

## *Europa Distribution Benefits for Members - 2017*

With **130 members** representing **28 countries in Europe and beyond**, **Europa Distribution** is the **European network of independent film distributors**. Its aim is to strengthen the existing ties between distributors to improve the curation, promotion and distribution of independent films.

Our aim is to **facilitate contacts** between distributors from all over Europe and help them to exchange their views and concerns on the audiovisual industry and films, as well as to **share experiences**. One of the values of the association certainly resides in its numerous and diverse members and their expertise in the distribution field.

**Ursula Meier** (Berlinale's Silver Bear 2012) is the President of Honour of Europa Distribution. The Board of Administration, chaired by **Laurent Dutoit** (Agora Films / Switzerland) and **Jakub Duszynski** (Gutek Film / Poland), is composed of 13 independent European distributors, representative in terms of nationality, type of structure and cultural diversity. **Christine Eloy**, who worked previously for 12 years in distribution, manages the association since 2013.

Since its creation in 2006, Europa Distribution has been the **voice of independent distribution**. The association acts as a **think tank**, a **network**, develops **partnerships** for its members, it is an **interlocutor** with the EU institutions and it **informs** on what is going on for the sector.

## Think Tank

### DISTRIBUTION WORKSHOPS & PUBLIC PANELS

We regularly organise **workshops** focusing on key aspects of distribution (reaching audiences, new business models, pushing legal offer and fighting piracy, releases of animation films and documentaries, negotiation, marketing,...) and trying to anticipate the issues of tomorrow. Together with our festivals partners, we invite (accommodation and part of travel costs are covered) our members to these events.

The public panels we organise are open not only to distributors, but to all professionals accredited to the festivals we partner with. These panels are an opportunity to tackle issues common to all the AV chain, with an emphasis on the distributors' point of view and experience.

As an example, our 2016 events were:

- A panel on **innovative strategies for promotion and distribution** at the IFFR in Rotterdam
- A workshop on the **mutualisation between distributors of marketing and promotion** in the framework of the Sofia International Film festival, with a session in partnership with Europa Cinemas

- A workshop and an public panel on **documentaries** in the framework of Nyon – Visions du Réel
- Our 9<sup>th</sup> annual conference in the framework of Karlovy Vary International Film Festival, with two public panels in partnership with the Lux Prize of the European Parliament with a focus on **film literacy**
- A panel on the **release of Nordic films** in Haugesund, in the scope of New Nordic Films.
- A workshop and a public panel on **promoting independent films on VoD** in the framework of San Sebastian Film Festival
- An open panel entitled “**Everything You Always Wanted to Know About Distribution But Were Afraid to Ask**” in partnership with the Rome Film Festival / MIA.
- A workshop on **professional interactions and negotiation** in the framework of Marrakech International Film Festival

Already confirmed in 2017:

- January: a public panel in the scope of the **International Film Festival Rotterdam**
- March: a workshop in the scope of the **Sofia Meetings**
- June: a workshop focusing on the releases of animation in **Annecy**
- July: annual conference and general assembly in **Karlovy Vary**
- August: a public panel in the scope of the **Norwegian International Film Festival Haugesund**
- September: a workshop in the scope of the **Industry Club of the San Sebastian Film Festival**
- October: a public panel in the scope of the **MIA in Rome**

## FOCUS GROUPS

When needed, Europa Distribution develops **focus groups** on various issues, whether it is:

- **with distributors exclusively** to explain the point of view and position of independent distribution on specific issues (support schemes, territoriality, VoD, film literacy...) through concrete examples and field experience;
- in **partnership with other professional associations** or federations in order to build a community of best practices between professionals of the industry, or to represent the interest of the whole audiovisual industry at best

## Partnerships

### PARTNERSHIPS WITH PROFESSIONAL EVENTS

- **Cartoon Movie in Lyon - March** (animation films pitching event): Invitation of 40 distributors (accommodation + travel + accreditation)
- **Cine en Construcccion in Toulouse - March** (Latin-American works in progress) : Invitation of 2 distributors to be part of the jury (accommodation + travel costs + accreditation)
- **US in Progress - June** (US works in progress) : Invitation of 1 distributors to be part of the jury (accommodation + travel costs + accreditation)

- **Festival del film Locarno - August** : participation to the Step In roundtables of which we are an active partner, and invitation of two junior distributors to take part in the Industry Academy (accommodation + travel costs + accreditation)
- **Biarritz Festival - October** (festival of Latin-American films): Invitation of 1 distributor to be a part of the jury (accommodation + travel costs + accreditation)
- **EAVE** : Europa Distribution's members get a reduced fee (1100€ instead of 1400€) for the EAVE Marketing Workshop held in November in Luxemburg

## INDUSTRY PARTNERSHIPS

- **MUSO** (anti-piracy tools company): Europa Distribution members benefit from a 10% discount on MUSO's services.
- **Distrify Media** (online tools provider): Europa Distribution members can enjoy the distribution plan for free and benefit from Distrify Media's support and set up as well.
- **The Film Agency** (communication agency): Europa Distribution members benefit from a 15% discount on the marketing services provided by The Film Agency.

## PRESS PARTNERSHIPS

- **Cineuropa** publishes articles that were written for our blog, in order to get even more light on our activities
- **FRED.fm** regularly records our open panels and make the podcasts of the entire discussions available on their website
- **Film New Europe** interviews each month one of our member from East and Central Europe (distributor of the month)

## Network

### DISTRIBUTION DATABASE ON CINANDO (FORMER CIDINET)

Our members get **access** to a database created to enhance the sharing of information on promotional and technical material between distributors. Based on a collaborative and participative approach, the database enables distributors to have access to what their colleagues have developed in other countries for their releases (posters, trailers, figures,...) and to facilitate exchange of material in a very competitive market.

Since 2015, the database is included in Cinando, offering even more information on releases.

### NETWORK COCKTAILS & DINNERS

Our workshops are great occasions to **meet and exchange** with fellow distributors from different countries - during these events, we often have get-together dinners in order to carry on the discussion and network in a more informal context.

We also regularly organise cocktails and dinners at major events such as Cannes or Berlin in order to gather our members and allow them to meet and exchange, even when there is no workshop going on.

## Voice of the sector

Europa Distribution is a regular interlocutor for the **European Commission** and more particularly with the **Media Unit**, the **Executive Agency (EACEA)** and the **European Parliament**.

Our goal is to discuss with them current topics but also to **share views** and reflect together on what could come next. We also play the part of a **watchdog**, keeping an eye on the initiatives coming from the European Commission (especially DG Connect) that could have an impact on the sector. Today, as the Commission is pushing towards a digital single market, we are focusing on the importance of territoriality and exclusivity as they remain essential assets for a viable European audiovisual ecosystem in production, distribution and exploitation on all supports (theatrical, vod/dvd, free tv and pay tv).

We aim at building a **positive and constructive dialogue** with the institutions and at **increasing awareness** about the essential role independent distributors play in developing audiences for European film and improving cultural diversity. Besides **continuing to strengthen our presence in Brussels** in the near future, we'd also like to have **regular exchanges with national bodies** when it is needed.

We are regularly **in touch with other international associations** representing all the audiovisual value chain to feed the discussion and report the independent distributors' experience and point of view.

## Informing

Europa Distribution aims at gathering information for distributors on what is going on for the sector.

We inform them through mailing, newsletters, social networks, our blog,...

### **REPORTS AND ARTICLES**

We systematically have note takers during our workshops, so that they make detailed reports of the events for our members, made available on a password-protected page on our website.

We publish on our blog our own exclusive articles: articles on our workshops; reviews of the different events we had; reviews of the political current affairs with a focus on distribution,... We have also a cycle of articles focusing each time on the independent distribution landscape of a specific country.

### **SOCIAL NETWORKS**

We regularly feed our Twitter and Facebook accounts with press articles, but also with information on our activities: announcements of partnerships and events, pictures and tweets from the workshops in real time,... Our pages are aimed at offering a complete digest of distribution news.

# EUROPA DISTRIBUTION

*Explore more who we are, what we do, who are our members, our projects,  
workshops, consulting areas and experiments at stake on*

<http://www.europa-distribution.org>



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TALK