

Crossover and Sheffield Doc/Fest are delighted to announce the inaugural Crossover Summit..

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.

Crossover Summit Keynote: Steven Johnson

WED 04 NOV / 10:30 / THE CHAPEL

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.

Speaker Steven Johnson

BBC North Address: Richard Deverell

WED 04 NOV / 11.20 / THE CHAPEL

Richard Deverell; Controller of CBBC and Chief Operating Officer BBC North.

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.

Speaker Richard Deverell (BBC)

Digital Britain: Progress and Opportunities

WED 04 NOV / 11:45 / THE CHAPEL

"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?

Chair Frank Boyd (Unexpected Media)
Speakers Jon Kingsbury (NESTA)
Andrew Chitty (Illumina Digital)
Tom Loosemore (4iP)

New Business Models

WED 04 NOV / 13:30 / THE CHAPEL

"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?

Chair Frank Boyd (Crossover)
Speakers Alex Connock (Ten Alps)
Andy Taylor (All3Media)
Jeremy Silver (Media Clarity)
Melanie Hayes (Channel 4)

The Creative Studios of the Future

WED 04 NOV / 15:00 / THE CHAPEL

"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?

Session Producers Frank Boyd (Unexpected Media)
Mark Atkin (Crossover)
Nigel Fischer (The Culture Company)
Matt Locke (Channel 4)
Chair John McVay (PACT)
Speakers Alex Amsel (Tuna)
Femke Wolting (Submarine)
Patrick Crowe (Xenophile Media)



Round Tables

WED 04 NOV / CHANNING HALL

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.

Summit Producers Mark Atkin (Crossover)
Frank Boyd (Crossover)
Nigel Fischer (The Culture Company)

BBC X-Platform Networking Event

WED 04 NOV / 17:30 / HUBS (THE EYE)

Pitch Workshop

WED 04 NOV / 09:00 / HUBS B

The Pitch Workshop aims to help independent producers and filmmakers with a project selected for MeetMarket, to prepare for their meetings the following days. Under the guidance of Christina Burnett – one of Europe's leading proposal development and pitch trainers – participants can rehearse and improve their pitch. What is the best pitch for your project? How do you present yourself? How do you get the information you need from the commissioners, distributors, funders and executive producers you will be meeting with?

Chair Christina Burnett (Wide Eye Pictures)

MEDIA skillset [Creativesheffield](http://Creativesheffield.com)

DocDay

WED 04 NOV / 09:30 / HUBS C

DocDay is an inspiring, intensive and entertaining day of hands-on workshops, screenings and surgeries for 16-19 year olds who are making - or want to make - documentaries, and could use help from the experts. Participants will develop an idea for a short documentary with some of the best documentary practitioners from around the UK – directors, producers, editors and commissioners - and pitch it at the end of the day for a special prize.

Session Producer Kerry McLeod (DFG)
Chairs Andy Glynne (DFG)
 Kerry McLeod (DFG)
Speakers Brian Winston (University of Lincoln)
 Dylan Howitt (Freelance)
 Lucy Baxter (Mandrake Films)
 Gabriel Noble (Noble Arts)
 Leah Sapin (Boss Films)



Who's Who

WED 04 NOV / 16:00 / HUBS C

A brief and lively introduction to 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.

Chairs Karolina Lidin (Doc/Fest)
 Barbara Truyen (VPRO)
Speakers Up to 100 decision-makers!

MEDIA skillset [Creativesheffield](http://Creativesheffield.com)

BBC X-Platform Networking Event

WED 04 NOV / 17:30 / HUBS (THE EYE)

The chance for members of the New Media and Digital sectors and traditional Filmmakers and Producers to get together and interact – the perfect opportunity to collaborate on cross-platform projects.



Opening Night Film: 'Moving To Mars: A Million Miles From Burma'

WED 04 NOV / 19:15 & 22:00 / SHOWROOM 3/4



Moving To Mars

'Moving to Mars: A Million Miles From Burma' follows two refugee families from Burma, over the course of a journey that will change their lives completely. Forced from their homeland by the repressive military junta, they have lived in a Thai refugee camp, some for nearly twenty years. A resettlement scheme offers them the chance of a new life; but their new home, the British city of Sheffield, will be different to everything they've ever known.

More information on page 74

