



European Distributors In Estoril

November 8-12 2007

**Hôtel Cascais Mirage
Av. Marginal, 8554**

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**EUROPA DISTRIBUTION at the European Film Festival in
Estoril November 9th to 11th – Hôtel Miragem, Cascais**

Europa Distribution is an European network of independent distributors, gathering around 60 distributors in 18 countries. The aim of the organisation is to protect and represent independent distribution at a national and an European levels, and to encourage the creation of a network of independent distributors in order to improve the ties and exchange of information between them as well as the level of protection available to them.

Film marketing on Internet (Friday 9th, 3:00pm – 5:30pm)

Internet is now an integral part of the film promotion: it offers content (teasers, videos, photos, etc.) which may not be available on another medium, at least for the moment, to Internet-users. Beyond classical promotion, real strategies can be developed through Internet: viral marketing, communities, blogs,... offer new opportunities to conquer new audiences and to interact with a large public.

Speakers :

- Régine Vial, Les Films du Losange, France (Moderator)
- Grégoire Lassalle, Allociné - France
- Anne Sanchez, Agence Mercredi - France
- Quitterie Pagniez, e-TF1 – France

Meeting with Portuguese producers (Saturday 10th, 21.30pm)

During the Europa Distribution meeting, ED members will have the opportunity to watch Portuguese films. To facilitate exchanges between professionals, a meeting will be organized on Saturday evening. It will enable European distributors to meet up with Portuguese producers and directors of films and to consider possible collaborations for the future.

The new challenges of Video-on-demand (Saturday 10th, 3:00pm – 5:30pm)

VOD is the new challenging sector for cinema. Each European country has already or will soon set up a platform dedicated partly or fully to independent cinema. The European markets show differences due to national specificities but also similarities. This meeting will enable us to compare the experiences of some European firms and will provide ED members a good opportunity to understand better the challenges of this promising market.

Speakers :

- Antonio Medici, Bim Distribuzione - Italy (moderator)
- Laurence Rostein, Glowria - France
- Abel Palos, Filmklik - Hungary
- Pelka Hanssen, Head Web - Sweden
- Juergen Siedler, Red Frog – Germany

What is Europa Distribution ?

- **18 European countries** (Germany, Austria, Belgium, Czech Republic, Denmark, Spain, France, United-Kingdom, Greece, Cyprus, Hungary, Italy, Norway, Netherlands, Poland, Portugal, Sweden, Switzerland);
- **56 distributors at the heart of the European film industry with strong cultural diversity**, free of any association with TV channels and telecommunication groups ;
- All the distributors are **supported by the MEDIA program**, and have worked together thanks to the MEDIA Selective Support.
- Europe's **geographic and linguistic diversity: 85% of the films awarded in Cannes, Venice and Berlin** have been released over the last six years by independent distributors, members of our network. A few samples :
 - THE WIND THAT SHAKES THE BARLEY, by **Ken Loach**, **Golden Palm, Cannes 2006** : Austria – Polyfilm ~ Belgium – Cineart ~ Denmark – Ost for Paradis ~ France – Diaphana ~ Netherlands – A Film ~ Italy – Bim ~ Spain – Alta ~ Switzerland – Filmcoopi, etc...
 - 4 MONTHS, 3 WEEKS AND 2 DAYS, by **Cristian Mungiu**, **Golden Palm, Cannes 2007** : Belgium – Imagine Films ~ France – Bac Films ~ Italy – Lucky Red ~ Spain – Golem Distribucion ~ Switzerland – Frenetic Films ~ United Kingdom – Artificial Eye ~ Norway – Arthaus ~ Czech Republic – Artcam, etc...
 - TUYA'S MARRIAGE, by **Wang Quan'an**, **Golden Bear, Berlin 2007** : Belgium – Cineart ~ Italy – Lucky Red ~ Spain – Golem Distribucion ~ Switzerland – Frenetic Films ~ Norway – Arthaus ~ Sweden – Non Stop Entertainment, etc...
 - GRBAVICA , by **J. Zbanic**, **Golden Bear, Berlin 2006** : Austria – Polyfilm ~ Belgium – ABC ~ Czech Republic – Aerofilms ~ Denmark – Ost for Paradis ~ Spain – Golem ~ France – ID Distribution ~ Netherlands – Cinemien ~ Hungary – Budapest Film ~ Norway – Arthaus ~ Poland – Kinoswiat ~ Sweden – Folkets Bio, etc...

The aims of Europa Distribution

- To create a **network of European distributors** in order to :
 - **Strengthen** the European film industry ;
 - **Improve** the circulation of films and create a real European cinematographic space ;
 - **Support** access to new technologies and the numerical exploitation of European films (theatrically, VOD...).
- To promote **collaboration and interaction** between the various professionals of the film industry chain, particularly with the **screens of Europa Cinemas** ;
- To become **the main spokesman with national and European authorities** for distribution issues, and thereby facilitating dialogue for efficient proposals with the MEDIA program and public agencies.

History of the association

- Founded in Cannes in **May 2006**, under the presidency of **Robert Guédiguian**

- **Meeting of experts on distribution** organized by **MEDIA in June 2006** in Brussels.
- Europa Distribution meetings at the **Europa Cinemas Conference**(Nov. 2006 in Paris) and during the **Unifrance Days in Paris in January 2007**.
- Meeting with the **EFAD in Berlin in February 2007**.
- **General Assembly** in Cannes 2007 (May 21st).
- Launch of **Europa Distribution's website**, September 2007:
 - Creation of a **forum** in order to share information on specific topics;
 - Loading of **case studies on up-coming films** to encourage **common strategies**;
 - Creation of a database of **promotional and delivery material** ;
- **First professional meeting of European distributors in San Sebastian in Sept. 2007**
 - **Workshops with Latin-American distributors** (case studies on up-coming films)
 - **Meeting with Spanish producers** and presentation of their projects
 - **Conference on digital cinema**, distribution and exhibition in Europe, in concert with Europa Cinemas

Projects and initiatives 2007-2008

- **Meeting of European Distributors during the 1st edition of the Festival of Estoril – Lisbon, November 2007**
- **MEDIA 2007-2013 proposals**
 - To adapt subsidies to films which **aspire to both cultural diversity and marketing ambition**
 - To better support the risks that distributors take **on first admissions** of the films.
- **The challenge of new technologies**
 - To **anticipate the digital age**, by supporting digitalizing of European films, promoting **synergy** between Europa Distribution and Europa Cinemas
 - To create a **database on VOD rights** held by the network members in order **to promote European content**.
- **Presence in European Conferences** (Europa Cinemas Conference in Bucarest – November 2007; Unifrance Days in January 2008) **and in European Festivals** (Rotterdam 2008, Berlin 2008, Cannes 2008, Karlovy Vary 2008)