



EUROPA DISTRIBUTION - PRESS RELEASE

September 15 2016

DISTRIBUTION WORKSHOP
San Sebastian International Film Festival
September 18-22 2016

Maintaining a partnership initiated in 2007, Europa Distribution is hosting this year again a distribution workshop in the scope of the San Sebastian International Film Festival and the Industry Club. More than 25 independent distributors members of the network will participate in these work sessions focusing on VOD market and online promotion, and in the festival activities.

Distributors are generally digging to find gold on the new land of VOD market - but who could find it yet, and using which tools? The workshop in San Sebastian will reflect on the new means to make films more visible on VOD platforms and also on how to navigate on data and what results can their analyses offer. Distributors from the network will share their experience and expertise through the presentation of case studies and discussions, and will attend a practical seminar on using data to connect with online audiences.

The workshop will begin on Monday 19th September at Museo San Telmo with an open panel entitled ***The Gold Rush? Or how can independent films finally hope to dig some gold out of VOD.*** This public session, open to all industry accredited, will be moderated by Michael Gubbins (Sampo Media and Chair Ffilm Cymru Wales). Panelists will include Alexandra Poch from EUIPO – European Union Intellectual Property Office (Spain), Anna Harding from Folkets Bio (Sweden), Quentin Carbonell from MUBI (UK), Kobi Shely from Distrify Media (UK) and Emmanuel Joly from European Commission – MEDIA Unit (EU).

For the second year, Europa Distribution will also hold a common session with the EFADs. On Monday 19th, about 10 representatives from various European film agencies will join the distributors to discuss together how to enhance the visibility of films online, amongst others through the revision of the AVMS directive. Both Europa Distribution and the EFADs feel that it is essential to develop the collaboration between industry, film agencies and supranational institutions and to work hand in hand to find ways to enhance the circulation and legal consumption of European films.

Attending distributors will also participate in the festival activities, including Cine en Construcción (works in progress), a selection of Latin American films in post-production stage. Cine en Construcción's aim is to raise the interest of the industry audience on these upcoming movies.

NOTE: *Europa Distribution is the association of independent film distributors, created in 2006. With more than 140 leading independent distributors representing 30 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 San Sebastian workshop, contact: communication@europa-distribution.org