

/ 粵国传媒LIGHTHOUSE NATION 和 GLOBAL CREATIVES 联合推出 /

电视节目制作与顾问服务

TV PRODUCTION CONSULTANCY SERVICE



GLOBAL
CREATIVES

/ 我们是谁 WHO WE ARE - LIGHTHOUSE NATION /



梨国传媒自2014年成立以来一直致力于为中国电影、电视同仁提供最值得信赖的高端影视培训课程以及制作顾问服务。在过去的数年之内：

- 高端培训** – 我们与不同国际机构携手组织了超过10场高端影视培训活动；
- 人才网络** – 我们已在中国和国际影视产业中建立了庞大的由行业从业人士组成的专业人才网络；
- 海外制作** – 我们为《爱上超模》节目第二季在英国的拍摄提供了全程制片服务；
- 中国原创** – 我们在英国成立了专项基金用以孵化来自中国的原创影视内容创意。

Established in 2014, LIGHTHOUSE NATION has been providing the most trustworthy training experiences for industry professionals throughout the Chinese film and TV market.

- We have organised over 10 training events in partnership with different international partners;
- We have established a domestic network with over 700 professionals working actively within the targeted industries;
- We have provided production service for the top fashion reality show I, Supermodel in the UK;
- We have set up a joint venture to fund original content creation process specifically for China.

/ 我们是谁 WHO WE ARE - LIGHTHOUSE NATION /



徐阳 (Yang Xu) / 瓏国传媒 LIGHTHOUSE NATION

Previous to Lighthouse Nation, Yang served as COO for IPCN for 7 years where she contributed to the delivery of over 40 TV formats to the Chinese market including China's Got Talent, The Voice of China, The Cube, So You Think You Can Dance, I Love My Country, Mad for Music, Supernanny, Secret Millionaire, China's Next Top Model, Sing off, Dragon's Den.

在瓏国传媒之前，徐阳在IPCN担任COO七年，负责引进了超过40档国际知名电视模式到中国市场，其中包括东方卫视中国达人秀、梦立方、舞林争霸、小善大爱、浙江卫视中国好声音、湖北卫视我爱我的祖国、安徽卫视我为歌狂、央视二套超级保姆、旅游卫视第一超模、深圳卫视Sing Off清唱团和创业类真人秀Dragon's Den.



/ 我们是谁 WHO WE ARE - GLOBAL CREATIVES /

GLOBAL CREATIVES

Founded by global formats expert David Winnan, Global Creatives provide high-end television content expertise in three simple key areas: development, production and training. The Global Creatives team has a phenomenal track record in success converting first season launches into sustained and returning hits.

Global Creative 由国际节目模式专家 David Winnan 创办，为全球客户提供节目研发、制作以及业内培训方面的高端服务。其团队在电视节目领域有着瞩目的成就，成功将多档单季节目模式化，形成可持续、高回报的系列节目。

/ 我们是谁 WHO WE ARE - GLOBAL CREATIVES /



David Winnan

David有着20年以上的电视节目模式创作研发经验，曾制作过《丰盛的早餐》，《惊喜！惊喜》，《见见我的家人》，《真相至上》，《与我共进大餐》，《四个婚礼》，《周六夜外卖》，《地狱厨房》，《追逐》等诸多知名电视节目。同时，作为一个老练的国际制片顾问、作家、导演和内容研发人，他也经手过超过50个成功的栏目，面向的市场包括美国、中国、韩国、澳大利亚、北欧、德国、南非、印度尼西亚和南美等地。

David has over 20 years experience of developing and producing formats such as *The Big Breakfast*, *Surprise Surprise*, *Meet My Folks*, *Nothing but the Truth*, *Come Dine With Me*, *Four Weddings*, *Saturday Night Takeaway*, *Hell's Kitchen*, *The Chase* and more. A seasoned international consultant producer, writer, director and developer he has had a hand in over 50 successful titles in over 20 different markets, most notably in: the US, China, South Korea, Australia, The Nordics, Germany, South Africa, Indonesia and South America.

/ WHAT WE CAN DO FOR YOU 我们能提供的服务/

**Together we formed a world class team
who could help you with:**

- Format Development Service
- Training
- Production Service
- Production Consultancy
- International Format Sales Packaging

**粼国传媒和GLOBAL CREATIVES联手，
能够为您提供以下专业服务：**

- 节目模式研发
- 培训
- 节目制作服务
- 制片顾问
- 节目模式国际发行包装

/ *FORMAT DEVELOPMENT* 电视模式研发 /

Suitable for both new format, or an upgrade for an existing show:

We will be sit together with your team for a minimum period of one week and look at the following key areas of a show:

1. Concept
2. Structure
3. Casting
4. Storytelling
5. Team set up
6. Feasibility
7. Challenges
8. Rules

研发服务适合全新的原创模式或者原有的电视节目新一季的改版和升级。
我们可以一般会安排和您的团队在一起共同工作至少一周时间，主要分析一个节目的以下几个方面：

1. 节目概念
2. 结构
3. 选角
4. 讲故事
5. 团队设置
6. 可行性
7. 挑战
8. 规则

/ TRAINING 培训 /

We provide eight one-week intensive training for production professionals covering the following subjects:

- Format development
- Producing
- Floor management and directing
- Camera
- Set Design
- Sound
- Lighting

我们可以提供8个为期1周的专业制片培训服务，培训主题包括：

- 节目研发
- 制片
- 现场管理和导演
- 摄像
- 舞美设计
- 声音
- 灯光

/ *PRODUCTION SERVICE* 实际拍摄服务/

**We can provide an entire packed
oversea production package including:**

- Location
- Celebrity Booking
- Bilingual Talents On Set
- Set and Lighting Design
- Daily Production Service including
Food, Accommodation, Transportation,
Emergency Solutions, etc.
- International Finance and Legal
Consultancy
- Production Budgeting and Management
- Graphics

我们可以为您提供整套海外拍摄的落地
服务，这些具体包括：

- 场地及各类拍摄许可申请
- 国际艺人邀约
- 双语制片服务
- 日常制片所需餐食、住宿、
交通以及突发状况应对等等
- 国际财务和法务顾问
- 预算制定和管理
- 栏目包装

/ PRODUCTION CONSULTANCY 制片顾问 /

We provide production consultancy or head of department for the following area of a production:

- Format Development
- Camera
- Floor Management / Directing
- Set Design
- Sound
- Interactive Elements

我们可以为节目提供具体的制片服务，或者是制片主管。具体的服务包括：

- 模式研发
- 摄像
- 现场管理 / 导演
- 舞美设计
- 声音
- 互动元素

/ *INTERNATIONAL FORMAT SALES PACKAGING* 国际电视模式销售包装 /

For the ones who own enormous amount of original IP, we are more than happy to help you to produce international standard sales packages ready to pitch at MIP

- Designed one page format pitch
- Designed three page format description
- English Production Bible
- International quality format sizzle reel
- One full episode with English Subtitle
- Optional: Re-branding the show (including the logo and graphic package)
- Optional: International version studio/set solution

针对客户自有的原创节目IP，我们也可以帮您为既有节目模式进行国际销售标准的包装，成果可以直接在戛纳电视节MIP上呈现和销售。包装服务具体包括：

- 设计精良的一页纸的模式竞标文件
- 设计精良的三页纸模式介绍文案
- 英文版节目制作宝典
- 国际质量的节目宣传片
- 第一季完整节目样片英文翻译
- 节目品牌重新包装，包括节目logo和平面视觉元素（可选）
- 演播厅和舞美解决方案（可选）
- 引荐国际市场买家

/ WHY WORKING WITH US? 选择我们的原因 /

- **Gain Know-how and experience from world's top production professionals**
- **Gain skills to create new concepts suitable for domestic audience rather than rely on existing formats**
- **Produce a show at international production quality**
- **The opportunity to work with world Class Producers with a unique track record of success in producing content FOR China.**

- 从世界顶级的影视专业人士那里获得实际的一手经验和技能
- 掌握真正的原创技能，创造适合国内观众的节目，而不是一直以来老的节目模式
- 了解如何制作出具备国际水准的电视节目
- 与世界一流的成功制片人一起为中国创造原创内容



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