

**THE NEW YORK TELEVISION FESTIVAL AND
MEDIAXCHANGE ANNOUNCE INDUSTRY EVENT
CONNECTING TOP SWEDISH AND U.S. TV EXECUTIVES**

Reps from Sweden's largest public and commercial networks, distributors and production groups will present the projects they are bringing to the U.S. market at NYTVF Industry Day Monday, Sept. 15.

[NEW YORK, NY, Sept. 4, 2008] – The New York Television Festival (NYTVF) joined with MediaXchange today to announce a special industry event introducing top Swedish producers and programmers to U.S. television executives. Representatives from Sweden's top networks (SVT and TV4), the region's top production companies (Metronome, Yellow Bird), leading Distributor Nordisk, as well as 2008 Int'l Interactive Emmy winner The company P, will attend. The companies will present themselves and the projects and formats they are bringing to market for U.S.-based attendees before engaging in prearranged individual meetings. The Swedish focused session will take place from 9:00 AM to 11:00 AM on Monday, September 15 during the fourth annual NYTVF. The NY TV Festival runs September 12 – 17 at New World Stages in Midtown Manhattan.

“The NYTVF is thrilled to join with MediaXchange to provide a forum introducing top names in Swedish television to their U.S. counterparts,” said NYTVF founder Terence Gray. “The Festival's primary mission is to provide access to the TV industry, and we are proud to establish a pipeline to new international markets, via their top tier creators, producers and networks.”

“MediaXchange's partnership with NYTVF is the foundation of an exciting new platform designed to engage overseas entertainment industry executives in a productive business and creative exchange with local U.S. interests,” said MediaXchange CEO Katrina Wood. “It is especially gratifying to launch this new initiative with an impressive group of companies from Sweden, a very dynamic territory which is increasingly taking the focus away from the UK as the destination for TV interests in Europe. We look forward to a long relationship with NYTVF as we share in new opportunities overseas with those attending the Festival.”

The companies representing Swedish television at the event comprise some of the nation's most distinguished networks, programmers and distributors. These are companies that are leading the way with new and innovative ideas and are already winning international attention and awards.

Admission for U.S. television executives for this unique event is granted by invitation only through the New York Television Festival and MediaXchange.

Participating Companies and Delegates:

- **SVT** – Europe's leading Public Service Broadcaster and producer of the Interactive International Emmy 2008 winner, *The Truth about Marika*, now nominated for the Prix Europa.
Anne Wegelius - Director of Programmes, SVT
Christian Wikander - Head of Drama Gothenburg

- **TV4** – The largest commercial network in Sweden, operating seven channels.
Asa Sjöberg - Director of Programmes
Anton Ganzelius - Head of Development
- **The company P** – Emmy award-winning production company, pushing the envelope of televised entertainment into mass-participation.
Christopher Sandberg - CEO, the company P
- **Metronome** - The largest Scandinavian production company operating in Sweden, Norway, Denmark, and Finland.
Michael Poseryd - Executive Vice President & COO, Metronome Group
Lasse Halberg - Vice President, Metronome Film & TV AB
- **Friday TV** – A subsidiary of Metronome specializing in international TV formats; Friday distributes all of the formats created within the Metronome group.
Mattias Olsen - Creator/Producer, Friday TV
- **Yellow Bird** – Yellow Bird is a division of Zodiak Television , one of the largest production groups in Europe. The company focus is high-quality drama and international co-productions. Currently the Swedish partner of Kenneth Branagh's *Wallender* series, based on the bestselling novels of Henning Mankell, for BBC1.
Michael Wallen - President, Yellow Bird Group & Managing Director, Yellow Bird Entertainment
Marianne Gray - Executive Producer, Yellow Bird Entertainment
- **Nordisk** – The largest producer and distributor of electronic entertainment in the Nordic region of Denmark, Sweden, Norway, and Finland.
Jan Salling – Head of International Sales & Business Development

Premium and Industry Day passes for other NYTVF events are currently on sale over the Festival Web site. To order, visit <http://www.newyorktelevisionfestival.com> and click on “Box Office.”

The NYTVF is supported by sponsors such as Procter & Gamble Productions, MySpace TV, People’s Choice, The Hollywood Reporter, MSN and the William Morris Agency. Official Network Sponsors for the 2008 NYTVF include NBC Universal, FOX, ABC, CBS, Media Rights Capital, HBO, A&E, History, Bravo, Rainbow Networks, MTV Networks, Lifetime, and E!. The NYTVF works in conjunction with the Mayor’s Office of New York City.

For more information on the NYTVF, please visit www.newyorktelevisionfestival.com.

Contact: Press inquiries for NYTVF may be sent to Eben Russell at: eben@nytvf.com.

About the New York Television Festival

The NYTVF was founded in 2005 as the industry's first recognized independent television festival, providing a platform to elevate the work of artists creating for the small screen. Held annually each fall in New York City, the birthplace of modern television, the Festival unites artists, executives, industry figures, and fans together in one forum to celebrate the medium and to help shape its future. Along with the Independent Pilot Competition, the Festival features panel discussions, network premiere screenings, and other special events designed to honor television as an institution and as an art form.

About MediaXchange

With offices in London and Los Angeles, MediaXchange is an international media consultancy with a seventeen-year history assisting entertainment industry professionals to expand their business through developing effective knowledge and contacts in the global marketplace. MediaXchange leads its clients to new paradigms in creativity and business drawn from the best practices shared by leaders in the entertainment industry. The company specializes in providing clients with the resources needed to develop broader business interests through a diverse portfolio of services including: individual consultancy, Exchanges and International Events. The newly launched Inner Market offers one-on-one meetings with buyer and/or development specialists to optimize the successful sale of a project. Our clients range from international broadcasters and large production companies, to film funds and freelance professionals. Please visit our website: www.mediaexchange.com.