



Europe Day

Saturday 26th May 2007 – 3pm
Café des Palmes

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What is Europa Distribution ?

- **18 European countries** (Germany, Austria, Belgium, Czech Republic, Denmark, Spain, France, United-Kingdom, Greece, 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 at the Cannes Festival 2006 :**
Austria – Polyfilm ~ Belgium – Cineart ~ Denmark – Ost for Paradis ~ France – Diaphana ~ Netherlands – A Film ~ Italy – Bim ~ Spain – Alta ~ Switzerland – Filmcoopi, etc...
- **GRBAVICA , by J. Zbanic, Golden Bear at the Berlin Film Festival 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** and thereby facilitating dialogue for efficient proposals for the MEDIA program and public agencies.

History of the association

- Founded in Cannes in **May 2006**, under the presidency of **Robert Guédiguian**
- Participation of Europa Distribution in the **meeting of experts on distribution** organized by the **European Commission in June 2006** in Brussels.
- Start-up of the **Europa Distribution website** (information, European datas...)
- Presence of Europa Distribution at the **Europa Cinemas Conference** which brought together the European independent exhibitors, in **November 2006** in Paris.
- Europa Distribution meeting 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).

Projects and initiatives 2007-2008

- **MEDIA 2007-2013 proposals**
 - To target subsidies for films which **combine cultural diversity with marketing ambition**
 - To better understand the risks that distributors take **on first admissions** of the films.
- **The challenge of new technologies**
 - To **anticipate the digital age**, by supporting digitalising 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**.
- **Website development**
 - Creation of a **forum** in order to share information and experiences on specific topics;
 - Loading of **case studies on up-coming films** to encourage **common strategies** for film releases;
 - Creation of a database of **promotional and delivery material** ;
- **Initiative for an Annual Meeting of European distributors: 1st edition in San Sebastian in Sept. 2007**
 - **Debates** on common topics (European cinema and multiplexes, the challenge of new technologies...)
 - **Workshops** (case studies on up-coming films in different countries, analysis of different local initiatives...)
 - A place where distributors can meet together and **with all professionals**.