

European distributors choose union

Created in May 2006, Europa Distribution has now gathered 70 members from 19 countries who defend together the notions of independency and diversity



Régine Vial and Antonio Medici, co-president of Europa Distribution

« Union makes strength » could be the motto of Europa Distribution members. Launched during the 2006 edition of Cannes festival, the association represents today 70 distributors from 19 countries and has everyday more initiatives and exchanges to support the work of independents all across Europe, understood in its geographical meaning. After Robert Guédiguian, the Dardenne brothers have taken back the presidency of honor, whereas Régine Vial from Les Films du Losange (on the French side) and Antonio Medici from Bim (on the Italian side) are in charge of the executive co-presidency.

« Our first aim was to create a European-wide lobbying and network of professionals through the sharing of information and experiences », reminds Adeline Monzier, manager of Europa Distribution. A goal that has been successfully reached as the association has obviously become a representative that is listened to and respected within the Media program. After the reform of the distribution automatic support, the next biggest challenge of Europa Distribution is of course the transition digital cinema. « We are not against digital projection, but this must not weaken independent distribution », explains Régine Vial. She then emphasizes the importance of granting diversity of offer. « How to manage this transition? » asks Adeline Monzier, before giving a few counterparts to the distributors' contribution, as the financing of the master by the producers, the necessity that theaters take in charge a part of their investments. « Solidarity amongst professionals is essential as hard times are to be announced » she underlines.

Creation of a database

Europa Distribution is also developing a database called Cidinet which will centralize information on all marketing and technical data in relation with the films released by its members each week.

« The first version should be available this summer » announces Adeline Monzier.

In addition to the association's annual conference that takes place each year in November in Portugal, during the Estoril festival, two workshops with case studies and discussion forums are planned in Annecy during the Mifa (from the 9th to 11th of June) and in Paris during Paris Cinema (on the 6th and 7th of July). They have to be added to those that already occurred in Mexico-City in February and in Toulouse, in March, whose objective was to extend the collaboration with Latin-American professionals. It is important to note also that Europa Distribution will be attending Europa Cinema's conference that will take place in Warsaw at the end of the year. « It is important for us to work in partnership with the theaters, especially as Claude-Eric Poiroux and Fatima Djourmer have always supported us », concludes Régine Vial.

Anthony Bobeau