



## EUROPA DISTRIBUTION - PRESS RELEASE

### **EUROPA DISTRIBUTION WORKSHOP**

**San Sebastian International Film Festival September 22<sup>nd</sup> – 26<sup>th</sup>**

Brussels, September 18<sup>th</sup> 2019

In the scope of an enduring and fruitful partnership with San Sebastian International Film Festival, Europa Distribution will host a workshop on the presence and prominence of European films on VoD in the Basque town. Europa Distribution will gather experts and professionals to discuss over a public talk and then during a private workshop the extremely sensitive topic of the availability and visibility of European films on online platforms. Video on Demand has become a prominent element of the film sector but it is not easy for independent distributors to have their independent and European films defended at best on VoD platforms. While DVDs were important in the life of a film, it is unfortunately not yet the case with VoD releases. This is of course a concern and a key topic for independent distributors as their long-term revenues may face a significant decrease.

At an institutional level, the Audiovisual Media Service directive (AVMS) and more specifically the quotas and the prominence tools to be implemented at European level will hopefully help independent European films to gain more visibility. To discuss this topic, a public panel will take place on Monday 23<sup>rd</sup> between 10:00 and 11:30 am. **Anna Herold** (European Commission - Chief of Unit AVMS, BE), **Martin Kanzler** (European Audiovisual Observatory - Film Analyst, FR), **Julie-Jeanne Régnault** (EFADs - Secretary General, BE), **Vit Schmarc** (Artcam - European independent distributor, CZ) and **Silvia Cibien** (EUROVOD, Secretary General, FR) will share their views and experiences with the audience.

This public panel will be moderated by **Michael Gubbins**, British, founder of SampoMedia, journalist and former chair of fFilm Cymru Wales.

The public panel will be followed by a closed workshop on Tuesday 24<sup>th</sup> where Europa Distribution members will have the opportunity to have an in-depth discussion with the invited speakers to the open panel. On Wednesday 25<sup>th</sup>, **Aisté Račaitytė** (Kino Pavasaris, LT), **Monica Felea** (Bad Unicorn, RO), **Ulysse Kelbert** (Curzon, UK), **Jakub Mróz** (Tongariro Releasing, PL), **Kahloon Loke** (Peccadillo Pictures, UK), and **Carola Stern** (Filmcoopi, CH) will share their experience and stories during a session dedicated to the strategies behind the releases of recent European titles.

Europa Distribution will continue discussing with its members and other professionals and experts about the specific challenges of releasing and promoting independent films in Europe with its next events in Rome and Amsterdam.

Articles on all our events will be published on Europa Distribution's socials and blog: <http://www.europa-distribution.org/blog/>

Stay tuned!

NOTE FOR THE EDITORS: *Europa Distribution is the association of independent film distributors. With around 120 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 2006, Europa Distribution has been creating new bridges for its members to share knowledge and mutualise experience. Through dedicated brainstorming and training sessions, open panels, informal gatherings, the Association's aim is enhancing the circulation of information and*

*ideas and to improve the curation, promotion and distribution of independent films.*

CONTACT: For more information about the presence of Europa Distribution at the San Sebastian International Film Festival, contact: [communication@europa-distribution.org](mailto:communication@europa-distribution.org)



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