

# THE INDEPENDENT TELEVISION FESTIVAL

THE INDUSTRY'S BEST INDEPENDENT SERIES MARKETPLACE



OCTOBER 9-13, 2019  
DULUTH, MINNESOTA

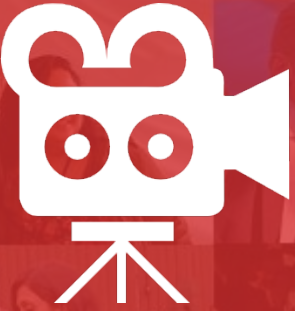


[ITVFEST.COM](http://ITVFEST.COM)





CREATIVE NETWORK



FESTIVAL



MARKETPLACE



itv fest

ITVFEST.COM



# ABOUT

“THE SUNDANCE OF INDEPENDENT TELEVISION”

- indiewire

## FOR CREATORS

Where to get your series seen  
Connect with TV executives, producers, and agents  
Be a part of a community of professionals  
Career development events throughout the year

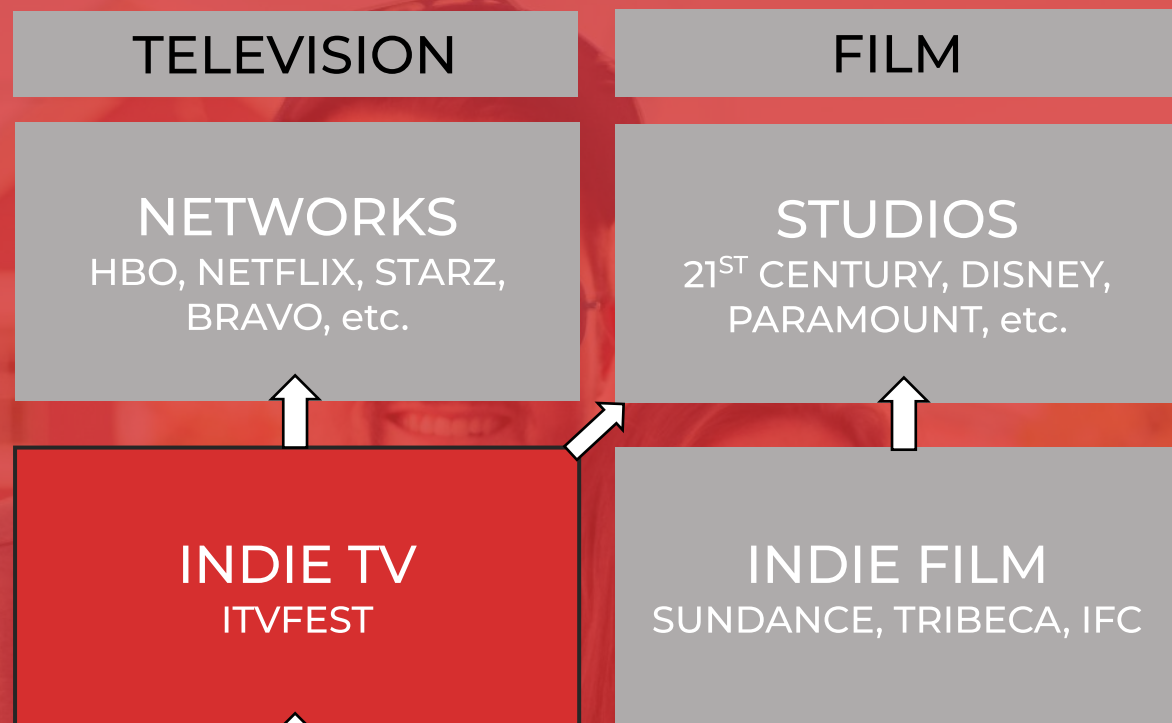
## FOR PRODUCERS & NETWORKS

One, central place to find the best, new episodic content  
Connect with professional talent  
Contract series that have yet to be optioned or distributed  
Time saved to find new, premier talent

Unlike big city festivals where it can be difficult to interact, ITVFest offers a unique opportunity to make genuine lasting connections that can advance careers.



# OUR ROLE IN THE INDUSTRY



There are thousands of film festivals that connect indie filmmakers with producers, agents, and distributors.

There is only ONE festival exclusively for independently produced episodic TV content





# MAKING NEWS

VARIETY  
HOME > TV > NEWS  
AUGUST 31, 2017 1:27PM PT  
FILM TV MUSIC TECH GAMING THEATER R

## ITV Fest Winners to be Awarded HBO Development Meetings

By Variety Staff | @Variety



CREDIT: COURTESY OF KELLEY EDWARDS/AMY GRAVITT

The winners in the best drama and best comedy categories at this year's Independent Television Festival will each receive a new prize this year — a development meeting at HBO.

The winners in both categories will meet with Amy Gravitt, executive vice president of programming, and Kelly Edwards, vice president of talent development, Philip Gilpin, Jr., ITV Fest executive director, announced Thursday.

"Finding and developing new talent is a priority for HBO," said Edwards. "'Insecure,' 'High Maintenance,' and 'Girls' are great examples of how diverse voices can come from anywhere. ITV Fest has proven its value in curating content showcasing unique voices and the festival team has a terrific eye."

## Viacom CEO Bob Bakish speaks at ITVFest



## Adaptive Studios Inks Deal For Scripted 'Astral' Series

by BWW News Desk Mar. 14, 2018



Adaptive Studios, which recently rebooted HBO's Project Greenlight with Matt Damon and Ben Affleck, has acquired the rights to Astral, a dramatic thriller digital series created by filmmaker and actress Sonja O'Hara.

O'Hara (Amazon's Creative Control) is also set to act and direct in the short-form series, a rare inclusion for indie episodic acquisitions. O'Hara, who is a speaker this week on the Indie TV panel at SXSW, said, "This is the time to be a female filmmaker and I'm excited to collaborate with Adaptive Studios to bring this provocative, inclusive, feminist story to life."

O'Hara landed the overall deal by meeting Adaptive's VP of Development, Digital at ITVFest (the Independent Television Festival) in Manchester, Vermont, a boutique festival for the world's best indie creators and executives, where O'Hara's previous series Doomsday won "Best Series." O'Hara previously created and starred in Doomsday, a critically acclaimed web series she made independently (see the first two episodes on Amazon Prime). Her pilot was awarded "Best Series" at ITVFest, HollyWeb Fest and Brooklyn WebFest and was nominated for the 2017 Streamy Award and the 2018 Indie Series Award. She also won "Best Director" at the prestigious New York Television Festival and was chosen as one of the "Ten Filmmakers To Watch" by Independent Magazine.

O'Hara is repped by Elaine M. Rogers of Meister Seelig & Fein and managed by Pulse

IndieWire News + Film + TV + Awards + Toolkit +

## Why Independent Television Finally Deserves Independent TV Festivals

Why Independent Television Finally Deserves Independent TV Festivals

Liz Shannon Miller  
Oct 26, 2013 5:22 pm  
@lizlet

TV Insider SHOWS MATT ROUSH

## HBO's Next Hit Show Might Just Be From the Independent Television Festival

John Russell October 29, 2017 12:00 pm



From October 11 to 15, the annual Independent Television Festival—sponsored in part by TV Guide Magazine—brought together industry pros and emerging talent in Manchester, Vermont.

Since it launched in 2006, ITVFest has been offering writers, editors, producers and directors a chance to connect with the folks who could get their shows on the air. "There needs to be a place where television executives can find the best new independently created stories," says Philip Gilpin Jr., ITVFest's executive director.

to create independent television... stream venues.



# PREVIOUS PARTNERS & SPONSORS

The defendant was caught running from the police, with 970kg of marijuana in his truck.





# EXECUTIVES & PANELISTS



BOB BAKISH  
VIACOM



KELLY EDWARDS  
HBO



DANA WEISSMAN  
WGA



BOBBY FARRELLY  
PRODUCER



HEATHER COCHRAN  
TELEVISION ACADEMY



CASSIE ST. ONGE  
PRODUCER



DAVID PERSON  
IFC TV



BRUCE GERSH  
MEREDITH CORP.



JIM LOUDERBACK  
VIDCON



KATE GRADY  
ADAPTIVE



LISA HSIA  
BRAVO & OXYGEN



RICHARD KORSON  
COMEDY CENTRAL



## STATE OF TELEVISION TODAY

**68%**

ADULTS USE AT LEAST ONE  
STREAMING SERVICE

**300%**

GROWTH IN THE NUMBER OF HOMES  
ONLY SUBSCRIBING TO STREAMING  
SERVICES SINCE 2013

**44%**

DROP IN TRADITIONAL TV  
VIEWERSHIP BY 18-24 YEAR OLDS  
SINCE 2012

**5 MILLION**

THE NUMBER OF SUBSCRIBERS  
THAT NETFLIX HAS OVER THE TOP  
CABLE COMPANIES COMBINED

**70%**

OF HOMES THAT SUBSCRIBE TO  
STREAMING SERVICES ALSO  
SUBSCRIBE TO CABLE

**45 AND UNDER**

AGE GROUP THAT WATCHES  
MORE DIGITAL VIDEO THAN  
TRADITIONAL TV





# CREATIVE NETWORK

Seminars  
Screenings  
Retreats

HBO's VP of Talent Development  
Taking Meetings With Content  
Creators at The Festival

ITVFEST.COM







**PROFESSIONAL DEVELOPMENT  
WORKSHOPS**

**SERIES DEVELOPMENT LABS**

**WRITING WORKSHOPS**

**CASTING SESSIONS**

**EXECUTIVE PANELS**

**NETWORKING EVENTS**

**RETREATS**

BOSTON • CHICAGO  
LOS ANGELES • NEW YORK  
VERMONT • WASHINGTON DC







# FESTIVAL

Curated Content  
Screenings  
Panels  
Good Times





## 2018 FESTIVAL IN NUMBERS

1200+ SUBMISSIONS

65 NEW SHOWS SCREENED

1,500 HIGHLY-ENGAGED INDUSTRY PROFESSIONALS

520 INDIVIDUALLY CURATED MARKETPLACE MEETINGS

100+ INDUSTRY VIPS

20+ INDUSTRY PANELS

20+ WORKSHOPS

82 INDIVIDUALLY CURATED MENTOR MEETINGS

23 COUNTRIES REPRESENTED







## AWARDS

BEST OF ITVFEST  
BEST DRAMA SERIES  
BEST COMEDY SERIES  
BEST WRITING  
BEST DIRECTING  
BEST EDITING  
BEST CINEMATOGRAPHY  
COMEDY ACTOR  
COMEDY ACTRESS  
DRAMA ACTOR  
DRAMA ACTRESS  
BEST DOCUMENTARY  
BEST REALITY  
BEST COMEDY SCRIPT  
BEST DRAMA SCRIPT  
BEST PITCH  
BEST PODCAST  
AUDIENCE FAVORITE



# THE SMALL TOWN EFFECT

MEMORABLE · INSPIRING · ENGAGING

## THE CITY OF DULUTH

THRIVING YOUNG ENTREPRENEURIAL COMMUNITY

DYNAMIC PERFORMING ARTS COMMUNITY INCLUDING BALLET, SYMPHONY, DANCE, THEATRE, OPERA

STATE OF MINNESOTA FILM COMMISSION, DECADES OF PRODUCTIONS

STATE INCENTIVE PROGRAM

STRONG AREA PRODUCTION CREWS

WORLD CLASS LODGING & DINING

EASY ACCESS TO INTERNATIONAL AIRPORT & TRANSPORTATION

RETREAT ENVIRONMENT

WATERFRONT ON LAKE SUPERIOR

FALL FOLIAGE

OUTDOOR ACTIVITIES, HISTORICAL SITES, GALLERIES

EARLY 20TH CENTURY ARCHITECTURE IN FESTIVAL DISTRICT

PHILANTHROPIC ARTS COMMUNITY







# FESTIVAL SCHEDULE

**WEDNESDAY, OCTOBER 9**

Arrival

Introduction Workshops

**THURSDAY, OCTOBER 10 -**

**SATURDAY, OCTOBER 12**

Small Group Networking  
Content Screenings and Q&As  
Panels & Seminars  
Mentor Meetings  
Marketplace Meetings  
Executive & Creator VIP Parties

**SUNDAY, OCTOBER 14**

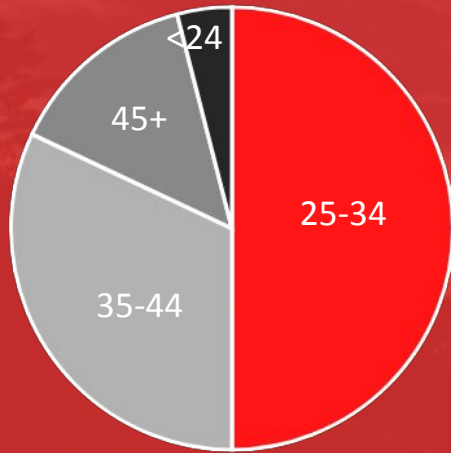
Content Screenings  
Red Carpet Awards Gala



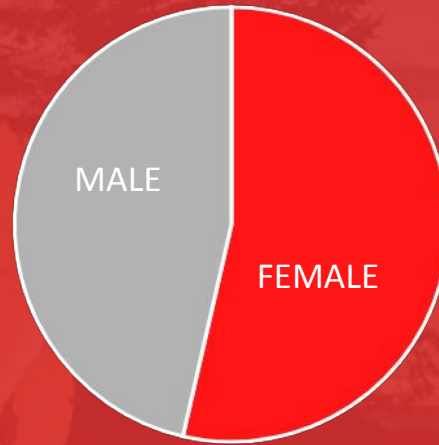


# DEMOGRAPHICS

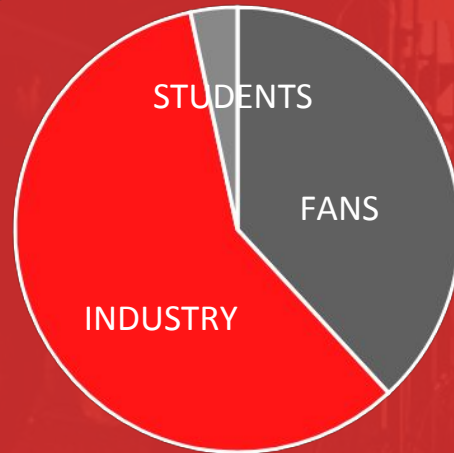
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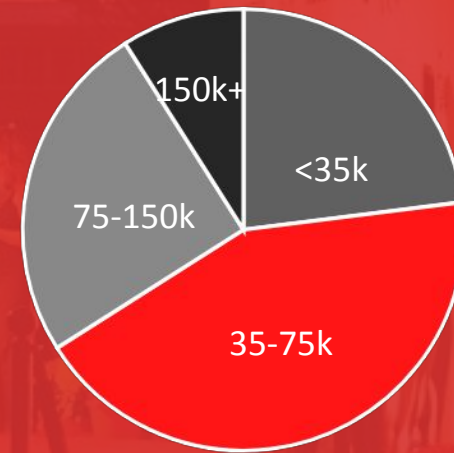
GENDER



ATTENDEES



\$ INCOME







## LOCAL IMPACT

1,500 ATTENDEES

90% COLLEGE DEGREE OR HIGHER

73% STAYED 4+ DAYS

53% INCOME OVER \$50K

\$980 PP SPEND

\$1,470,00 TOTAL SPEND

\$175,000 DIRECT FESTIVAL SPEND

**\$1,645,000 ECONOMIC IMPACT**







# MARKETPLACE

The Best New  
Episodic Content

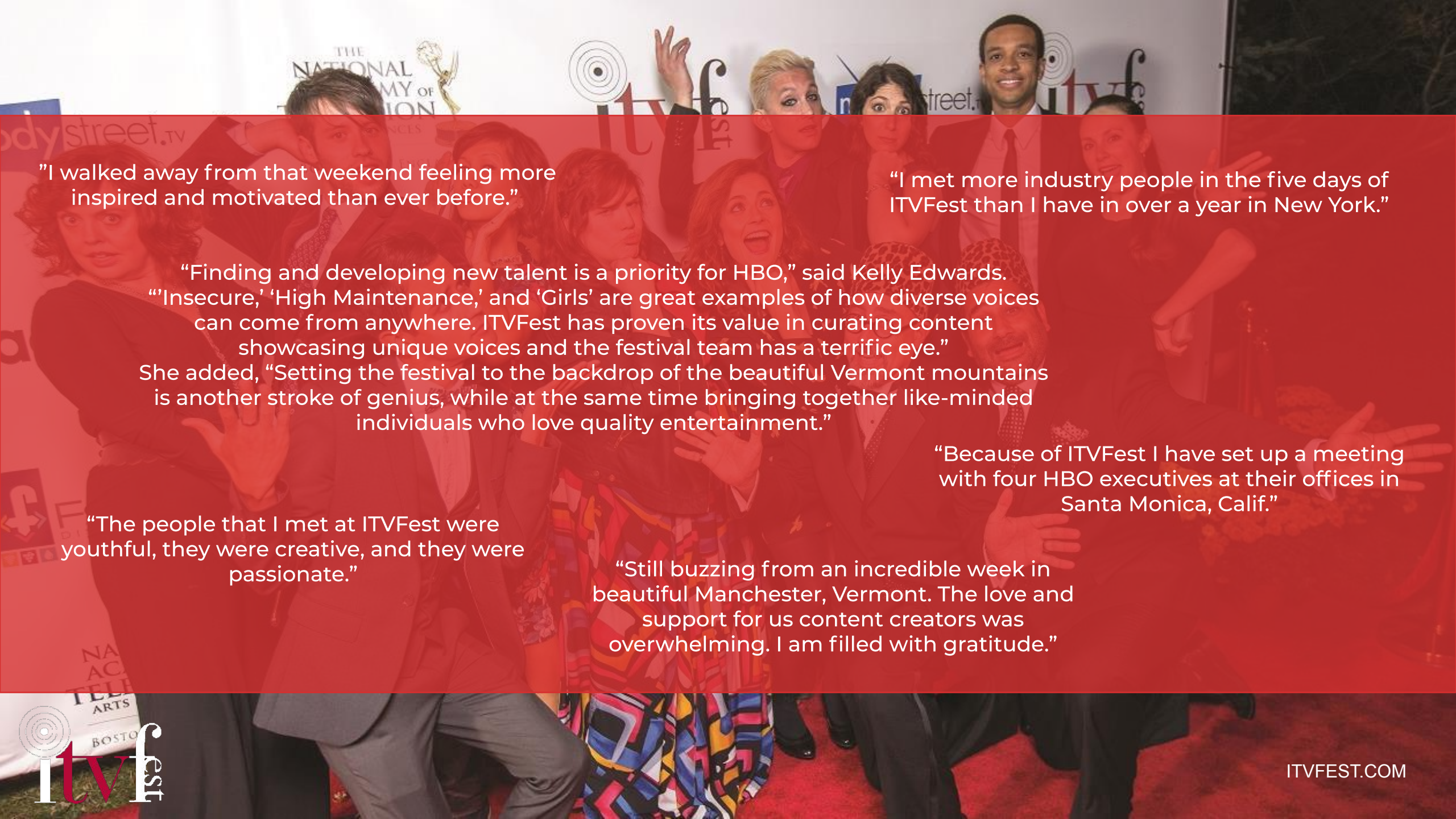


# SUCCESS STORIES: DISCOVERED AT ITVFEST

“Lightning Dogs”	Distributed through iThentic and Funny or Die
“Astral”	Optioned by Adaptive Studios after meeting at ITVFest
“Truth Slash Fiction” 2016 Best Comedy	Optioned by Lionsgate
“Doomsday” 2016 Best of ITVFest	Optioned by BlackEagle at ITVFest
“Incredible Life of Darrell”	Picked-up by Warner Brother’s “Stage 13”
“Defender”	Optioned by independent producers
Walter Masterson	Show optioned by Starz Digital via ITVFest connection
The Nee Brothers	Show “The Geniuses” was optioned by Comedy Central
“Whatever, Linda” 2015 Best Drama	Optioned by The Mark Gordon Company
Mary Elaine Ramsey	Signed with Talent Agent via ITVFest connection
Jeremy Konner	Director/Writer, Drunk History, Another Period
Al Thompson	Show optioned for BET from ITVFest
“The Katering Show” 2014 Best Comedy	Picked-up by Australian TV
Jorge Rivera	Director at Discovery Networks
Jake Johnson	Actor, New Girl
Steve Basilone	Writer with deal at Sony
Dan Levy	Created a pilot for MTV after appearing at ITVFest
AJ Tesler	Producer for VH1 show, Dance Cam Slam
Avl Rothman & Seth Menachem	Actor/Writer, show optioned by Starz
Jennifer Defillipo	Modern Family, New Girl, Shameless
Greg Stees	CollegeHumor
Steven Leonard	Animator for Dreamworks
“Arun Considers”	Picked Up for Distribution on Breaker Network
Adam Ray	Actor/Writer, New MadTV







"I walked away from that weekend feeling more inspired and motivated than ever before."

"I met more industry people in the five days of ITVFest than I have in over a year in New York."

"Finding and developing new talent is a priority for HBO," said Kelly Edwards.

"'Insecure,' 'High Maintenance,' and 'Girls' are great examples of how diverse voices can come from anywhere. ITVFest has proven its value in curating content showcasing unique voices and the festival team has a terrific eye."

She added, "Setting the festival to the backdrop of the beautiful Vermont mountains is another stroke of genius, while at the same time bringing together like-minded individuals who love quality entertainment."

"The people that I met at ITVFest were youthful, they were creative, and they were passionate."

"Because of ITVFest I have set up a meeting with four HBO executives at their offices in Santa Monica, Calif."

"Still buzzing from an incredible week in beautiful Manchester, Vermont. The love and support for us content creators was overwhelming. I am filled with gratitude."



## SPONSORSHIPS

THE ITVFEST COMMUNITY IS ENGAGED AND PASSIONATE PROVIDING AN OPPORTUNITY FOR SPONSORS TO MAKE GENUINE CONNECTIONS WITH FESTIVAL ATTENDEES

EACH SPONSORSHIP IS NEGOTIATED SEPARATELY TO MAXIMIZE THE MOST INTENTIONAL EXPOSURE FOR EACH CONTRIBUTOR AND PROVIDE THE BEST SUPPORT TO THE INTEGRATIONS

SPONSORSHIPS ARE CONFIRMED IN SUMMER TO DELIVER THE GREATEST VALUE TO BRANDS





# THANK YOU

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