



European network of independent distributors

EFAD MEETING – BERLIN 2007

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.

Now we are going to meet the European Ministries for Culture and Viviane Reding on the occasion of the Europe Day on May 26th. This is the opportunity for Europa Distribution to point out the problems of European distributors and to present our proposals and projects. We need to be positive, without undermining the difficulties of releasing a European movie nowadays.