

CURRICULUM VITAE

Nicholas Feustel

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Germany

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Date of birth 4 February 1972
Place of birth Hamburg, Germany
Marital status partnered



Self-employed work

2007 – present Managing Director and Owner of georgetown media GmbH & Co. KG, Hamburg
(Format development and production for TV and New Media, corporate films, documentaries, graphic design)
2001 – 2007 Managing Director and Co-Owner of georgetown media GmbH & Co. KG, Hamburg
(Graphic design, corporate films, post-production, web design, advertising)
1997 – 2001 Managing Director and Owner of Nicholas Feustel Videoproduction, Hamburg

Education / Training

2008 / 2009 Entertainment Master Class – The Format Academy for Entertainment Television
2005 Intensive course: Business English
2003 Seminar: Appraisal Interviews
2002 Seminar: Successful Presenting
1997 Seminar: Film Production and Law
1992 Seminar: Event Management
1991 Abitur (*diploma from German grammar school qualifying for university admission*)

Markets, conferences, festivals

2010 MIPDoc, MIPTV & MIP Formats, Cannes
2009 MIPCOM, Cannes
Rose d'Or, Lucerne
MIPDoc & MIPTV, Cannes
Film, TV and Computer / Content 2.0, NMI Berlin
2008 MIPCOM, Cannes
Publishers in Motion – WebTV and Internet Video, VDZ Hamburg
Film, TV and Computer / Content 2.0, NMI Berlin
Banff World Television Festival, Banff
Rose d'Or, Lucerne
MIPTV, Cannes

Other film and TV work

since 2010 Writing for K7 Media's EUROPE'S MOST WANTED report as correspondent for Germany
1996 – 1998 Video operator, various TV commercial productions
(HKF, Cobblestone, blm, Neue Sentimental Film, all Hamburg)

1996	Concept deviser, music videos for Doro Film, Department M., Vienna
1995 – 1996	verQueer – Fernsehen familiär. Concept, title music, director and producer of a periodical TV magazine (Hamburg Public Access Channel)
1994	Assistant director, music video production company Herz° (Fritz Brinckmann, Hamburg)
1990 – present	Devising, directing and producing short films and corporate films

Theatre work

1993	Assistant director, Opera Stabile, Hamburg
1992	Assistant director, Theater in der Basilika, Hamburg
1990 – 1994	Directing and producing plays with independent theatre groups
1984 – 1991	Acting and directing in school theatre plays

Jobs

1996	Help at bookstore LeseLust, Hamburg
1992 – 1997	Waiter at Café Gnosa, Hamburg
1991 – 1995	Light jockey at discotheque Voilá, Hamburg

Languages

German	Native language
English	Near-native fluency in speaking, reading and writing
Latin	'Kleines Latinum'
German Sign Language	Basic knowledge

Computer & software skills

Video	Final Cut Pro, After Effects Pro, DVD Studio Pro, Compressor, QuickTime Pro, Media100
Audio	Logic Pro, Garage Band, Jam, a.Pack
Graphic	Quark XPress, Photoshop
Other	Mac OS X, Microsoft Office

Other skills and interests

Sports	Cycling and weight-training
Music	Consuming and producing (pop, dance, electro, lounge)
Internet & New Media	Keeping up to date

FILMOGRAPHY / TRACK RECORD

„I want to live, don't I?"

A Cancer Diary

Documentary

42 min / 2009 / MiniDV, DigitalBetacam

Producer, director, post-production

Volksfürsorge vNet Film

In-house corporate film

6 min / 2007 / DVCam

Producer, director, music, post-production

Volksfürsorge 3K-Film

In-house corporate film

5 min / 2006 / DVCam

Producer, director, camera, 2D animation, post-production

Schöne neue Welt

Short film

For the rapid film festival 'Filmund50'

6 min / 2005 / DVCam

Concept, producer, director, camera, post-production

Volksfürsorge Verkaufstraining

In-house training video

10 x 2 min / 2004 / DVCam

Producer, director, camera, post-production

Jay

Short film

For the rapid film festival 'Berlin36'

7 min / 2004 / DVCam

Concept, producer, director, camera, music, post-production
– Winner: 'Best Film That Makes You Happy To Be Female' –

Kanzlei Rotermund

Corporate film

4 min / 2003 / DVCam

Producer, director, camera, post-production

Devin Dawn: 'Star'

Music video

4 min / 2002 / DV

Post-production

'Ariadne' Background Video

2D-Animation for theatre production

60 min / 2002 / AfterEffects

Post-production

Gila, die Weihnachtsgiraffe

A Christmas story

6 min / 2001 / BetacamSP, QuickTime

Screenplay, producer, director, post-production

Ein ziemlicher Chaos

Bid film for a job interview

3 min / 2001 / Hi8

Concept, producer, director, camera, post-production

LeadAwards

Jury statements & documentary

10 x 1 min + 90 min / 2000 / BetacamSP

Producer, director, post-production
of the jury statements' clips and the documentary

BMW Clean Energy

IAA Trade fair stage show

4 x 7 min live / 2000

Staging and directing (multi-camera) of the live shows

Wartenberg Photography

Corporate film

3 min / 2000 / DV

Post-production

Kodak Focus Groups

Market research documentary
3 x 20 min / 2000 / DVCam

Producer, director, camera, post-production

Wir sind da

Corporate spot
41 sec / 2000 / Hi8

Concept, producer, director, camera, post-production

Popnet Imagefilm

Corporate film
3 min / 1999 / BetacamSP

Producer, director, post-production

Tourism Evaluation

Corporate film
3 x 10 min / 1999 / various formats

Post-production

Gnosa TV

A business TV show for Café Gnosa
4 x 20 min / 1998 / Hi8, S-VHS

Concept, producer, director, camera, post-production

TV commercials

Various productions 1995 – 1997
HKF Film, Cobblestone, blm,
Neue Sentimental Film, and others

Video operator (VideoAssist)

verQueer - Fernsehen familiär.

A periodical TV magazine
Hamburg Public Access Channel
4 X 25 min / 1995 – 1996 / S-VHS

Concept, producer, director, camera, title music, post-production (ree-to-reel)

A Midsummer Night´s Dream

A short film by Nicholas Feustel
26 min. / 1992 / S-VHS

Screenplay, producer, director, music, post-production (reel-to-reel)

Eva

A short film by Günther Gradert
20 min. / 1991 / S-VHS

Assistant director, producer of the soundtrack
(music by Günther Gradert)

Zartbitter

A short film by Markus Hansen
20 min. / 1990 / U-Matic

Producer of the soundtrack (music by Günther Gradert)
(music by Günther Gradert)

Die Videoclique

TV series, NDR TV
Pro Vobis Film, Hamburg
4 x 25 min. / 1984 / U-Matic

Playing the part of 'Andy'



ENTERTAINMENT MASTER CLASS

The Format Academy for Entertainment Television

CERTIFICATE

This is to certify that

Nicholas Feustel

was selected to participate in the training programme of the

ENTERTAINMENT MASTER CLASS

2008/2009

and has successfully completed the following modules:

- Sitcom, Sketch Comedy and Panel Comedy Show Formats
- Game Show Formats
- Entertainment, Variety and Event Show Formats
- Factual Entertainment and Reality Show Formats
- Format Distribution, Exploitation and New Media

Potsdam, February 2009

Roland Willaert
Chief Executive Officer

John Gough
Head of Programme

Christoph Fey
Director of Studies



Module I

Sitcom, Sketch Comedy and panel Show Formats

Lucerne, Switzerland, May 2 – 8, 2008

Day 1

Sonja Behrens, Managing Partner, TV Sisters

Ze Frank, Performance Artist, Composer, Humorist and Public Speaker

Lothar Mikos, Professor for Television Studies, Hochschule für Film und Fernsehen "Konrad Wolf" & Stefano Semeria, Head of International Format Research, ProSiebenSat.1

David Liddiment, Creative Director, All3Media

Clip Show: Showcase Screening of New Comedy Formats from Around the World

Conversational Creativity: Using the Audience to Generate Ideas and Formats

Deconstructing Comedy

Ten Steps to Creative Thinking

Day 2

Anke Engelke, Actress and Comedian, Brainpool TV & Chris Geletneky, Vice Manager, Executive Producer, Headwriter, Brainpool TV

Ronnie Wolfe, Freelance Writer, TV Sitcoms and Feature Films
Interviewed by John Gough

Brooke Brodack, Viral Video Maker
Interviewed by Ze Frank

Nicolas Paalzow, Managing Director, Janus TV

Star Driven: Writing for a Comedy Star

Witnessing History

Web Comedy: The Web is Like Weather ...
It's Everywhere!

Scheduling and Marketing the Show

Day 3

Paul Jackson, Director of Entertainment and Comedy, ITV

Susanne Fest, Mediator, Mediation FEST & Ime Essien-Hassel,
Coach in Essential Communication

Dewi Wyn Williams, Script Advisor, S4C

The Story of a Hit ... and the Story of a Flop

Negotiation Dance

Finding New Comedy Writers ... Is No Laughing Matter

Day 4

Alan Boyd, Special Advisor to RTL Group & FremantleMedia

Ben Silverman, Co-Chairman, NBC Universal

Alan Connor, Writer / Producer, BBC & Charlie Skelton,
Comedy Writer / Producer

Philip Morrow, Managing Director, Wild Rover Productions

Entertainment is a Serious Business

Lunch with a Mystery Guest

Who's Pitching to Whom and Why ... and How?
The Future for Pitching Comedy in the UK

Management Mechanics: An Executive's Guide to the
Business of Comedy

Day 5

Billy McGrath, Creative Director, Sideline

Humphrey Barclay, Former Independent Producer and
Controller of Comedy LWT & Christian Munder, Director of
Comedy, Sony Pictures & Geoff Posner, Director, Pozzitive
Television & Steve Blame, Script Writer / TV Format Developer

Christian Munder, Director of Comedy, Sony Pictures

The Audience as Editor: Exploration of the Tricks and
Techniques

Funnily Enough? Comments on a Submitted Sitcom Script
in a Live Script-Editing Session and Notes on the
Exportability of Sketch and Narrative Comedy

The Comedy Creator's Tool Kit: A Writer's Guide to
Plotting a Sitcom



Module 2 Game Show Formats Banff, Canada, June 8 – 14, 2008

Day 1

Ed Waller, Editorial Director, C21 Media

John Gough, Head of Programme,
ENTERTAINMENT MASTER CLASS, Director
Creative and Business Affairs, Distraction Formats

Richard Florida, Director, Martin Prosperity Institute
Caroline Servy, Managing Director, The Wit

David Briggs, Non Executive Producer, Prime
Suspects, a 2waytraffic Company & Colman
Hutchinson, Creative Director, Prime Suspects, a
2waytraffic Company

The C21 Media Lecture:
A Bluffer's Guide to the Format Market Place

Format History:
A Potted History of the Format Business. The Last 30 Years
in 30 Minutes

Lunch with a Mystery Guest

Clip Show:
Showcase Screening of Hot New Game Shows From Around
the World

The Rise of a Hit:
The Inside Story of the Hit Game Show Format WHO
WANTS TO BE A MILLIONAIRE? From Idea to Screen and
Beyond

Day 2

Dick de Rijk, Creative / Commercial Director, Dick
de Rijk Productions

Phil Keoghan, Host

David Briggs, Colman Hutchinson
Justin Scroggie & Dick de Rijk

What Makes a Format a Global Hit?
The Secret of the Blockbuster DEAL OR NO DEAL
From Scratch to Cross Media Phenomenon

Reality Hindsight

Format Doctor's Surgery:
How to Turn an Idea into a Paper Format with Progress and
Structure

Day 3

Bob Boden, Senior Vice President, Programming,
Production and Development, Fox Reality Channel

Justin Scroggie, Series Producer, TV Format Devisor
and Author

Tim Crescenti, President, Small World IFT, Paul
Gilbert, Senior Vice President International Formats,
CBS Paramount International Television & Michel
Rodrigue, CEO, Distraction Formats

Tim Crescenti, Paul Gilbert & Michel Rodrigue

The Fine Art of Broadcast and Cable Scheduling

Game Show Mechanics 101:
How to Make Cleverly Simple Shows

Format Distribution Guide:
How to Sell the Format to Television Markets Worldwide

Same Format, Different Places:
How to Localize the Format to Fit Different Television
Cultures

Day 4

David Freeman, President, The Freeman Group

Justin Scroggie

David Briggs, John Gough,
Dick de Rijk & Justin Scroggie

Games: The Future of Entertainment Has Arrived

Game Show Mechanics 101: Do the Math

Format Doctor's Surgery:
Screening of the Five-Minute-Pilots

Day 5

David Freeman

The Game Experience



Module 3

Entertainment, Variety and Event Show Formats

Berlin, Germany, September 2 – 8, 2008

Day 1

Jörg Grabosch, CEO, Brainpool TV

David Lyle, President, Fox Reality Channel

David Lyle

Dr. Ulrich Michel, Lawyer, Nörr Stiefenhofer Lutz

The Rise of a Hit:

The Inside Story of the Hit Show Format BEAT THE HOST

The Development Process - From Idea to Screen And Beyond

How to Enter the US Television Market at Your Own Risk

The Art and Science of Negotiation

Day 2

David Lyle

Larry Bass, CEO, Screentime ShinAwil Productions

Saku Tuominen, CCO, Executive Producer, Zodiak
Television Finland / Broadcasters

Saku Tuominen

The Pitch: Persuasion Tactics

The Story of How a Format Can Benefit a Small Company in a
Small Territory

The Creator's Tool Kit: How to Improve Your Creativity

The Creator's Tool Kit: How to Think Better

Day 3

Danny Fenton, Managing Director, Zig Zag
Productions

Workshop at the School of Design Thinking

The Pitch: Teaser Tapes

The 10 Commandments of Getting a Commission

Design Thinking is a method for developing innovative ideas in all
areas of life. The concept is based on the conviction that true
innovation can only take place when strong multi-disciplinary
groups decide to create a common culture and then research the
interface of differing opinions and perspectives.

Day 4

Virginia Mouseler, Managing Director, The Wit

Guillaume de Posch, CEO, ProSiebenSat.1

Jens Richter, CEO, SevenOne International

Show Case Screenings:

A Glimpse of Summer 08 Hot New Formats: Entertainment,
Variety, Factual and Scripted Shows

Strategic Thinking

A Broadcaster's Guide to Format Distribution

Day 5

Tony Gregory, Director

Justin Scroggie, Series Producer, TV Format Devisor
and Author

Paul Jackson, Director of Entertainment and Comedy,
ITV

Directing the Big Shows

How to Adapt Your Format for Other Territories

Birth of a Show in the Multi Platform Age



Module 4

Factual Entertainment and Reality Show Formats

Copenhagen, Denmark, December 1 – 7, 2008

Day 1

Keri Lewis Brown, Managing Director, K7 Media

Keri Lewis Brown

Ed Waller, Editorial Director, C21 Media

Anna Carrfors Bråkenhielm, CEO, Silverback

Reality Show History

Clip Show: Showcase Screenings of Hot New Reality Show Formats From Around the World

Who is Who – A Bluffer's Guide to the Market Place: Key Players and Big Personalities in the Reality Show Business

The Rise of a Hit:

The Inside Story of the Hit Reality Show Format SURVIVOR

Day 2

Ludo Poppe, CEO, Kanakna & Jean Peet, Process Manager Company and Product, Kanakna

Encarna Pardo, Director of Format Development Department, Boomerang TV & Irene Martinez, TV Format Developer, Boomerang TV

Thomas Sonne, Producer, Mammut Film

Ludo Poppe, Jean Peet, Irene Martinez, Encarna Pardo & Thomas Sonne

Janie Frazer, Casting Director, ITV Productions

The Rise of a Hit:

The Inside Story of the Hit Reality Show Format PEKING EXPRESS

Same Format, Different Places: PEKING EXPRESS in Spain

Same Format, Different Places: PEKING EXPRESS in Scandinavia

The PEKING EXPRESS Panel

Casting for Drama – Discovering New Talent

Day 3

Rasmus Steentoft, Managing Director, Nordisk Film \ Play

Justin Scroggie, Series Producer, TV Format Devisor and Author

Keld Reinicke, Head of Programmes, TV2 Denmark

Jeppe Juhl, Television Produce / Director, High Pulse Entertainment

The Rise of a Hit:

The Inside Story of the Hit Reality Show Format SENSING MURDER

Reality TV: How Far Should We Go?

Small Country: High Concept

How to Cast and Handle Participants in Reality Formats

Day 4

Jacob Houliind, President / CEO & Peter Hansen, Nordic Creative Manager, Nordisk Film

Annie Wegelius, Programme Director, SVT

Tim Crescenti, President, Small World IFT

Jan Salling, Head of International Sales & Business Development, Nordisk Film TV World

Mike Beale, Managing Director, Alchemy Reality

Strategic Thinking: How to Foster Creative Thinking Throughout an Organization

Media With a Mission in a Digital World

Packaging your Format

The Pitch: The Seller's Point of View

Budgeting the Show

Day 5

Lothar Mikos, Professor of Television Studies, Hochschule für Film und Fernsehen "Konrad Wolf"

Karoline Spodsberg, International Director, Nordisk Film TV World

Format Relaunch? Case Study: BIG BROTHER in Germany

Format Distribution Strategies

Module 5

Format Distribution, Exploitation and New Media

Cambridge, UK, February 13 – 19, 2009

Day 1

David Liddiment, Creative Director, All3Media

Dr. David Good, Fellow of King's College, King's College, University of Cambridge & Bill Thompson, Freelance Writer and Broadcaster

Alan Boyd, Special Advisor to RTL Group & FremantleMedia

Produced by John Marshall, UK Trade and Investment

Future Content

Future View

The Unknown Unknowns

Cambridge International Formats Forum

The International Television Formats Pitching Event

Day 2

Ben Hall, Creative Director Content & Production, BBC Worldwide

Martin Russ, Technology Evangelist, Real Time Content

Mike Dicks, Digital Consultant, Bleedinedge & Justin Scroggie, Series Producer, TV Format Devisor and Author

Formatting the Future

Tooling Up for the Future

Setting the Challenge
Workshop

Day 3

Caroline Servy, Managing Director, The Wit

Christoph Fey, Entertainment Lawyer, Unverzagt von Have

Jonathan Coad, Founding Partner, Swan Turton

What's Hot in Multi-Platform Markets

Format Deals

Protecting Your Format

Day 4

Chris Goss, Founder, CTO, Ionoco

Paul Boross, Pitch Doctor, BIG SKY

Tim Regan, Research Software Development Engineer, Microsoft Research Cambridge

Gary Carter, President, Creative Networks and CCO, FMX, FremantleMedia

Format in the Box

Winning Pitches

Social Software and Mobile Media

Creativity as Personal and Organisational Process

Day 5

Doug Williams, Project Director, BT Innovate & Ian Kegel, Head of Future Content Group, BT Innovate

Ludvig Lohse, Gallery Multimedia Manager, The Natural History Museum & Terry Wright, Professor, School of Art and Design University of Ulster & Maureen Thomas, Senior Research Fellow, Churchill College, University of Cambridge

Marian Ursu, Senior Lecturer and Deputy Head Dept of Computing, Goldsmiths University of London

Maureen Thomas, Marian Ursu, Terry Wright, Ian Kegel, Vilmos Zsombori, Ludvig Lohse

Maureen Thomas, Marian Ursu, Terry Wright, Ian Kegel
Moderator: Doug Williams

IPTV: TV Reloaded

Interactive Storymaking Formats:
Where Will It All End?

Choice and Chance:
Tools for Interactive Storytelling

Here Are Some We Made Earlier
Demonstrations of a number of interactive narratives in a range of genres

Panel Session: An Interactive Format?