



**LIFETIME AND THE NYTVF ANNOUNCE
“LIFETIME UNSCRIPTED DEVELOPMENT PIPELINE”**

Development Initiative Seeks Treatments and Tape for Original Unscripted Programming for Women, Focused on Bold Characters

Five Finalist Projects will Receive Development Funding from the Network with One Winner Earning \$10,000 and the Opportunity to Participate in Pilot Production

[New York, NY, April 25, 2012] – Lifetime and the NYTVF (www.nytvf.com) today announced the launch of a partnered initiative providing indie producers and production companies with the opportunity to develop unscripted programming with the cable powerhouse. Submitting producers should focus on concepts and characters that revolve around big, unique personalities and worlds that bring a fresh perspective to the television landscape.

The pipeline is modeled after a similar initiative first launched with the NYTVF and Lifetime's sister network, A&E, in 2011, the second installment of which wrapped its submission period earlier this month. Similar to the [A&E initiatives](#), 25 semi-finalists in the Lifetime Unscripted Development Pipeline will have their submissions reviewed by Lifetime executives, as well as be invited to participate in the 2012 New York Television Festival - held October 22-27 in lower Manhattan – as Official Artists. Five finalists will then receive development funding from the network to produce additional tape, with one winner awarded with \$10,000 and the opportunity to participate in the production of a pilot based on their concept. While the network's audience and focus is primarily women, participants are encouraged to consider broadly appealing scenarios that are multi-demographic, relevant and contemporary. Unscripted formats of all genres are welcome, with particular interest in docu-series, as well as social experiment, closed-ended competition and game show formats.

“As a long supporter of the NYTVF, I am very excited to be working with the organization on this initiative. Unscripted series often originate from the most surprising sources and this partnership’s goal is to use the strong NYTVF platform to identify that next potential hit,” said Rob Sharenow, executive vice president, programming, of Lifetime Networks.

“Lifetime is one of the original cable pioneers and the network has been rewriting the rules ever since its launch over twenty-five years ago,” said NYTVF Founder Terence Gray. “Their willingness to look to indie storytellers makes them an ideal partner for the NYTVF and we're grateful for the chance to bring this terrific opportunity to our creative community. Nancy Dubuc and Rob Sharenow were some of the earliest supporters of the TV Festival and we look forward to seeing what our creators will deliver for them and the network.”

The initiative is open to U.S. residents age 18 and over who do not have any contractual commitments preventing them from entering into an exclusive development deal with Lifetime. Unscripted formats not currently under development at a network, studio or major production company and meeting all other criteria in the Official Rules are eligible for the competition.

Completed entries will include a two (2) – four (4) minute DVD of the subject and a one (1) to two (2) page treatment describing the unscripted format. Official contest rules and dates can be accessed through the contest Web site located at http://www.nytvf.com/2012_lifetime_pipeline.html. The NYTVF will be accepting entries from May 23, 2012 through July 18, 2012.

A screening committee of NYTVF judges will narrow the pool of entrants down to 25 semifinalists. These semifinalists will be presented to Lifetime development executives, who will select five finalists. Each of the five finalists will receive notes on their projects and \$2,500 to shoot short presentations, exploring their subject, under the guidance of the network. One winner will be selected by Lifetime, and he/she will receive \$10,000 and have the opportunity to participate in the production of the pilot. Additionally, Lifetime may elect to enter into development agreements with the remaining finalists.

In addition to the Lifetime and A&E Unscripted Development Pipelines, thus far in 2012, the NYTVF has announced initiatives offering a record 24 guaranteed development deals from 16 partners, including the fifth annual [FOX Comedy Script Contest](#) and the first-ever [Comedy Central Short Pilot Competition](#). Additionally, the NYTVF is currently accepting submissions for its annual [Independent Pilot Competition](#), with guaranteed deals from partners IFC, MTV, Syfy and VH1 as well as the partnered [NYTVF-Just for Laughs Sitcom Search](#). Semifinalists and finalists in these and all NYTVF initiatives will be invited to participate in the 2012 New York Television Festival as Official Artists, where they will enjoy the exclusive benefits associated with [NYTVF Connect](#), including [NYTVF Pitch](#) which is currently offering guaranteed deals from Sundance Channel, BIO Channel, Logo, Hasbro Studios, SevenOne International and Channel 4.

Information for these and all NYTVF submission opportunities can be found at <http://www.nytvf.com/submit.html>.

About Lifetime

[Lifetime Television](#) is committed to offering the highest quality entertainment and information programming, and advocating a wide range of issues affecting women and their families. Lifetime Television®, LMN®, Lifetime Real Women® and Lifetime Digital™ are part of Lifetime Entertainment Services, LLC, a subsidiary of A+E Networks. A+E Networks is a joint venture of the Disney-ABC Television Group, Hearst Corporation and NBC Universal.

About the NYTVF

Established in 2005, the NYTVF is a pioneer of the independent television movement, constructing new and innovative paths of development and talent identification, while simultaneously complementing the traditional television development model. Its annual New York Television Festival – held each fall in New York City – is recognized as the industry’s first independent television festival, which provides a platform to elevate the work of artists creating for the small screen. Through the Festival and other year-round activities – including NYTVF London, which launched in 2011 – the NYTVF’s mission is to connect its community of over 8,500 independent creative artists with leading networks, studios and brands by cultivating relationships that lead to new opportunities. For more information on the NYTVF, the annual Festival and these competitions, visit www.nytvf.com.

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