

## THE EXPERTISE

## THE PARTNERS

## THE FORMAT ACADEMY

“ People look to TV, above all, for entertainment. Who is going to create the mass entertainment of the future? What will the formats look like? How interactive will they be? Nobody knows all the answers but **the ENTERTAINMENT MASTER CLASS is a better place than most to come up with solutions.** If you ask me to chose between motherhood, apple pie and ENTERTAINMENT MASTER CLASS, I'd chose the last every time. ”



*Peter Bazalgette, Media Consultant, NewBaz, UK*

“ I believe that creative people need constant access to opportunities to gather new stimuli. In an industry as practically focussed as ours, where better to find this stimulus than from practitioners? **The ENTERTAINMENT MASTER CLASS is based on a sound principal: practical experience inspiring practical creativity.** ”



*Gary Carter, President, Creative Networks, and CCO, FMX, FremantleMedia, UK*

“ The exceptional quality of the ENTERTAINMENT MASTER CLASS' trainers and guest speakers has been matched by the high calibre of its participants. **The combustion that has been created is very exciting.** ”



*Paul Jackson, Director of Entertainment & Comedy, ITV, UK*

“ When a group of creative, entrepreneurial participants is paired with a team of industry veterans, happy to share their wealth of knowledge and expertise, what you get is **a true Master Class!** The first highly successful modules are just another confirmation that our industry needed and deserved to have this forum. ”



*Daniela Matei, Senior Vice President Group Formats & Production, ProSiebenSat.1 Media, Germany*



CBC



**The  
Format  
Academy for  
Entertainment  
Television**

**Apply  
now  
for classes  
2009/2010**  
[www.entertainment-masterclass.tv](http://www.entertainment-masterclass.tv)

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The **ENTERTAINMENT MASTER CLASS** is the Format Academy for the entertainment television industry. In this unique training programme, a select circle of talent will learn the craft and business of formatting from industry leaders in entertainment television – from idea to screen and beyond.

The Advisory Board consists of:

- Larry Bass** – Screentime ShinAwiL, Ireland
- Peter Bazalgette** – NewBaz, UK
- Alan Boyd** – RTL Group, FremantleMedia, UK
- Julie Bristow** – CBC Television, Canada
- Gary Carter** – FremantleMedia, UK
- Jonathan Glazier** – Talent Television, UK
- David Groenewold** – Odeon Film, Germany
- Martin Hoffmann** – MME Moviemment, Germany
- Jacob Houllind** – Nordisk Film TV Production, Denmark
- Colman Hutchinson** – 2waytraffic International, UK
- Paul Jackson** – ITV, UK
- Roek Lips** – NPO, The Netherlands
- David Lyle** – Fox Reality Channel, USA
- Daniela Matei** – ProSiebenSat.1 Media, Germany
- Farrell Meisel** – FMI Media Group, USA
- Jens Richter** – SevenOne International, Germany
- Michel Rodrigue** – Distraction Formats, Canada
- Alfred Tolle** – Tolle Media, Germany

## THE EXPERTISE



“ The ENTERTAINMENT MASTER CLASS is an innovative exciting project whose time has come. The informal apprenticeships of the past are no longer sufficient to feed the insatiable appetite for entertainment programming throughout the world. **The structured curriculum built around the best professional expertise in the world provides a comprehensive learning experience rooted in best practice.** ”

David Liddiment, Creative Director, All3Media, UK



“ The ENTERTAINMENT MASTER CLASS atmosphere and the preparation of the participants made it a delight to be part of. **Knowledge flowed both ways.** It is great to work with people who already know their way around TV so we can really share the insider knowledge with participants who know how to make use of it. ”

David Lyle, President, Fox Reality Channel, USA



“ I can strongly advise everybody in the business to be part of the ENTERTAINMENT MASTER CLASS, if not as a trainer than as a participant and be amongst colleagues from all over the world. **If I had the time, I'd do the course myself.** ”

Dick de Rijk, Creative/Commercial Director, Dick de Rijk Productions BV Partnership Endemol International, The Netherlands

“ Having lectured about innovation, creativity and brainstorming in many big companies, I must say that **the group of people at the ENTERTAINMENT MASTER CLASS was one of the most passionate and ambitious teams I have ever spoken to.** It was a real pleasure to be part of the experience. ”

Saku Tuominen, CCO and Executive Producer, Zodiak Television, Finland



## THE PROGRAMME

Over the course of a one-year training programme, a select group of talent from around the world will learn from key players in the business and experts in the field about entertainment television.

Renowned creators, producers, managers, distributors and lawyers offer lectures, presentations and one-on-one sessions that give invaluable insights into how the business runs, directing the participants through the process of developing, pitching, casting, piloting, producing, scheduling, marketing, distributing and protecting formats.



The programme runs for one year and includes 25 days of instruction. Classes are held in English. The programme is divided into 5 modules, each 5 days long, held in 5 different countries.

The **ENTERTAINMENT MASTER CLASS** will host pitching sessions, giving the participants the opportunity to present their ideas to a select group of buyers.



## THE MODULES

### 1 module Sitcom, Sketch Comedy & Panel Comedy Show Formats

May  
2009

### 2 module Game Show Formats

June  
2009

### 3 module Entertainment, Variety & Event Show Formats

September  
2009

### 4 module Factual Entertainment & Reality Show Formats

December  
2009

### 5 module Format Distribution, Exploitation & New Media

February  
2010

The participation fee for the full programme including hotel accommodation and full board is **€ 15,000.**

The first programme has been launched in 2008, and its five modules take place in Lucerne (Switzerland), Banff (Canada), Berlin (Germany), Copenhagen (Denmark) and Cambridge (UK).

New classes for 2009/2010 will begin in May 2009.

You may apply online at

[www.entertainment-masterclass.tv](http://www.entertainment-masterclass.tv)

## PARTICIPANTS' VOICES

“ **The ENTERTAINMENT MASTER CLASS is a cradle for good ideas and the best environment one can hope to have for creating a network.** We learn how to be better in our business, supported safely by professionals in all levels, surrounded by wonderful people from all over the world! ”

Åse Bendiksen, Head of Development and Sales, Mastiff, Norway

“ The best and most intensive way to develop your skills, contacts and creatively increase your knowledge in television. **And it's bloody fun!** ”

Steve Blame, Freelance Script Writer and TV Format Developer, UK



“ The right people, the right trainers, the right team at the right time. The ENTERTAINMENT MASTER CLASS completely changed my perspective of global television. The best way for networking, learning new skills and getting to know the key players of the industry. **This is a „must“.** ”

Juan C. Carredano, CEO and Producer, Echo Productora, Mexico

“ The ENTERTAINMENT MASTER CLASS is a unique opportunity to have a full and deep review of the format industry. You can have a **privileged access to industry leaders**, and the group dynamics is great. ”

Sébastien Petiot, Format Creation, TFI, France

“ Thanks to the ENTERTAINMENT MASTER CLASS **my tank got refueled with bio-energy to create.** ”

Dries Verhaeghe, Producer Entertainment, VRT, Belgium

“ **The best experience TV professionals can have.** ”

Anna Maria Yerashenka, CEO, Next Media Group, Russia