


Register | Login **FREE** Newsletter Subscriptions!

ADVERTISEMENT

Grow your station's revenue by 5 - 15%.

Download your free Mobile Marketing Manual!

I can hip u mak \$. Lots n lotsa \$.



Home B&C Departments People on the Move Blogs Newsletters Polls Events Hall of Fame Tips Current Issue Resources MULTIMEDIA



SEARCH



6 FREE ISSUES
SIGN UP TODAY CLICK HERE.

Share RSS Reprints/License Print Email

NYTVF, Advertising Week Fest to Launch Branded Content 'Nexus'

Nexus NYC to bring brands, content creators together during fifth annual Advertising Week

By Alex Weprin -- Broadcasting & Cable, 3/31/2008 5:15:00 PM

The New York Television Festival and the fifth annual Advertising Week festival are teaming up to create Nexus NYC, a forum that will pair brands with top content creators.

The initiative will give brands the opportunity to be "pitched" ideas from some of the industries' top creatives, including Michael Davies of *Who Wants to Be a Millionaire* and the *World Series of Pop Culture*, Howard T. Owens of Reveille and a group of producers repped by the William Morris Agency.

"The New York Television Festival is proud to be working with Advertising Week on a forward-looking initiative like Nexus," said NYTVF founder Terence Gray in a statement. "Brands are adopting an increasingly active role in content development, and putting them in the room with established producers will only accelerate the creative process. Nexus fits perfectly with the NYTVF's mission of establishing new and innovative pipelines for producing cutting-edge video content."

The hope is that a few of the pitches from the meetings could be developed into pilots or even short series, making the Nexus forum an incubator for new programming.

Participating brands in Nexus NYC will be announced later this year.

Share RSS Reprints/License Print Email

TALKBACK

We would love your feedback!

Post a comment

[» VIEW ALL TALKBACK THREADS](#)

RELATED CONTENT

TOPICS | AUTHOR

There are no other articles related to this article.

PRODUCT WIRE



HipCricket offers turnkey mobile marketing solutions to help stations increase viewership and grow revenue. Offer your advertisers a unique way to reach your viewers and measure ROI with every ad campaign. [Learn More.](#)

<p>Ocean Media, Inc. Media Planning & Buying Agency Building Brands with ROI Approach www.oceanmediainc.com <small>Ads By Goooooogle</small></p>	<p>Creaxion Excellent Media Relationships Cutting-Edge Advertising, Events www.creaxion.com</p>
--	--

Advertisement

PRESENTING
A NEW
BRAND OF
ENTERTAINMENT.

FROM A
NEW KIND
OF COMPANY.



Free quotes from
Construction Equip.
dealers for:

- Backhoes
- Skid Steers
- Air Compressors
- & more

[Start Now >](#)
BuyerZone



B&C NEWSLETTERS
Click on a title below to learn more.

- Broadcasting & Cable Today
- B&C HD Update
- B&C Telco IP Update
- B&C Local Cable Advertising Sales
- B&C Hispanic Television Update
- B&C International Update
- B&C TechTalk
- B&C NewsCentral

[Signup Now →](#)

[About Us](#) | [Advertising Info](#) | [Submissions](#) | [Site Map](#) | [Contact Us](#) | [Affiliate Links](#)

©2008 **Reed Business Information**, a division of **Reed Elsevier Inc.** All rights reserved.
Use of this Web site is subject to its [Terms of Use](#) | [Privacy Policy](#)

Please visit these other Reed Business sites

Media & Publishing:

Broadcasting & Cable | ContentAgenda | LA 411 | Library Journal | Multichannel News | New York 411 | Publishers Weekly | School Library Journal | Criticas | Tradeshow Week | Variety | Video Business

Manufacturing:

Control Engineering | Design News | Industrial Distribution | Logistics Management | Kellysearch | Manufacturing Business Technology | Modern Materials Handling | Plant Engineering | Purchasing | Purchasing Data | Supply Chain Management Review

Business & Printing:

Converting | DM2-DecisionMaker | Expert Business Source | Graphic Arts Blue Book | Graphic Arts Monthly | Hot Frog | Packaging Digest | The Industry Measure | Tracom Group | Zibb

Gifts & Furnishings:

Casual Living | Furniture Today | Gifts & Decorative Accessories | Home Textiles Today | Home Accents Today | Jewelers' Circular Keystone | Kids Today | Playthings

Hospitality:

Chain Leader | Foodservice Equipment & Supplies | HOTELS | R&I

Electronics:

EDN | InStat | Semiconductor International | Test & Measurement World | TWICE

Building & Construction:

Associated Construction Publications | Building Design & Construction | Building Team Forecast | Construction Equipment | Consulting Specifying Engineer | Custom Builder | Housing Giants | HousingZone | Interior Design | Professional Builder | Professional Remodeler | Reed Connect | Reed Construction Bulletin | Reed Construction Data | Reed First Source | RS Means