



Crossover Summit

Crossover and Sheffield Doc/Fest are delighted to announce the inaugural Crossover Summit at Sheffield Doc/Fest on Wednesday 4 November 2009

The summit will address the new business of media and how production companies can respond to the creative and the commercial challenges of developing content and services for digital media. There will be a number of speakers as well as breakout sessions and round table discussions. In the days following the summit, there will be a strong strand of Crossover panels through the Sheffield Doc/Fest conference programme – including sessions, commissioning editor panels, workshops, project showcasing and cross platform pitching competitions.

We encourage you to stay on for these as well as attend the Summit. A Doc/Fest delegate pass will get you access to the Summit and the rest of the festival too.

Crossover Summit Keynote: Steven Johnson

Venue: The Chapel
Wednesday 04 November 2009 10:30

Speaker: Steven Johnson

Internationally renowned writer and commentator on popular culture Steven Johnson will highlight some of the challenges for producers of film, TV, games and new media trying to reach new audiences on new platforms. He will look at tools they can use and how they should respond to the demands of ever more 'digitally literate' users and viewers, exploring new types of content and new business models in an increasingly fragmented media landscape.

BBC North Address: Richard Deverell

Venue: The Chapel
Wednesday 04 November 2009 11:20
Speaker: Richard Deverell

Richard will highlight the plans and vision for BBC North. He will outline the opportunities - establishing this major BBC digital media centre - presents the creative community across the north of England and beyond. As BBC North prepares to open for business in 2011 he will describe the strategy in place for this fully multi platform and on-demand operation.

Digital Britain: Progress and Opportunities

Venue: The Chapel
Wednesday 04 November 2009 11:45

Moderator: Frank Boyd
Speakers: Jonathan Kingsbury, Tom Loosemore, Andrew Chitty

"Only a Digital Britain can unlock the imagination and creativity that will secure for us and our children the highly skilled jobs of the future. Only a Digital Britain will secure the wonders of an information revolution that could transform every part of our lives. Only a Digital Britain will enable us to demonstrate the vision and dynamism that we have to shape the future." Gordon Brown, Prime Minister.

It has been 6 months since Lord Carter delivered his Digital Britain report, outlining the challenges and opportunities for creative businesses in a rapidly changing media landscape. What impact have his proposals actually had and how is industry responding to the reports findings?



New Business Models

Venue: The Chapel
Wednesday 04 November 2009 13:30

Moderator: Frank Boyd
Speakers: Alex Connock, Andy Taylor, Jeremy Silver, Melanie Hayes

"The days of the commission system developed 150 years ago in the tea rooms of Fleet Street are numbered. This will force media agencies' remuneration models to evolve rapidly." Colin Gottlieb, chief executive EMEA of Omnicom Media Group.

With so much content available free and dwindling revenue streams from established sources, how are media producers going to build successful businesses in the future? Are there emerging models that provide any evidence for future growth? Freemium? Branded? Micropayments? Subscription? Where's the money?

The Creative Studios of the Future

Venue: The Chapel
Wednesday 04 November 2009 15:00

Moderator: Matt Locke
Speakers: John McVay, Alex Amsel, Femke Wolting

"The creative businesses of the future will be agnostic so far as distribution channels are concerned; their creative and commercial activity will no longer be confined to a single "silo". We will see a much greater level of innovation and a more holistic approach to the creation and development of content." Patrick McKenna, Ingenious Media, BAFTA TV Lecture

What will the creative digital business look like in 5 years? How will companies reshape themselves to adapt to a multi-platform environment? How will smaller businesses compete with the super-indies?

Round Tables

There will be a number of round table break out discussions that you can sign up to join. Topics at the tables will include funding projects, business models, third sector funding, co-productions, business development, brand driven content, Digital Britain, legals, contracts, skills and training and distribution.

Who's Who

Venue: HUBS C
Wednesday 04 November 2009 16:00

Moderators: Karolina Lidin, Barbara Truyen

A brief and lively introduction of all attending commissioning editors, funders and decision-makers open to all delegates. The Who's Who session provides an informal setting in which all Doc/Fest delegates, including selected MeetMarket participants, can see which factual and cross-platform buyers, distributors and other funders are attending the festival, can learn about the companies they represent and discover their commissioning or funding mandates and interests. Who are they? What are they looking for? What are they not looking for? A perfect opportunity for all delegates to gather invaluable market intelligence that will benefit them throughout Doc/Fest and beyond.



BBC Cross-Platform Networking Drinks

The chance for members of the New Media and Digital sectors and traditional Filmmakers and Producers to have a drink and a chat – the perfect opportunity to collaborate on cross platform projects.

There will also be a showcase of some recent BBC cross platform work to inspire you all.



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