

EUROPA DISTRIBUTION - PRESS RELEASE

January 29 2016

**OPEN PANEL**

**International Film Festival Rotterdam**

**February 2<sup>nd</sup>, 10:00-12:00 - Arcadisaal, De Doelen**

This year for the first time, Europa Distribution in partnership with International Film Festival Rotterdam/Cinemart and Creative Europe Desk NL is hosting an open panel in the scope of the Tiger Pro Debates.

Entitled "**Innovative sustainable strategies for distribution and promotion of audiovisual works**", the panel will discuss new viable business models of distributing films.

Many networks, new business models or tools aimed at improving the potential audience of audiovisual works are funded with public money. More specific, one of the Creative Europe programme's key aims is to assist the distribution of European films to wider international audience through digital distribution and audience development schemes. More and more, distributors join efforts with festivals, exhibitors or sales agents on creative projects so that certain films can be seen at all - whether it be online, on the big screen or on television.

Can these initiatives be considered as sustainable business models for the future or more like one more way to release and promote certain types of films? What could be cooperative forms of distribution and how to create successful partnerships and networks? Within this debate, we would like to explore new and courageous ways of distributing films.

Film experts from different territories will join the conversation, led by **Michael Rosser** (Screen International) to share their knowledge and experience: distributors **Eve Gabereau** (Soda Pictures, United Kingdom), **Alaa Karkouti** (MAD Solutions, Egypt) and **Kim Foss** (Camera Film A/S, Denmark), sales agent **Hengameh Panahi** (Celluloid Dreams, France), innovation tools developer **Erwin Schmidt** (Cinemathon International, Germany) and Deputy head of the Media Unit Creative Europe **Martin Dawson** (Belgium).

The panel will be held on Tuesday February 2<sup>nd</sup> 2016, from 10:00 to 12:00 at Arcadisaal, De Doelen. Everyone accredited to the festival is welcome to join.

NOTE: *Europa Distribution is the association of independent film distributors, created in 2006. With more than 140 leading independent distributors representing 29 countries in Europe and beyond, it serves as the voice of the sector and acts as a network and a think tank. Since its creation, Europa Distribution has accompanied and reinforced the integration and collaboration process between its members through information, brainstorming and training sessions. The network's aim is to strengthen the existing ties to improve the curation, promotion and distribution of independent films.*

CONTACT: For more information about the Rotterdam panel, contact: [communication@europa-distribution.org](mailto:communication@europa-distribution.org)