



## **truTV TEAMS WITH NYTVF IN SEARCH FOR CREATOR-DRIVEN COMEDY FORMATS**

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*Comedy Breakout Initiative offers Indie Creators a shot at a \$25,000 Development Budget*

*January 9 Event to Take Place in NYC to Connect with Comedy Talent*

[NEW YORK, NY, December 19, 2016] – The NYTVF ([www.nytvf.com](http://www.nytvf.com)) today announced, in partnership with truTV, the first-ever **truTV Comedy Breakout Initiative**, providing independent television creators with a unique development opportunity to create new formats for the comedy-centric network.

Seeking both scripted and unscripted ideas, truTV is offering the winning creator(s) a shot at a development budget of up to \$25,000 to further hone their idea in collaboration with its executive team.

The NYTVF is coming off of a record-setting year that culminated with the [twelfth-annual New York Television Festival](#) in October. This new initiative with the returning Festival partner marks the indie TV organization's first development initiative to be announced for 2017.

With [the Comedy Breakout Initiative](#), which will begin accepting submissions on January 25, 2017, truTV is seeking premium creator-driven comedic formats with distinct points of view. In a creative brief for the initiative, the network highlights its current hits including *Adam Ruins Everything*, *Billy on the Street*, *The Carbonaro Effect*, and *Jon Glaser Loves Gear* as guideposts for the kind of distinct, individual concepts that capture a comedian's unique voice in a repeatable format structure from which submitting creators should draw inspiration. A committee of NYTVF officials will narrow the pool of entrants down to a selection of finalists to be considered by truTV, and at least one winning creator or creative team will be selected to further develop a project in partnership with the network.

“Terence and the NYTVF do a great job of uncovering fresh voices and ideas in the creative community. We’re excited that this initiative gives us another opportunity to partner with them to find more original comedic talent & content,” said Marissa Ronca, executive vice president and head of programming for truTV.

The new initiative will be supported by an event in New York City on Monday, January 9, 2017, at which truTV and the NYTVF are teaming with UCB Comedy to reach out to independent talent interested in creating comedic TV formats. The free event, hosted at UCB’s East Village theater at 153 East Third Street, will include a panel discussion featuring truTV EVP and Head of Programming Marissa Ronca, along with creators, production executives and talent from the network’s current comedy line-up, with more details to come. It will be recorded for and distributed via UCB Comedy’s podcast following the event, and ticket information is available at [\[LINK\]](#).

“This is an exciting expansion of our long-term relationship with truTV and one that we're thrilled to bring to our expansive community of comedy creators as we wrap up a landmark 2016,” said NYTVF Founder Terence Gray. “If you look at the trajectory of truTV over the past few years, they have been very much ahead of the curve in recognizing the potential of comedy and comedic formats in the episodic marketplace. With a talent roster that is a who's who of rising comic talent – from Billy Eichner to Jon Glaser – truTV’s Chris Linn, Marissa Ronca and their team have tapped into a very cool new avenue for comedy and I think this is an incredible and very tangible opportunity for the NYTVF's independent artist base.”

To enter the initiative, content creators and writers must submit: (a) a series overview (up to four pages), (b) a current C.V., and (c) a project proof of concept in the form of one of the following: (1) a produced comedy pilot and/or series (up to 20

minutes), (2) a produced “in progress” work (minimum four minutes), or (3) a paper-developed format (up to eight pages).

There is no fee to submit to the truTV Comedy Breakout Initiative, and the digital submission platform will be open from January 25, 2017, through February 17, 2017. For submission details, a full creative brief, and additional information, visit the official initiative website at [http://nytvf.com/trutv\\_comedybreakout.html](http://nytvf.com/trutv_comedybreakout.html).

#### **About truTV**

Seen across multiple platforms in 90 million households, truTV delivers a fresh and unexpected take on comedy with such popular original series as *Impractical Jokers*, *Adam Ruins Everything*, *Billy on the Street*, *The Carbonaro Effect*, *Jon Glaser Loves Gear*, *Hack My Life* and *Fameless*, as well as the original scripted comedy *Those Who Can't*. And the fun doesn't stop there. truTV is also a partner in airing the NCAA Division I Men's Basketball Championship.

truTV is part of **Turner**, a **Time Warner** company. Turner creates and programs branded news, entertainment, sports, animation and young adult multi-platform content for consumers around the world. Turner brands and businesses include CNN/U.S., HLN, CNN International and CNN.com, TBS, TNT, TCM, truTV, Cartoon Network, Boomerang, Adult Swim, Turner Sports, Bleacher Report, iStreamPlanet and ELEAGUE.

#### **About the NYTVF**

Established in 2005, the NYTVF constructs new and innovative paths of development and talent identification, while simultaneously complementing the traditional television development model. By partnering directly with networks, studios, production companies, digital platforms and brands, the NYTVF provides its Industry Partners with a streamlined development model, leveraging its vast creative community of over 15,000 independent producers and production companies, to create content with specific partners in mind. During the annual New York Television Festival – held each fall in New York City – the NYTVF brings together its top artists and industry decision-makers for a series of events designed to foster networking, collaboration and education. The Festival also marks the culmination of the organization’s yearly development efforts and features screenings of top independent content, educational panels, fan events, red carpet premieres, and more. For more information on the NYTVF and the annual Festival, visit [www.nytvf.com](http://www.nytvf.com), and to learn about opportunities to submit for its year-round competitions, visit <http://www.nytvf.com/submit.html>.

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