

11th EUROPA CINEMAS CONFERENCE

from Thursday 16th November 3:00 pm, until Sunday 19th November 2006 2:30 pm.

HOTEL NOVOTEL PARIS TOUR EIFFEL

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Simultaneous translation: English - French - German - Italian - Spanish (Sessions 1 - 3), and English - French (Session 2 - Workshops).

THURSDAY NOVEMBER 16, 2006

3:00 pm-9:00 pm PREVIEW SCREENING OF 9 EUROPEAN FILMS
(L'Entrepôt, 7/9, rue Francis de Pressensé -75014 Paris)

FRIDAY NOVEMBER 17, 2006

9:30 am-1:00 pm PREVIEW SCREENING OF 6 EUROPEAN FILMS
(L'Entrepôt, 7/9, rue Francis de Pressensé -75014 Paris)

2:00 pm-2:30 pm **INAUGURATION OF THE EUROPA CINEMAS CONFERENCE (Hôtel Novotel Paris Tour Eiffel)**

2:30 pm -6:30 pm **SESSION 1 - DISTRIBUTORS - EXHIBITORS: LIBERTY, SOLIDARITY, DIVERSITY!**

1st Part:

- Presentation by Daniel Goudineau of the Report "Farewell Film? The Challenges of Digital Cinema".
- Presentation by Thomas Pintzke of the Study on Economic Models conducted by Rinke Medien Consult - RMC.

2nd Part:

- How to guarantee distributor and exhibitor independence and freedom of choice?
- How shall the role be divided in the transition towards digital for distributors, exhibitors and the technical industries?
- What does European cinema stand to gain? What place for independent cinema?
- How the film theatre can reinforce its role as market leader?

7:30 pm **RECEPTION-DINER (Hôtel Novotel Paris Tour Eiffel)**

9:30 pm **EUROPA CINEMAS AWARDS CEREMONY AND PREVIEW OF A EUROPEAN FILM**
(Cinéma des Cinéastes, 7, Av de Clichy-75017 Paris)

SATURDAY NOVEMBER 18, 2006

9:30 am-4:30 pm **SESSION II - CHOICE OF 2 WORKSHOPS:**

W1: IN SEARCH OF EQUITABLE ECONOMIC MODELS FOR DIGITAL CINEMA

- Detailed presentation of the RMC Study on Economic Models. Evolution of industry-public sector initiatives.
- What economic choices and what standards for the durable development of digital cinema?
- Investment support schemes: roles of the public and local authorities.
- How to manage the transitional period between analogue and digital?
- Can digital projection attract new audiences?

W2: HOW TO INCREASE THE POTENTIAL OF EUROPEAN PRODUCTIONS IN THEATRES?

- Increasing the potential of European films: joint distributor-exhibitor strategies (case studies).
- Does the disengagement of television channels impact offer diversity?
- Does the concentration of operators and the media respect the success of independents?
- What's new in the chronology of the release windows?
- The emergence of VOD ("Video on Demand"): Impact on theatre attendance.

SUNDAY NOVEMBER 19, 2006

9:30 am-11:00 am **Screening of European film trailers (Hotel).**

11:00 am-11:30 am **CONCLUSIONS OF THE WORKSHOPS**

11:30 am-13:30 pm **SESSION III " EUROPA CINEMAS: PROJECTS AND PERSPECTIVES 2007"**

- MEDIA Plus: Evolution of 2007 Guidelines.
- How do Young Audience activities develop in Europa Cinemas?
- Euromed Audiovisuel II: First results of the support program in the Mediterranean and Europe.
- Presentation of the regulations on on-line services.
- Miscellaneous questions.

1:30 pm-2:30 pm **Lunch (Hotel). End of Conference.**