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C21TV, New York TV fest sign copro deal

C21TV and the fast-developing New York Television Festival (NYTVF) have signed a deal to coproduce a four-part web-delivered series from this year's event in September.

The programmes will look at development trends in US content production and feature interviews with keynote participants at the festival, which takes place in New York between September 12 and 17.

On top of its annual TV pilots competition and industry days, this year's NYTVF festival will see the launch of its first Digital Day, featuring free screenings, panels and seminars designed to spotlight the producers and content creators making their mark on emerging digital platforms.

C21's FutureMedia brand is official media partner on the day, which is themed The New Storytellers and designed to examine and discuss how new media are changing how serialised content can be created and presented to interactive audiences.

The inaugural event will include speakers from digital entities EQAL, Sony Pictures Television and Adobe, among others. Digital Day, sponsored by MSN, will take place on Tuesday, September 16 during the fourth annual NYTVF. The festival takes place at New World Stages in Midtown Manhattan.

Special events at Digital Day include Miles Beckett and Greg Goodfried, founders of EQAL and creators of LonelyGirl15 and KateModern, speaking about the creation of their latest online series and debuting a new episode for festival delegates.

Sony Pictures Television is also presenting the new online series Michael Stahl-David: Behind the Star (A Video Biography). The mockumentary follows Stahl-David in his quest to become an A-list movie star, following his leading role in the movie Cloverfield. The event features a screening of the pilot plus premieres of episodes two and three.

Digital Day also offers a number of panel discussions featuring top digital and TV names addressing various topics of multiplatform content creation, monetisation and marketing. These panels include The New Storytellers: What Works on the Web and The Web Effect: How the Internet Has Shaped Television.

C21Media editor-in-chief and MD David Jenkinson said: "The opportunity to

work with NYTVF to develop an ongoing franchise of top quality entertainment business programming is very exciting.

"We will work together to make a special that captures the spirit of what is happening at this year's festival and that programming will be seen around the world by our joint communities of international entertainment executives worldwide."

Many of the NYTVF participants will be included in the C21TV series. For more information, editorial and sponsorship enquiries contact C21 or NYTVF.

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