

PRESS RELEASE - 12th November 2007
FIRST ANNUAL CONFERENCE OF EUROPA DISTRIBUTION
ESTORIL – PORTUGAL – 9-11th November

The first annual conference of Europa Distribution took place during the first edition of the European Film Festival in Estoril (Portugal) on November 9th - 11th . The 35 members of Europa Distribution present (from Switzerland, Germany, Spain, France, Italy, Sweden, Norway, Denmark, Hungary, Greece, Portugal, UK) want to thank Paulo Branco for his generous invitation and the team's festival for its warm welcome.

The independent distributors, aware of the changes caused by the digital revolution, expressed the wish to focus on two main topics:

- The question of the film promotion on Internet with three invited speakers: Grégoire Lassalle (Allociné), Anne Sanchez (Mercredi Agency) and Quitterie Pagniez (e-TF1). This debate enabled us to deal with questions related to viral marketing and to highlight the possibilities of Internet for independent distributors in terms of content and costs.
- The question of VOD for European distributors with the presentation of four different platforms: Pelka Hanssen presented Headweb in Scandinavia, Jürgen Steidler Redfrog in Germany, Abel Palos Filmklik in Hungary and Laurence Rostein Glowria in France. This debate enabled us to ponder the media chronology in Europe and its possible harmonization and to compare the different European platforms in terms of contracts, pricings, share revenues, commercial issue (rent or sell-thru), editorial line, marketing, public targeting...

The Estoril Film Festival also proposed to European distributors a selection of recent Portuguese movies and a meeting with Portuguese producers in order to favour the discovery of an unknown cinematography and to promote future collaborations.

During the General Assembly of Europa Distribution, the distributors pointed out the rich action of Europa Distribution during 2007: Meeting with the EFAD (National Agencies) in Berlin, Participation to the Europe Day in Cannes, Reform proposals to MEDIA concerning the automatic and the selective support, Launch of the website, professional meeting in San Sebastian....

The members have decided to go on with their political work with Brussels, to increase Europa Distribution's presence in festivals (Berlin, Cannes, Karlovy Vary, Stockholm...), to improve the website so that it can become a real information and interaction tool for members, and to reinforce the daily work with other European associations. The next annual conference of Europa Distribution will take place during the second edition of the European Film Festival in Estoril.

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