

Invitation to the ProPro TV Day



We are pleased to announce more details about the program:

Kick-Off-Event Screenplay competition HEROINES IN SERIES

Location: Säulenhalle, 1.OG, Aula der Wissenschaften Bäckerstraße 20, 1010 Wien

- 14:00 Registration
- 14:30 **Welcome by Elisabeth Udolf-Strobl, Minister of Digitalisation and Business Location**
- 14:45 **Panel „Heroines from the fields of Economy, Science and Technics“.**
Experts from Economy, Science and Technics, as well as representatives of the TV industry in conversation about the conception and development of female characters in series.
Christine Antlanger-Winter, country director Google Austria
Tatjana Oppitz, vice rector University of Economics Austria
Judith Angerbauer, screenwriter (THE NEW ERA et al.)
Kathrin Zechner, program director ORF (Austrian Broadcasting Service)
moderated by **Julia Pühringer**, film journalist
- 15:45 **Announcement of Screenwriting Competition: Florian Frauscher**,
Director General, Austrian Federal Ministry for Digital and Economic Affairs

Programme ProPro TV Day

- 16:30 **Welcome by Iris Zappe-Heller**, Austrian Film Institute, **Ursula Wolschlager** and **Esther Krausz**, ProPro - Producers' Programme for Women
„It's a Financing Jungle out there, Team Up!“ – Lecture & Panel
Lecture "TV Financing in Europe" by Marike Muselaers / CEO Lumière Group
The new European TV-industry and how the value chain is changing.
Financing models in this new TV industry and how to navigate this jungle.
Why marketing and distribution are key. Opportunities for producers in this new paradigm. Case studies: global platform vs territory-by-territory and what this means for long-tail revenue.
Panel talk
Financing is becoming a major struggle for producers. The demand for content increases and so do our budgets; who out there is willing to pay for an Austrian TV-series? Where are they and how do we approach new potential partners?
What innovative new structures and financing models will suit our productions in the near future? What can we expect for our series from the international markets in the coming years? Original local dramas from all over Europe are widely distributed, what can we expect from Austrian drama? Is it stepping up?

Marike Muselaers, CEO Lumière Group
Katharina Schenk, Head of Fiction, ORF (Austrian Broadcasting Service)
Heinrich Ambrosch, Producer SATEL-Film
Tatjana Samopjan, Fractal Volcano
moderated by **Caroline Palmstierna**, SHOOT FOR THE MOON AB, Sales
Expert

(in English)

18:30 "TV Series with no Expiration Date" by **Tatjana Samopjan** / Fractal Volcano

Lecture

What makes some TV-series last and get better with each season, while others start dying after just a few episodes? Why do some series affect us deeply, while others are temporary entertainment? What are the necessary ingredients of a successful long-running series - the kind that does not seem to have an expiration date?

(in English)

Ab 19:30 **Networking & Drinks**

Find further info on our website ProPro-Website www.propro.filminstitut.at
Please register at propro.filminstitut@gmail.com

ProPro – The Producers’ Programme for Women is an initiative of the Austrian Film Institute to empower women film producers.

We thank our partners of the **ProPro TV Day: Austrian Film Institute, FISA-film industry support Austria, Vienna Economic Chamber, dep. film- and music-industry, ORF, RTR Austrian television fund, FC Gloria.**

We look forward to an exciting day full of inspiration, empowerment, networking opportunities and interesting insights!

Ursula Wolschlager, Esther Krausz - ProPro – The Producers’ Programme for Women
Julia Schmözl, Christiane Lienhart – FISA- Location Austria

<http://www.propro.filminstitut.at>

ProPro- Producers’ Programme for Women is an initiative of the Austrian Film Institute to empower women film-producers. It is one of the measures the Austrian Film Institute has taken in order to reach more gender-equality in the film-industry. Every second year, since 2015, we select a group of women-producers for a workshop-week of project-development, career- and company-consulting, leadership-skills training, and networking. The programme was developed by Austrian producer Ursula Wolschlager and Esther Krausz. ProPro2019 is proud to be the first gender-initiative to receive the Eurimages Patronage.