



## INTERVIEW SERIES 2017

### **MICHAEL EDELSTEIN – President, NBCUniversal International Studios**

Michael Edelstein is President of **NBCUniversal International Studios**. Based in London, he has strategic oversight of the international television production division, leading supplier of English language content originated outside of the United States.

Emmy-nominated and Golden Globe-winning executive producer of the global phenomenon *Desperate Housewives*, Edelstein assumed his role in June 2010. Since that time, he has devised and executed a strategy to build International Studios from inception into one of the most respected content players on the international landscape, producing premium television for global audiences including the UK's biggest television export of all time, *Downton Abbey*.

NBCUniversal International Studios' portfolio includes **Carnival Films**, producers of *Downton Abbey*, *The Last Kingdom* and *Jamestown*; **Working Title Television**, a joint venture with acclaimed filmmakers, Tim Bevan and Eric Fellner; **Monkey**, producers of the hit structured-reality series, *Made in Chelsea*; and Australian-based **Matchbox Pictures**, two-time recent winners of the Production Business of the Year award by the Screen Producers of Australia. Recently, Edelstein teamed with David Heyman, producer of the *Harry Potter* franchise and *Gravity* to form **Heyday Television**, operating in both the UK and US.

Edelstein brokered a first of its kind co-production partnership with Mediengruppe RTL Deutschland and TF1 to produce original US-style TV procedural dramas directly for the International market. The first series, *Gone*, heads into production in April 2017, starring Chris Noth, Leven Rambin and Danny Pino.

Additionally, Edelstein oversees **NBCUniversal International Formats**, the international sales division for all television formats created or owned by NBCUniversal. Licensing and producing content in over 70 territories worldwide, International Formats' hits include *Law & Order*, *Real Housewives* and *Top Chef*.

### **JON GISBY – Chair, BSAC**

Jon Gisby is a digital media executive who has spent twenty years building, leading and transforming companies that create and deliver premium content, particularly TV and online video. He has worked for broadcasters, rights holders, brands and platforms to identify and build new audiences and revenue, both in their existing businesses and in new digital propositions. He was one of the many architects of the BBC's digital strategy, ran the content and services at Freeserve and was MD of Yahoo! UK and ran their media business across Europe. He was appointed to the board of Channel 4 and led the teams that built 4oD into the UK's leading commercial VOD service. In 2013, he was commissioned by Ofcom to assess the future of ad-funded content on TV and online, gathering perspectives from across the industry on the rapid development of online video and brand-funded content. He helped launch Rightster, which became the largest non-US MCN, and was EVP Business Development at Magine TV, the OTT TV service based in Stockholm. He now runs the European operations of Vevo, one of the largest distributors of premium online video. He is a Trustee of Artichoke, a leading UK live events producer, and was appointed Chair of BSAC in 2016.

## **What is BSAC?**

The British Screen Advisory Council (BSAC) is an independent, industry funded membership body for the audiovisual sector.

We uniquely bring together the widest possible range of interests, knowledge and contacts to exchange ideas and information about business and policy issues. Our Members are invited to join on the basis of their personal qualities, experience and expertise, and are drawn from the major TV broadcasters, independent film and TV producers, distributors, exhibitors, US studios with major operations in the UK, trade associations, trades unions, training providers and new media companies, such as Google and Spotify.

Many of our activities take place privately, which enables business leaders to freely discuss the fast changing nature of the industry.

On policy, we provide opportunities for industry and policy makers to hear a breadth of viewpoints and, wherever possible, for the sector to speak with a single and authoritative voice. Over the years we have worked closely with the Treasury, HMRC, DCMS, BIS, IPO, the European Commission, WTO, and WIPO.

We also enjoy the support of Associate Members, which are businesses with a particular interest in the sector. These include legal firms, accountancy practices and investment management firms, and are an important port of call for obtaining views and expertise.

We commission and generate research and reports to underpin our work.

We host a series of events that are open to a broader invited audience. These include an annual Film, TV and Games Conference, an Interview Series and occasional seminars. These provide high quality debates and networking opportunities.

We regularly review and refresh our Membership and are open to approaches from prospective Members. If you would like to be considered, please feel free to contact the BSAC office for more details.

*For more information, see our website, at [www.bsac.uk.com](http://www.bsac.uk.com)*