



## Europa Distribution Benefits for Members – 2019

With about **120 members** representing **29 countries in Europe and beyond**, Europa Distribution is the **network of independent film distributors**. Since its creation in 2006, Europa Distribution has been the **voice of independent distribution**.

For over 10 years, Europa Distribution has been creating new bridges for its members to **share knowledge, mutualise experience and exchange** their views and concerns on both the audio-visual industry and films. Through dedicated brainstorming, training sessions and informal gatherings, the Association constantly works to enhance the circulation of information and ideas and to improve the curation, promotion and distribution of independent films.

Besides offering an insight on the world of independent film distribution to other sectors of the film industry, through its open panels Europa Distribution also aims at helping its members to take a step back and look at the bigger picture of the **constantly evolving audio-visual sector**.

The association acts as a **think tank**, a **network** and develops **partnerships** for its members. It is an **interlocutor** for the EU institutions and it **informs** on what is going on for the sector.

**Ursula Meier** (Silver Bear, 2012 Berlinale) is the President of Honour of Europa Distribution. The Board of Administration, chaired by **Laurent Dutoit** (Agora Films, Switzerland) and **Stefano Massenzi** (Lucky Red, Italy), is composed of 12 independent European distributors, representative in terms of nationality, type of structure and cultural diversity. **Christine Eloy**, who previously worked in distribution for 12 years, is managing the association since 2013.

## Think Tank

### DISTRIBUTION WORKSHOPS & PUBLIC PANELS

We regularly organise **workshops** focusing on key aspects of distribution (reaching audiences, new business models, pushing legal offers and fighting piracy, releasing animation films and documentaries, negotiation, marketing...) and looking to anticipate the issues of tomorrow. Together



with our festival partners, **we invite our members to these events** (accommodation, accreditation and part of travel costs are covered).

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

As an example, our 2018 events were:

- A case-study workshop on **animation** in the scope of **Cartoon Movie in Bordeaux**
- A workshop on **professional interactions and negotiation** in the framework of the **Sofia Meetings** of the Sofia International Film Festival
- A workshop on **script analysis** in the scope of the **Karlovy Vary International Film Festival**, with a showcase session on Artificial Intelligence and script analysis
- A panel on the **circulation of Nordic films** in **Haugesund**, in the scope of **New Nordic Films**
- A workshop and a public panel on the exploitation of film catalogues entitled "**Back to the future! How to give films older than 3 years a better life and market,**" in the framework of the **San Sebastian Film Festival**
- Our 12<sup>th</sup> **Annual Conference** at the MIA in Rome, with the General Assembly, round tables on the future of independent distribution and a public panel entitled "**Everything you always wanted to know about distribution but were afraid to ask: Blockchain and its application to the distribution of films**"
- A public panel entitled "**The Act of... Releasing: How to bring documentaries to theatres successfully?**" and a case-study workshop focusing on the marketing and release of documentaries, in the scope of the IDFA in Amsterdam.

Already confirmed in 2019:

- March: a case-study workshop on **animation** in the scope of **Cartoon Movie, Bordeaux**
- March: a workshop on **negotiation** in the scope of the **Sofia Meetings**
- July: a workshop in **Karlovy Vary**, most probably on **online marketing**
- August: a public panel in the scope of the **Norwegian International Film Festival Haugesund**
- September: a panel and a workshop in the scope of the **San Sebastian Film Festival**
- October: Our 13<sup>th</sup> **Annual Conference** in the framework of the **MIA in Rome**
- November: a workshop on **documentaries** in the scope of **IDFA, Amsterdam**



### EXCHANGE PROGRAMME FOR DISTRIBUTORS

Europa Distribution has just launched a new service aimed at **marketing professionals** from its member companies: the Europa Distribution Exchange Programme.

The idea is to offer them an immersive experience of 2 to 5 days in a company abroad to help them, through the exchange of know-how and ideas with foreign colleagues, to **improve their skills, learn new tools and get inspired by successful strategies**. The hosting companies would also benefit from the knowledge exchange and would have the opportunity to study the marketing approach of distributors coming from a different market. This project is designed to help **creating personal and professional connections** between distribution companies and their employees and to **enhance international collaborations** based on specific necessities, offering a space where professionals from different countries can collaborate. By creating and supporting this Exchange Programme, Europa Distribution also aims at **reinforcing the promotion of independent European films** and reaching the European audiences.

Europa Distribution will cover 75% of the total costs for participants (up to €200 for transportation and €100 per night for accommodation).

### WORKING GROUPS

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

- **with distributors exclusively** to work on the point of view and position of independent distribution on specific issues (support schemes, 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 practice between industry professionals, or to best represent the interest of the whole audio-visual industry

## Partnerships

### PARTNERSHIPS WITH PROFESSIONAL EVENTS

- March: **Cine en Construcción in Toulouse** (Latin-American works in progress): Invitation of 2 distributors to be part of the jury (accommodation + travel costs + accreditation)
- August: **Festival del film Locarno**: participation in 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)



- **EAVE:** Europa Distribution members get a reduced fee (1100€ instead of 1400€) for the EAVE Marketing Workshop, held in Luxembourg in November

#### INDUSTRY PARTNERSHIPS

- **GRUVI** (online marketing agency): Europa Distribution members benefit from a 25% discount on Gruvi's Film audience analysis reports and freely access a range of services
- **MUSO** (anti-piracy tool company): Europa Distribution members benefit from a 10% discount on MUSO's services
- **Distrify Media** (online tool provider): Europa Distribution members can enjoy the distribution plan for free and benefit from Distrify Media's support and set up

#### PRESS PARTNERSHIPS

- **Cineuropa** publishes articles that were written for our blog, in order to shine 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 one of our members from East and Central Europe each month (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 materials 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 facilitates the exchange of material in a very competitive market.

Since 2015, the database is part of 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 organise get-together dinners in order to carry on the discussion and network in a more informal context.



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

## Voice of the sector

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

Our goal is to discuss current topics and 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 Institutions that could have an impact on the sector. We were focusing lately on the importance of **territoriality and exclusivity**, essential assets for a viable European audio-visual ecosystem. In addition, and in light of the upcoming **review of the MEDIA Programme** and the changes that already occurred in 2018, we make sure to have a regular exchange with the MEDIA unit and its Agency, addressing more particularly the **distribution schemes** to make them fit with the reality of the industry and the market.

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 independent films and improving cultural diversity. Besides **continuing to strengthen our presence in Brussels** in the near future, we'd also like to continue our **regular exchanges with national bodies**, through, for instance, regular discussions with representatives from the European Film Agency Directors (EFADs).

We are regularly **in touch with other international associations** representing all the audio-visual value chain to feed the discussion and report on 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 regularly inform our members through mailing, newsletters, social networks, our blog,...

### REPORTS AND ARTICLES

# EUROPA DISTRIBUTION

We systematically have note takers during our workshops, to prepare detailed reports of the events for our members that are then made available on a password-protected page on our website.

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

## SOCIAL NETWORKS

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

*Find out more about who we are, what we do, who our members are, our projects, workshops, consulting areas and experiments at stake on:*

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



Europa Distribution



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TALK

Europa Distribution aisbl – 229 Rue Royale – 1210 Brussels  
BCE 0668.997.122

[communication@europa-distribution.org](mailto:communication@europa-distribution.org) – [www.europa-distribution.org](http://www.europa-distribution.org)