Jury President, **Steve Anderson** (Shearwater Media) and fellow Jury members **Chiara Avesani**, (Rai) **Martina Santava** (Czech Television) and **Tom Jennings, CEO, Executive Producer, Director, Writer, 1895 Films** who said:

*"The Business Content panels at the Monte Carlo Television Festival are wonderful opportunities to hear from people who are creating stories in our rapidly changing world. For example, one panel I'm speaking on I will address, that if used properly, AI makes documentary storytelling so much better and my second panel The Blur Between Fact and Fiction – plays into this narrative. I'm looking forward to diving deeper into these debates!"*

On Monday 17 June, a panel of marketer and PR experts, will address a new angle for the Business Content embracing **"The Value of Marketing in Television"**, to illustrate how it can generate additional revenue, audience engagement and create brand awareness through diverse mediums from product placements to podcasts. **Led by Stewart Clarke** (Deadline), with **Katie Fuchs** (The Lippin Group), **Kerry Hopkins** (Broadcast Ready), **Alan Nierob** (Rogers & Cowan PMK) and **Adrian Last, Chief Marketing Officer, ITV Studios** who said:

*"Marketing plays a huge part in making a show famous, in making it a household name. It gives a life to the programme away from the screen so that viewers can engage with what they love as well as defining the brand for the commissioning channel/platform. I look forward to being part of the discussion."*

Culminating with a focus on producer led topics in collaboration with **CEPI, Mathilde Fiquet**, General Secretary, will debate **"Being a Producer: How Do They Manage Ever Increasing Responsibilities?"** From meeting social and ethical engagements, to adapting to new technologies and to audience preferences to name just a few, they'll debate how to manage all of this while keeping their creativity. Eminent panelists include Fiction Jury member **Claire Mundell** (Synchronicity Films) and nominated series Der Heimweg Executive Producer **Susa Kusche** (Ziegler Film) and **Nua Finau, Executive Producer Tavake** who said:

*"I'm excited to be joining the producers panel at the MC TV Festival. As an independent producer from New Zealand, a small territory in the scheme of things, we have to be smart in how we package and present our projects. I look forward to sharing my experiences in leveraging soft monies and strategic planning to make small market projects attractive on the global market, as we did when making our series Madam, nominated in this year's Golden Nymph Awards."*

To wrap up the Business Content, a distinguished panel will share **tips and tricks for "What's New in International Co-Pro's?"**, including how they navigate the landscape while embracing the opportunities and challenges involved in the creative and production process. Moderated by **Joanna Merchie** (Monte-Carlo TV Festival) with long standing committee member **Graham Benson** (GCB International Media Consultants) and fiction producer nominees **Dafna Danenberg** (Eight Productions) and **Marci Wiseman** (The Wise Group) to share insight, this is a timely and poignant panel to close the Business Content on the eve of the Golden Nymph Awards Ceremony.

The Business Content sessions and daily networking events are complimented by the **Festival Connect**, a networking platform to facilitate connections between industry executives, creatives and trade media attending the Monte-Carlo Television Festival.

[BUSINESS CONTENT PROGRAM](#)

[SPEAKER LINEUP](#)

**Industry professionals and creators can join the Business Content and associated events by registering for the PASS PRO by clicking below :**

[PASS PRO](#)

### About Monte-Carlo Television Festival

Originally created by Prince Rainier III of Monaco, and now under the Honorary Presidency of H.S.H. Prince Albert II of Monaco, the Monte-Carlo Television Festival has, for more than sixty years, presented the very best of television from around the world. The Festival has also been at the forefront in showcasing the highly talented professionals associated with many of the most successful programs in the history of the medium.

Celebrities, producers, directors, writers and heads of studios, networks and digital platforms gather in June every year to attend series launches, premiere screenings, conferences, press activities, public events, VIP meetings and signing sessions.

Culminating with a unique competition, which celebrates and honours fiction, news and current affairs programming with the prestigious Golden Nymph Awards, the Monte-Carlo Television Festival is recognized as one of the finest Festivals in the world, enhanced even further by its location in the magical Principality of Monaco. [www.tvfestival.com](http://www.tvfestival.com)

[Check out the historical press kit of the Monte-Carlo Television Festival](#)

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