

Workshop mit Julian Friedmann und Steffen Weihe

Writing for and pitching to

Netflix, Amazon, Disney and

others.

in the UK and in Germany

für Autoren*innen, Producer*innen und andere Interessierte anlässlich der Berlinale 2020

Julian Friedmann and **Steffen Weihe** offer their second two-day workshop on The Streaming Revolution and Writing for Netflix, Amazon, Disney and Co.

The focus is on the latest developments and newest experiences in series writing and production in both countries and beyond in Europe, particularly in Netflix, Sky, Amazon and other networks and streaming services. One aspect of the workshop will be the contractual and financial situation of the authors who work for the streamers: do they sell their rights for eternity?

There will be plenty of time to discuss the experiences of authors and producers working with the 'streamers' including what they are looking for.

Julian Friedman will describe his experiences in dealing with the streamers in the UK and internationally. Steffen Weihe will talk mainly about issues relating to authors in Germany. Julian Friedmann will also hold a very intensive **Pitching training session in which writers and producers have the chance to present and discuss their ideas**.

Steffen Weihe will give newest information about the situation for writers in the German speaking areas with many details and current contact details.

Julian Friedmann und **Steffen Weihe** bieten unmittelbar vor der Berlinale 2020 wieder ein 2-tägiges Seminar zum Thema „**Serienschreiben in Großbritannien und Deutschland**“ an. Im Vordergrund stehen aktuelle Entwicklungen bei der Serienproduktion in beiden Ländern und darüber hinaus in Europa, insbesondere bei Netflix, Sky, Amazon und weitere Networks und Streamingdienste.

Es wird über Erfahrungen von Autoren und Produzenten mit den neuen Entwicklungen gesprochen, ferner werden die gesuchten und verfilmten Stoffe beleuchtet. Es wird über Produzenten sowie Terms and Conditions der Verträge informiert.

Julian Friedman wird detail- und kenntnisreich über seine Erfahrungen in UK und international sprechen, Steffen Weihe wird vor allem über Fragen von Autoren in Deutschland sprechen.





Julian Friedmann (CEO Blake Friedmann Agency, Produzent, als ausführender Produzent entwickelt er langlaufende TV Serien, London) spricht über neueste Erfahrungen in der TV Branche und welchen Herausforderungen sich Drehbuchautoren stellen müssen.

Julian Friedmann (CEO Blake Friedmann Agency, Producer, Executive Producer developing long-running TV Series, London) talks about the latest experience in the TV industry and the challenges that screenwriters face.

Steffen Weihe (Agent, Jurist, Vorstand Neue Pegasus AG, Berlin) beleuchtet die Situation der Serienproduktion und die Stellung des Autors in Deutschland

Steffen Weihe (Agent, Lawyer, Executive Board New Pegasus AG, Berlin) sheds light on the situation of series production and the position of the author in Germany



Note from Julian:

The huge boom in production throughout Europe means more writing deals and script development throughout Europe. But it is no good watching the gravy train with envy: you need to come up with high-concept ideas for shows that will attract broad audiences. And you need to know both how to pitch and how to write those stories.

If you can't acquire brand name novels or characters from today's best-seller lists, don't ignore out of copyright classics. And remember that period drama - despite the success of BABYLON BERLIN - is hard to sell, unless you are an A-list writer, producer, director or actor.

Knowledge of the market is a form of power. If you can talk knowledgeably about the many channels and platforms, if you know who the commissioning editors and what their tastes are, if you religiously read the box office and TV audience share figures, if you understand what the public likes, you will make informed decisions.

The problem for many writers is that they start with an idea for a show that they like. That 'liking' tends to blind them to the wider audience. The writer likes the idea because it resonates for them, because it has some deep meaning for them.

But can they convert that into a show that will have meaning for other people. It might sound obvious but - as I talk about in my TEDx talk - one of the great mysteries of screenwriting is why so many people do it badly.

The most common reason I believe is that they write for themselves not for their audience. In other words, you are too close to what you write, both in making the choices of what to write about but also how to write it. There are many ways of telling one story.

But being able to think like your audience, to instinctively know how to manipulate their emotions, their fears, their dreams and desires, is one of the things that separates great writers from the rest.

And there are ways of learning how to do this: which is why we will be having a whole day in which the participants will pitch and will critique the pitches of others: apart from learning how to pitch better - which is always useful - participants will learn how to think like an audience.

Zeit | Date: 15. & 16. Februar 2020

Dauer | Duration: 2 Tage | 2 Days 10-18 Uhr mit Kaffee und Mittagspause

Seminarsprache | Language: Englisch, deutsch

Ort | Location: Neue Pegasus Medienverlag AG | Savignyplatz 6 | 10623 Berlin

Anmeldung unter: info@pegasus-agency.de

Teilnahmegebühr: €120 / ermäßigt €80

