



NYTVF ADDS COMEDY CENTRAL, E!, FEARnet, ICM, SPIKE, SYFY AND VH1 AS INDUSTRY PARTNERS FOR SEVENTH ANNUAL FEST

Syfy to present “Imagine Greater” Award to outstanding selection from annual Independent Pilot Competition; joins FX, IFC and MTV as IPC award sponsors offering guaranteed deals to winners

Line-up for ION Television-sponsored Development Day announced

[NEW YORK, NY, September 13, 2011] – The [NYTVF](#) today announced that seven new partners have been added to its slate of industry participants for the annual **New York Television Festival**, kicking off next Tuesday, September 20 in Manhattan. Among the additions, Syfy has also signed on as an award sponsor in the Festival's main [Independent Pilot Competition \(IPC\)](#). Additional IPC awards include the inaugural NYTVF Critics Award and the Audience Award, which is being sponsored by returning partner, Microsoft's search engine, Bing.

The seventh annual festival marks the culmination of the NYTVF's year-round development efforts and will welcome over 200 Official Artists to the events slated for September 20 through September 24. In addition to the premiere, panel, screening and special event line-up [previously announced](#), the Festival also serves to connect Official Artists, who represent the top tier of the NYTVF's creative community, with the dozens of television and digital companies that come to the Festival in search of new talent and ideas. Official Artist designation is applied to the [Official Selections of the annual IPC](#) as well as finalists and semi-finalists in all of the NYTVF's sponsored initiatives.

“The interaction between independent artists and industry decision makers is a central tenet of the NYTVF and, I believe, most artistic festivals; however, we've had to evolve the way in which we serve both groups to more effectively complement the television development process,” said NYTVF Founder and Executive Director Terence Gray. “By creating efficiency for our partners and instituting a record number of deals for our artists, we're hoping to foster an environment of success for all parties involved. The NYTVF relies on the tremendous support of our industry partners and the artistic strength of our community and I'm very excited for what looks to be a great Festival next week.”

During the week of the Festival, there are a series of artist- and industry-only events designed to efficiently facilitate interaction between the two groups, and coordinated by Festival organizers. These exclusive opportunities begin with **Executive Access**, which provides network, agency and studio partners with early access to the NYTVF's selections and acts as mechanism for those decision makers to meet with the creators during the event. In addition to Executive Access, industry partners are invited to participate in **Artist Development Chats** that offer informal insight and feedback – straight from the executives – for creators looking to create and pitch projects specifically for the partner.

NYTVF Development Day, presented by ION Television

On Saturday, September 24 from 1 to 6 PM at 92Y Tribeca (200 Hudson Street), NYTVF Development Day, presented with the generous support of ION Television, offers aspiring creators and TV fans alike a day of free panels and events offering both educational and inspirational insight into the creation of television.

2011 Development Day will provide attendees with two tracks – the first is NYTVF Classroom, presented in association with the New York City Mayor's Office of Media and Entertainment. NYTVF Classroom is a series of hands-on, insightful 30-minute discussions with established professionals across many facets of the television industry. The other track, Development Main Stage, will feature all-star panels geared toward fans and TV enthusiasts.

Confirmed panelists include: **Lauren Gellert** (Vice President, Production & Development, ION Media Networks), **Scott Adsit** (*30 Rock*, Adult's Swim's *Moral Orel* and *Mary Shelley's Frankenhole*), **Jon Glaser** (Adult Swim's *Delocated*), **Allan Loeb** (screenwriter, *The Dilemma*, *Just Go With It*, FOX's *New Amsterdam*), **Greg Pritikin** (writer/director *Dummy*, *Easy to Assemble*) **Banks Tarver** (Co-Founder and Co-President, Left/Right, Inc.), **Jason Hodes** (William Morris Endeavor), **James Murray** (VP of Development, North South Productions) **Omri Marcus** (Creative Director, ProSiebenSat.1 - Red Arrow Entertainment Group) and **Jim Biederman** (Executive Producer, *The Whitest Kids You Know*, *Onion News Network*, *Michael and Michael Have Issues*, *The Tom Green Show*).

2011 Sponsored Initiatives Overview

This year, the NYTVF will be awarding more guaranteed development deals than any other year since the organization was founded. Thanks to its sponsors and development partners, this includes the following previously-announced initiatives/awards:

NYTVF Pitch

In 2011, this new initiative was launched with [inaugural Pitch Partners, Sundance Channel, MSN and SevenOne International](#), to allow Official Artists to create and pitch additional projects during the Festival. Official artists were invited to submit pitches based on creative briefs provided by each partner and the top ideas were identified by the NYTVF for the chance to pitch during the Festival. Each Pitch Partner is guaranteeing one development deal for an artist participating in NYTVF Pitch.

FOX-NYTVF Comedy Script Contest

For the fourth consecutive year, FOX partnered with the NYTVF on the annual FOX-NYTVF Comedy Script Contest, inviting aspiring television writers to enter their scripts for original half-hour comedy TV pilots for the opportunity to win \$25,000 and a development deal with network. Twenty-five Finalists were selected to be evaluated by FOX, and the winner will be announced at the NYTVF Awards on September 24.

A&E Unscripted Development Pipeline

This new program sought original unscripted television concepts (including a short video and treatment) focused on individuals or small groups that represent unique points of view. Five of the twenty-five semi-finalists announced will be named finalists at the NYTVF Awards, each receiving a small development deal to continue developing the project with the network with one winner earning \$10,000 and the opportunity to participate in the creation of a network pilot based on their concept.

2011 Independent Pilot Competition (IPC) Sponsored Awards

IFC “Out of the Box” Award

FX “There is no Box” Comedy Award

MTV “Voice and Vision” Animated Awards

Syfy Digital Studio “Imagine Greater” Award (announced today)

All in all, from Executive Access and Artist Development Chats to NYTVF Pitch, several panel discussions and the above contests and sponsored awards, the NYTVF is giving the independent television community opportunities to pitch, network with and learn from leading executives from over 40 networks, studios, agencies and more.

To register for tickets or passes to Festival events, visit nytvf.com and click on “Box Office.”

PRESS NOTE: Media interested in covering any of these events can apply for credentials by downloading this [form at nytvf.com](http://form.at/nytvf.com).

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, 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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