



PRESS CONFERENCE – UNIFRANCE DAYS – January 12th 2008

What is Europa Distribution ?

- Europa Distribution was founded in **Cannes in May 2006, under the presidency of Robert Guédiguian**
- **18 European countries** (Germany, Austria, Belgium, Czech Republic, Denmark, Spain, France, United-Kingdom, Greece, Hungary, Italy, Norway, Netherlands, Poland, Portugal, Sweden, Switzerland);
- **58 distributors at the heart of the European film industry with strong cultural diversity**, free of any association with TV channels and telecommunication groups ;
- 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 : *4 months, 3 days, 2 weeks* (Golden Palm at the Cannes Festival 2007), *The Wind that shakes the barley* (Golden Palm at the Cannes Festival 2006), *Grbavica* (Golden Bear at the Berlin Film Festival 2006)...

The aims of Europa Distribution

- To **defend the interests of independent distributors** and to become **the main spokesman with national and European authorities**.
- 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** ;

History of the association

- **Political meetings: Meeting with the EFAD** (Association of the national public agencies) in Berlin in February 2007 and **with Viviane Reding** during the Europe Day in Cannes 2007.
- **Reform proposals to MEDIA in order** To target subsidies for films which **combine cultural diversity with marketing ambition** and to **better understand the risks taken by distributors**.
- **Professional meetings** (Europa Cinemas Conference 2006 & 2007, Unifrance Days 2007, San Sebastian 2007..)
- **1st annual Conference in Estoril** (november 2007)
- Start-up of the **Europa Distribution website** (information, European datas, European line up...)

Projects and initiatives 2008

- **The challenge of new technologies** (Digitalisation of arthouse movies, synergy between Europa Distribution and Europa Cinemas, VOD...)
- **Website development** (Creation of a database of promotional and delivery material)
- **Organization of distribution forums (Karlovy Vary, San Sebastia, Estoril)** (Debates on new technologies / Case studies on up-coming films / Meeting with local professionals.)

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