



EUROPA DISTRIBUTION BENEFITS FOR MEMBERS 2013

Europa Distribution, **with a membership of 125 leading independent distributors representing 26 countries**, serves as the voice of the European independent film distributor. It acts as a **lobby**, a **think tank** as well as a **network** and aims to develop a **strong European film industry**. **Cristian MUNGIU** is the President of Honor of the Association. The Board of Administration, chaired by **Annemie DEGRYSE (Lumière / Belgium) & Jakub DUSZYNSKI (Gutek Film / Poland)** is composed of 11 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity.

The list of the current members is available on our website: www.europa-distribution.org

Since its creation 7 years ago, Europa Distribution has developed 4 main activities: **lobbying in Brussels, consulting, network activities & workshops, and a system of direct financial support.**

LOBBY

In the last few years, we have become the main spokesman for the MEDIA Programme, DG of the European Commission and other European institutions (European Parliament, Council of Europe...) regarding distribution matters. We are developing a **strong lobbying strategy and have hired the services of a Brussels consultant** in order to promote the interests of distributors at European level, make sure that no decision is taken against them, and defend the necessity of a budget increase for the distribution supports.

CONSULTING

We have **working groups** working on various issues and issuing guidelines or templates for our members (VOD clauses in contracts, distribution contracts, guidelines on the delivery of digital material...) so that the members are aware of all possibilities when they negotiate with sales agents or other professionals.

In 2013, we will set up 3 working groups:

- Royalties statements (together with Europa International): 1st meeting during the Unifrance Days
- List of deliverables
- Piracy

NETWORK ACTIVITIES

Distribution Workshops

Throughout the year, we organize **workshops and conferences** for our members on topics like digital, viral marketing, PR, VOD, booking strategies, animation, case studies (in Sofia, Annecy, Locarno, San Sebastian, Lyon, Les Arcs...). These workshops are very successful because they offer free training sessions and enable the members to exchange information and experiences on their daily businesses and releases.

In 2012:

- A workshop on **Booking/sales strategies** in the framework of the **Sofia International Film festival**, gathering about 20 distributors.
- A workshop on **European animation movies** ("How to brand them?") in the framework of the **Annecy Film Festival**, with about 30 distributors



- A workshop on **Marketing strategies** at the **Locarno Film Festival**, gathering about 40 professionals.
- A workshop on **digital distribution** at the **San Sebastian Film Festival**, with about 35 distributors.
- Our Annual Conference in the framework of the **Lumière Film Festival in Lyon**, gathering about 70 distributors.
- A workshop on **VOD issues** in **Les Arcs**, in the framework of the **European film festival**, in December.

In 2013:

- **Sofia (14-17 March): Workshop on day and date strategies**
- **Nyon (24-26 April): new workshop on the distribution of documentaries** in cinemas in the scope of Visions du Réel in Nyon/Switzerland (Doc Outlook International Market).
- **Anney (10-13 June) : Workshop on the distribution of animated films**
- **Locarno (August 9-13) : Workshop on audience engagement in cinemas** : how can distributors and cinemas collaborate better and increase audiences for their films.
- **San Sebastian (Sept) : Workshop on Press/PR**, for press people, looking at the shift to online blogs etc and case studies on feature coverage for releases and working with talent.
- **Annual Conference (Estoril / Nov):** we will include a session on catalogue management.
- **Les Arcs (Dec) : workshop on legal points in the digital age** for heads of legal affairs

Partnerships with professional events

- **Rendez-Vous du Cinéma Québécois, In Montréal – February:** Invitation of 10 ED members (accommodation + travel + accreditation)
- **Cartoon Movie, in Lyon – March** : Invitation of 20 distributors (accommodation + travel + accreditation)
- **Cine en Construcción in Toulouse – March** : Invitation of 10 distributors (accommodation & accreditation)
- **Paris Project – July:** Invitation of 5 distributors (accommodation + travel + accreditation)
- **Power To the Pixel/ Cross-Media Forum, in London – October:** Accreditation offered to 5 non-UK members + 20 % Discount on registration fee for the next 15 non-UK members.

Industry Partnerships

- **Dcinex (European Lab):** Europa Distribution members benefit from a 15% discount (special price list) on technical services provided by Dcinex (Mastering, Creation of DCP, versioning, KDM etc...)
- **The Film Agency (communication agency):** Europa Distribution members benefit from a 15% on the marketing services provided by The Film Agency.
- **European Audiovisual Observatory:** Europa Distribution members benefit from a 10% discount on publications of the European Audiovisual Observatory

CIDINET www.cidinet.eu (in construction)

Free access to the database for the sharing of information on promotional and technical material.

Network cocktails & Dinners

- ED Dinner in the Unifrance Days (Jan)



- ED Cocktail in Berlin (February)
- ED Dinner in Cannes (May)

DIRECT FINANCIAL SUPPORT

- **Europa Distribution International** (supported by MEDIA MUNDUS):
 - o P&A support for European distributors releasing non-European films.
 - o Networking activities
- **TIDE** (supported by MEDIA preparatory action on the circulation of European films in the digital era) :
 - o Experimentation on media chronology and day and date
 - o Experimentation on transversal marketing at European level
- **EDCL** (supported by MEDIA): project coordinated by CN Films in partnership with Europa Distribution :
 - o Financial support for digital releases
 - o Creation of a online library for DCP