

University of Greenwich

Greenwich film expert addresses global media conference

Date of release: Wednesday, March 22, 2017



Rubbing shoulders with the rich and famous was all in a day's work for University of Greenwich film and television specialist [Lucy Brown](#).

Lucy was invited to present her research on global television at South by Southwest (known as SXSW), one of the world's most prominent film, interactive media and music conferences, which took place in Austin, Texas.

There she joined many leading creative technologists, scholars, entrepreneurs and filmmakers. The line-up included actors Ryan Gosling, Michael Fassbender and Rooney Mara; Cheryl Boone Isaacs, the first African American President of the Academy of Motion Picture Arts and Sciences, known for its annual Academy Awards (Oscars); film director Edgar Wright, and stars from the Game of Thrones TV series.

As Head of Film & Television in the university's Department for [Creative Professions & Digital Arts](#), Lucy presented a talk on How to Make the Next Big TV Studio Hit. She explored the future of television studio genres, from news to drama, and the multi-platform opportunities available for programme makers internationally.

Lucy also signed copies of [The TV Studio Production Handbook](#), her guide to making successful television programmes, co-authored with Lyndsay Duthie.

She says: "It's a great privilege to be part of such a ground-breaking conference and I was honoured to give one of the 50 female-led talks featured this year.

"This is an exciting time to be working in the creative sector. It's important that universities attend cutting-edge events like this to raise their international profile, keep up to date with the latest industry developments, inspire students and ensure the curriculum is forward facing."

As part of her visit Lucy also made links with the University of Texas and gained rare behind-the-scenes access to the making of hit 80s TV show Dallas, one of the most popular series of all time.

For more on studying with the University of Greenwich's Faculty of Architecture, Computing & Humanities: <http://www.gre.ac.uk/ach>

Story by Public Relations

Picture: Lucy Brown during her book signing at SXSW.