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FOR IMMEDIATE RELEASE

Press release: New Power to Cross Media Content For Kids

Nordisk Film & TV Fond and Power to the Pixel join forces in new ambitious collaboration.

The Nordic region (Denmark, Finland, Iceland, Norway and Sweden) has a proud tradition of producing high quality film and TV programs for children. However content is no longer only consumed in cinemas and on TV screens. Mobile phones, game consoles and online platforms are new arenas for storytelling. Nordic production companies now have a unique chance to enter the scene.

To enhance the development of six pre selected high quality Nordic cross media projects Nordisk Film & TV Fond is joining forces with UK cross media experts Power to the Pixel. A development process will be specially designed and conducted by Power to the Pixel who will invite some of the best international experts who are working in cross-media, among others, Nuno Bernardo from beActive, known for projects such as Sofia's Diary and Final Punishment.

The collaboration has two sessions:

The High Five Power to the Pixel Lab (17-19 November 2010 in Copenhagen)

Residential three-day workshop for the six selected Nordic cross media projects and international experts. Topics cover: Creating the Story Universe, Story Design, Project Planning, Delivery Platforms and Audience Engagement Design

The High Five Power to the Pixel Forum (14-16 March 2011 in Malmö, Sweden)

An open Cross Media Seminar and a Pitching and Finance Forum taking place over two days at the BUFF Financing Forum. The Seminar will focus on: Cross Media Design, Audience Engagement and Cross Media Financing

Liz Rosenthal, Founder of Power to the Pixel said

"High Five Kids is an essential new development scheme. Power to the Pixel is excited to be working with Nordisk Film & TV Fond and Nordic companies on this innovative new project that explores powerful new ways to tell stories, package finance and engage with young audiences in an ever-evolving on-demand digital world".

Hanne Palmquist, CEO of Nordisk Film & TV Fond said

“The concept of High Five Kids really thrills me. We do not “only” offer a development grant but also a unique process of development on top. That Power to the Pixel are joining us means that the six selected Nordic projects and the industry as such will get world class guidance in the complex field of cross media”.

The deadline for Nordic applicants is 6th of September 2010.

High Five Cross Media Content For Kids Guidelines and Application Form
- See here: <http://www.nordiskfilmogtvfond.com/index.php?sid=89&ptid=2>

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