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NY TV festival sets schedule

Event starts Sep. 12-17 at New World Stages

By [SAM THIELMAN](#)

The New York Television Festival is bringing industry bigwigs to powwow with indie TV producers for the fest's fourth edition.

Fest, running Sep. 12-17 at midtown's New World Stages, will feature an "Industry Day" with talks by Ben Silverman, co-chairman of NBC Entertainment and NBC Universal Television Studio; Rainbow Entertainment prexy Ed Carroll; and Keith Samples, president of TV for Media Rights Capital.

"I think there is a growing opportunity for creative producers who are bringing new content to the marketplace," said fest founder Terence Gray. "We received almost double the number of independent pilots than we did last year."

The confab is definitely growing: the 2007 edition drew 16,000 attendees, up from 5,000 in 2005. Participants have landed deals with ABC, A&E and MSN, among others, and last year Gray managed to entice ABC to preem critical fave-to-be "Pushing Daisies" for an aud at the fest.

Gray says this year's edition should feature programming of a similar caliber: one of the festival's strategies has been to mix network shows into "Premiere Week," where the independent wares selected for the industry perusal are aired alongside already-greenlit (or renewed) fare such as "Chuck." This year's premiere week sked has yet to be announced.

With all the network execs milling around, the benefits to Gotham's would-be David Simons is clear, but Gray contends that nets benefit from the change in financial structure that the New York Television Festival reps. "Here, the financial risk of making the pilots has been shifted to creative producers," he observed. "At the same time, they're seeing an audience reaction and getting some

feedback."

The fest's official selections run the gamut from a kids' cartoon called "Mixed Nutz" to a show called "Food Party," described as a "Fantasy Cooking Comedy."

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