



**TIFFCOM 2009**  
Marketplace for Film & TV in Asia

TIFFCOM NEWS VOL.6

Japan Institute of Development and Promotion  
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**[Announcement]** International format sales of Japanese TV programs  
- featuring the limelight today in the film business

Only one month until the start of TIFFCOM2009, which will be marking its sixth year (date: October 20-22, 2009) (Organized by: Ministry of Economy, Trade and Industry, Japan Association for International Promotion of the Moving Image (UNIJAPAN), and Japan Institute of Development and Promotion for Pictures).

Seminar@TIFFCOM has been popular for its timely selection of the discussion themes. We are proud to announce the second edition of this highly recommended program from our seminar series.

**Seminar Title:**

International format sales of TV programs - Now and in the future

**The content of the seminars:**

In the process of international format sales, the basic format of a TV programme is sold (or licensed) to a foreign production company to enable them to create a domestic version of the product. Mark ITKIN of the U.S.'s largest international format sales agency, William Morris Agency speaks on the business achievements of the company. The potential of Japanese TV programs that are highly-regarded as "gold mines" are also discussed in this seminar.

**Speaker** : Mark ITKIN

**Moderator** : Grace CHEN

**Date:** October 19 (Mon), 2009 16:00-17:00

**Venue:** Auditorium, Roppongi Academyhills 49F, Roppongi Hills Mori Tower

**Remarks:** Pre-registration required for 150 seats. First-come, first-served basis.

TIFFCOM2009 ID Badge holders (Exhibitors, Visitors, Buyers, TPG) can participate.

**How to reserve your seat:** Application is available from Oct. 1st online.

Please see the official website ([www.tiffcom.jp](http://www.tiffcom.jp))



**Mark Itkin**

Mark Itkin graduated Summa cum Laude & Phi Beta Kappa from UCLA and followed it with a JD from Boalt Hall, UC Berkeley. Mark was an associate in the music department of the law firm of Mitchell, Silberberg & Knupp, and joined the William Morris Agency in 1982, to become a television packaging agent specializing in first-run syndication, pay and basic cable television. Mark has packaged such varied television series such as: *Real World*, *Project Runway*, *Hell's Kitchen*, *Deal or No Deal*, *Extreme Makeover: Home Edition*, *Tyler Perry's House of Payne*, *Merv Griffin's Crosswords*, *Million Dollar Password*, *Big Brother*, *Fear Factor*, *People's Court*, *The Ricki Lake Show*, *American Gladiators*, *Biggest Loser* and *Buffy the Vampire Slayer*. Mark is currently Executive Vice President, Worldwide Co-Head of Television and a member of the Board of Directors of the William Morris Agency. Mark has been a member of the Academy of Television Arts & Sciences for sixteen years, a two-term Governor, and spent six years on the Academy of Television Arts & Sciences Executive Committee. In addition, Mark chaired the Blue Ribbon Panel Committee which successfully instituted "at-home" viewing of the Prime Time Emmy Awards and currently is the Chairman of the ATAS Hall of Fame Committee. Mark was also the first agent appointed to NATPE's (National Association of Television Programming Executives) Executive Board. Mark is currently on the Board of Governors of Cedars-Sinai Hospital, on the Board of Directors of Aids Research Alliance, on the Board of Directors for the Zimmer Children's Museum, and on the Board of Directors for The Paley Center for Media.

**Official website**

<http://www.tiffcom.jp/2009/>

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