



European network of independent distributors

## GENERAL ASSEMBLY - REPORT

### Monday 21<sup>st</sup> May 2007

#### 1. PLANS FOR THE MEDIA PROGRAM 2007-2013 & NEW GUIDELINES

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Media Automatic & Selective (see document enclosed).

#### 2. POLITICAL MEETINGS

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##### - Meeting with the EFAD (European National Agencies) in Berlin: main conclusions

Three people were there to represent ED: Régine Vial (France, Losange), Antonio Medici (Bim, Italy) and Monika Weibel (Frenetic, Switzerland). Around 50 people from European National Agencies attended this meeting. Aviva Silver, Head of MEDIA, was also present.

The reactions of the participants were generally good. The national agencies think that the creation of ED is a good thing for the promotion of European cinema and cultural diversity and that it will encourage the circulation of European works within Europe. Aviva Silver pointed out the support of MEDIA to this initiative from the very beginning because this network represents the practical and political extension of the spirit of the Media program which aims at strengthening the cooperation between European distributors.

Nevertheless, some of the participants (especially from the UK and Germany) underlined the lack of concrete proposals made by Europa Distribution. Concerning the definition of the independent distributor, the participants were rather reluctant (except one or two) because the reality of independent distribution is very different from country to country. Many of them underlined the difficulty to have one definition for all Europe.

##### - Participation of ED to the Europe Day in Cannes :

Meeting with Viviane REDING and European Ministers for Culture on *Saturday 26<sup>th</sup> May in Cannes* (Régine VIAL, Antonio MEDICI, Enrique GONZALES KUHN, Eliane Dubois)

##### **Participants :**

Europa Distribution : Régine Vial (Les Films du Losange, France), Eliane Dubois (Cineart-Cinelibre, Belgium), Antonio Medici (Bim Distribuzione, Italy), Enrique Gonzales Kuhn (Alta Films, Spain), Adeline Monzier (Europa Distribution), Anne Pouliquen (Europa Distribution)

European Commission: Viviane Reding (European Commissioner for information, society and media), Gregory Paulger (Director of Audiovisual), Aviva Silver (Head of MEDIA)

Ministers for Culture: Claudia Schmied (Austria), Mario Viera de Carvalho (Portugal)

The meeting lasted around 30 minutes. Régine Vial introduced the association, Eliane Dubois spoke about the problems and difficulties that distributors have in Europe, Enrique Gonzales spoke about the issues caused by TV channels, and Antonio Medici about the main issues and projects of Europa Distribution.

We thought more ministers will attend, but this little committee was very attentive, and a large summary will be sent to the other ministers.

Viviane Reding congratulated us for the dynamism of Europa Distribution and its actions. She said that the contribution of Europa Distribution during the upcoming discussions on VoD issues was very important. It represents political solutions: VoD must be a chance for distributors and not an obstacle. In October, a meeting of experts will take place under the presidency of Portugal, and Europa Distribution is invited to participate.

She is very pleased with the fact that we plan to organize our first Conference during the San Sebastian film festival, moreover because it is a small European film festival.

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After the meeting, Aviva Silver, from MEDIA, confirmed the enthusiasm of Viviane Reding. This meeting has improved the political visibility of our projects. She told us that she would try to help us on political issues. Since Viviane Reding has been very positive, we have to think already about our participation to the Europe day next year.

Aviva Silver has encouraged the members of Europa Distribution to answer the call for proposals concerning VoD and DCD (deadline: 9<sup>th</sup> July). We will send you very soon a report about it.

You'll find attached the documents we gave to the participants after this meeting.

### **3. EUROPA DISTRIBUTION'S ORGANISATION**

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- **Designation of an executive Committee of ED (6-8 people) :**

Around 3 meetings per year to draw up ED's main orientations (Cannes, Berlin and Venice/Rome/San Sebastian)

• **LARGE COUNTRIES**

- Régine VIAL – Les Films du Losange – France
- Antonio MEDICI – Bim Distribuzione – Italy
- Enrique GONZALES KUHN – Alta Classics – Spain

• **MEDIUM AND SMALL COUNTRIES**

- Marie BOOBERG – Folkets Bio – Sweden
- Nicolaine DEN BREEJEN (Cinemien) / Chantal KRAKOWSKI (ABC) – Benelux
- Monika WEIBEL (Frenetic) / Laurent DUTOIT (Agora) – Switzerland
- Peggy KARATZOPOULOU-VAVALI – PCV – Greece
- Edward FLETCHER – Soda Pictures – UK

We're still looking for a distributor representing East-European countries.

- **Vote system on line** for all members on decisions made by the Committee

- **Project of an ED Logo** at the beginning of each film released by a member of ED (cf Europa Cinemas' logo)

### **4. VOD / DISTRIBUTION ON LINE**

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• **Proposal for a data base gathering Internet/VOD rights** shared by ED members.

• **Proposal for a creation of a European platform of VOD** in order to apply for MEDIA call for proposals "Distribution on Line"

### **5. 2007 JOINT ACTIONS**

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- **Presentation of ED Website (Forum, Film database...)**

The new website of Europa Distribution will be online in June. The website will be divided in three parts:

- **INFORMATION:** Information about ED, its members, reports of conferences...;
- **FORUM:** creation of a forum where distributors can ask questions online and get answers from other distributors or from ED concerning various topics (VOD, theatrical distribution, digital cinema, case studies, promotion strategies...)
- **VOTE ON LINE:** all the members will have the possibility to have access to the decisions made by the committee and to validate or invalidate those decisions.

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- **Organisation of the First conference of European distributors in San Sebastian 2007**

- Thanks to Enrique Gonzales Kuhn (Alta – Spain), we have been in contact with the San Sebastian Film Festival (September 19-29) to work on the organization of a meeting of European distributors.
- This meeting will most probably take place during the last WE of the festival (from Friday 28<sup>th</sup> until Sunday 30<sup>th</sup> September) and will focus on 5 main points:
  - **Debates** on common topics (European cinema and multiplexes, the challenge of new technologies...)
  - **Workshops on specific topics** (case studies on up-coming films in different countries, analysis of different local initiatives...)
  - Meeting with Spanish Producers presenting Spanish and European projects looking for financial partners
  - Meeting with Latin-American distributors
  - Presentation of the 3 awarded movies of the festival (Golden Concha, Cine en construccin, New Talent)

## 6. OTHERS

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- If there are **any topics you want ED to deal with**, please let us know.
- **New members**: each member of ED should try to convince other distributors in his country to join the association. In some countries, we are very well represented, in others, and especially in the new member states, there is a real lack.
- **Funding possibilities**: please think of any funding possibility in your country (National Agencies, Ministries for Culture, Associations, Regional Funds...), because Europa Distribution needs money in order to go on efficiently.

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