

# NYTVF

The Festival for Independent Television

## THE NEW YORK TELEVISION FESTIVAL AND RIO DE JANEIRO INTERNATIONAL TELEVISION FESTIVAL PARTNER IN THE “TV FESTIVAL PASSPORT PROGRAM”

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*TV fests partner in an exchange program providing independent TV creators a platform to screen their projects internationally*

[NEW YORK, NY, NOV. 25, 2007] – The New York Television Festival (NYTVF) today announced that the Rio de Janeiro International Television Festival has joined its TV Festival PassPort Program. This unique artist exchange program, launched in September by the NYTVF, provides up-and-coming independent Brazilian TV creators and producers with free Artist Passes to the 2008 NYTVF and the ability to screen their work at the fest in New York. In exchange, members of the NYTVF Fellowship program will be welcomed at the 2008 International Television Festival and have the opportunity to screen their work for audiences in Brazil. Rio de Janeiro International Television Festival, which is promoted by Brazil’s Institute of Television Studies (IETV), is the second international festival to join the PassPort program, following the MediaGuardian Edinburgh International Television Festival in September.

“We are thrilled that the International Television Festival in Rio de Janeiro is joining the TV Festival PassPort Program,” said NYTVF founder Terence Gray. “The Program will create incredible opportunities for outstanding independent TV creators around the world to showcase their talents on an international stage.”

“The Institute of Television Studies is excited to establish this partnership”, said Brazil’s IETV director Nelson Hoineff. “We believe that this is a great opportunity for producers in US and in Brazil to exchange ideas, make their work widely know and above all to promote innovative ideas for the television content in both countries”.

As part of the TV Festival PassPort Program, the four pilot-makers named to the NYTVF Fellowship program will receive the opportunity to screen their pilots in the “Festival of Festivals” screening series at the Rio de Janeiro International Television Festival in November 2008. Launched in 2007, the NYTVF Fellowship Program pairs talented pilot-makers from the NYTVF Independent Pilot Competition in mentorships with established TV producers. Television industry veterans Michael Davies, Tom Fontana, Mitchell Hurwitz, and Phil Rosenthal are participating in the inaugural year of the program.

As part of the exchange, a number of stand-out TV creators who have submitted original work to the 2007 Rio de Janeiro International Television Festival will be eligible to

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receive free Artist Passes to the 2008 NYTVF and have their projects presented to New York audiences.

The NYTVF debuted in 2005 as the industry's first showcase for independent television. Recent pilots that premiered at the Festival and have been sold to major networks include the scripted comedy "Split the Difference" to NBC Universal Television Studios and the improv comedy pilot "Criss-Cross" to A&E Television Networks. Additionally, the reality series "Off the Hook" was purchased and developed as a series by Versus. The third annual NYTVF ran from September 5<sup>th</sup> through September 9<sup>th</sup>.

The NYTVF is supported by Signature Sponsors MSN, Xbox and Procter & Gamble Productions. TV Guide and the William Morris Agency are Official Supporting Sponsors. Official Network Sponsors for the 2007 NYTVF include NBC Universal, FOX, ABC, A&E, Bravo and E!. The NYTVF works in conjunction with the Mayor's Office of New York City.

For more information on the NYTVF, please visit [www.newyorktelevisionfestival.com](http://www.newyorktelevisionfestival.com).

For more information on Rio de Janeiro International Television Festival and the IETV, please visit [www.ietv.org.br](http://www.ietv.org.br)

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Inquiries for the Rio de Janeiro International Television Festival or IETV may be sent to Romulo Cyriaco at: [romulo@ietv.org.br](mailto:romulo@ietv.org.br)

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## About the New York Television Festival

The NYTVF was founded in 2005 as the industry's first recognized independent television festival, providing a platform to elevate the work of artists creating for the small screen. Held annually each fall in New York City, the birthplace of modern television, the Festival unites artists, executives, industry figures, and fans together in one forum to celebrate the medium and to help shape its future. Along with the Independent Pilot Competition, the Festival features panel discussions, network premiere screenings, and other special events designed to honor television as an institution and as an art form.

## About Brazil's International Television Festival and the Institute of Television Studies:

Brazil's Institute of Television Studies (IETV) was created in 2001 and since then has been playing a leading role in the promotion of television industry and culture in the country. It promotes dozens of events, among them the International TV Meetings, which

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yearly brings outstanding TV producers and scholars from all over the world to discuss the medium in Rio de Janeiro. The IETV also publishes the “Cadernos de Televisao”, a quarterly magazine on advanced TV studies. The International Television Festival, promoted by IETV, was established in 2005 and will take place this year Nov 16-24 in Rio de Janeiro and other Brazilian cities, like Santos (Sao Paulo), Belem and Fortaleza. It is divided in nine sections ranging from exhibitions to discussions and workshops on contemporary television. The Festival is sponsored by Petrobras (the leading Brazilian oil company), Oi (a leading local telecom), Senac (Rio’s commerce association) and Brazil’s Ministry of Culture, among others. It has the support of the major Brazilian TV networks, such as Globo, SBT, Band, MTV Brasil and TVE.