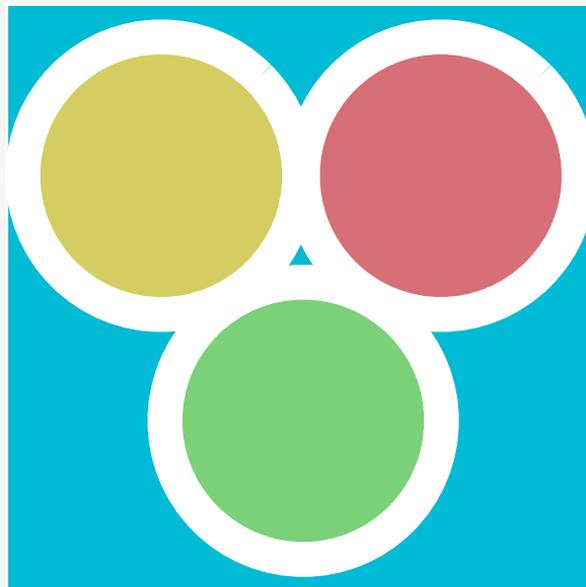


SVT Drama

Strategy and processes

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SVT Drama



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SVT Drama



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SVT Drama today – The world as co-producer



Quality =
Original
Universal
Timeless

Genre & slot.

Our mission in the
tableau.*

* As long as it remains in the current fashion 😊

SUNDAYS 21.00 (10x60) Suspense / crime
two titles per year



MONDAYS 21.00 (10x60) drama / feelgood
two titles per year



MINI SERIES (3x60)

3 titles per year



COMEDY (8x30)

two titles per year



SHORT SERIES (8x15)

one title per year



THEATHER, OPERA, DANCE

15-20 titles per year



OUR DEVELOPMENT PROCESS
in 4 PHASES

PHASE 1

Short description of the project

Title

Genre

Format

Premise, theme, topic

Target audience

Main character(s)

Arena / Universe

PHASE 2

Storyline, Basic concept

Story with beginning-middle-end

Character descriptions

Visual treatment

Second season

Second screen, social media

Background

PHASE 3

1-2 Episode scripts / Storyline

Ideas for main cast

Pitch presentation

Test shoots, pilot

Main creative vision

Production design

Finance plan and budgeting

PITCH FOR MANAGEMENT

PHASE 4

Remaining scripts

Production qualifications

Casting

Budget

Complete funding

Team / Staff

Marketing

PRODUCTION PHASE

CONTRACT

Budget
Vision
Timetable
Delivery plan
Post production schedule
Risk analysis / -management
SVTs approval of all
A-functions and main cast

START UP MEETING

Insurance
Rights
Commitments in co-prod.
Agreements within production
Creative Vision:
- formulate the project's core values and how they are managed.

SHOOT

Access to material (dailies, rough cuts etc) during the production and must be allowed to visit the film set.

Shooting-crew must report problems that may delay or otherwise complicate the production.

SVT has final say on the edit.

DELIVERY

**The final episodes
Dialogue Script
Agreements / cast - Credits
All things related to copyrights
should now be solved: music,
artwork and logos, etc.**

APPROVAL of DELIVERY

PR / Soc Media

BROADCAST

Co-producers have 15 days to review the material

— Returning a written approval of the final edit.

Or: comments about things that need to be addressed.

SVT must always approve the final version of any episode.

EVALUATION

**Documentation from the
production.
Audience response
Ratings**

FINAL ACCOUNT

**The final report should be
signed by the production
company's auditor.**

“Stories are the creative conversion of life itself into a more powerful, clearer, more meaningful experience. They are the currency of human contact.”

Robert McKee

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Tack!

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