

Gary Carter**President, Creative Networks and Chief Creative Officer, FMX, FremantleMedia**

Zimbabwean by birth, South African by upbringing, Gary Carter trained as an actor at the University of Cape Town, and worked in the national theatre before moving to London in 1985. During ten years as an agent with Roger Hancock Limited, he represented writers, producers, directors and independent television production companies, including Action Time Limited.

After joining Planet 24 in the mid-90s, he ran their Los Angeles office and managed the company's international business, including the international launch of Survivor!, and the setting up of The Keenan Ivory Wayans Show (Planet 24, Buena Vista for Fox)

In 1997 he moved to The Netherlands to join Endemol, where he was Executive Director of Programme Affairs. During his five years with the company he oversaw the roll-out of Big Brother, and the acquisition from Celador of licenses for Who Wants To Be A Millionaire in 11 European territories.

As President, Creative Networks, for FremantleMedia, Carter oversees the scripted and non-scripted entertainment business for the group, securing product and production quality, and managing the company's creative agenda. As Chief Creative Officer of FMX he is charged with developing and producing experimental personalised and participatory media experiences for the company. He is also a member of the Operating Board.

Widely in demand as a speaker, he has delivered keynote speeches widely, including at the Danish Film and Television Festival, PICNIC (Amsterdam), NATPE Mobile, MIPCOM, ESOMAR (London and Paris), European Media Forum. He teaches widely, including the University of Amsterdam, the University of Krems on the Danube, Austria.

He is a trustee of Performing Arts Labs, and on the board of directors of ST&M, the Amsterdam school of cabaret. Still active in the theatre, he is a recipient of a Time Out/Dance Umbrella Dance and Performance Award.

Gary Carter is an Advisory Board Member of the Entertainment Master Class.

**FremantleMedia**

FremantleMedia is one of the largest international creators and producers of entertainment brands in the world, with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide. International drama programmes include Germany's top-rated serial drama, Verliebt in Berlin (Falling in Love in Berlin), the UK's most successful police drama, The Bill, and Australia's leading soap, Neighbours. The company's entertainment successes range from the award winning international format, Idols, long-running game shows such as The Price Is Right and factual entertainment productions such as Jamie's Kitchen. The company's licensing operation, FremantleMedia Licensing Worldwide, exploits FremantleMedia's brands across multiple off-screen platforms including merchandising, interactive and wireless, home entertainment and music publishing. Fremantle International Distribution, the company's international distribution division, licenses over 19,000 hours of



programming to 150 countries worldwide including successful brands such as American Idol, The Apprentice and Prehistoric Park. FremantleMedia is at the forefront of developing cross-platform media experiences. The company's new platforms operation, FMX is successfully developing new entertainment brands and concepts specifically for mobile, broadband, games consoles and Internet Protocol Television (IPTV). FremantleMedia is a subsidiary of RTL Group, Europe's largest television and radio broadcast company, which is 90% owned by Bertelsmann AG, an integrated media and entertainment company that commands leading positions in the world's media markets.

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