



FIFTH EUROPA DISTRIBUTION ANNUAL CONFERENCE
Festival Lumière, Lyon
October 6-9 2011

Accommodation : Carlton, Plaza, Beaux-Arts

Conference Center: Villa Lumière (screening room) & musée des moulages on Saturday afternoon (cf. practical info)

Screenings: Institut Lumière

October, Thursday 6th

Arrivals

9pm : Dinner – Brasserie Georges (30 Cours de Verdun)

October, Friday 7th

9:45-10:00: Official Opening (by Cristian Mungiu)

10:00-12:15: Innovative business models, new types of projects and inventive tools for distributors

- Moderation : Mike Gubbins (Consultant, UK)
- Serge Hayat – People for Cinema (France)
- Michel Reilhac – Arte (France)
- Michael Darragh – Ogilvy (UK)
- Anna Sissons – Dogwoof (UK)
- Peter Bogнар – Cinefilco (Hungary)

12:15-1:45: Lunch Break

1:45-4:15: the Digital transition : obstacles & opportunities, business models and professionals' feedback

- Moderation : Hughes Becquart (expert, Belgium)
- David Hancock – Screen Digest (UK)
- Thierry Delpit – CN Films (France)
- Laurent Dutoit – Agora (Switzerland)
- Régine Vial – DIRECT (France)
- Edward Fletcher – Soda Pictures (UK)
- Frederik Stege – Europa International Board/TrustNordisk (Denmark)

4:30-5:30: Focus on MEDIA – John Dick

5:30pm: The Lumière Brothers Show

8pm: Opening Dinner – Cruise Dinner on the Hermès Boat (Quai Claude Bernard)



October, Saturday 8th

9.30-12:00: Current VOD experiences: benchmark business models, obstacles & opportunities, licences & windows

- **Moderation : Mike Gubbins (Consultant, UK)**
- **Luc Martinon – Lyfe/Lug Cinema (France)**
- **Frederic Stege – TrustNordisk (Denmark)**
- **Tilman Scheel – Reelport (Germany)**
- **Jérôme Chung – Under the Milky Way (France)**
- **Antonio Medici – Bim (Italy)**

12:00-1:30: Lunch Break

1:30-3:30: Case Studies

General moderation: Jean-Paul Commin

3:30-5:00: ED Work session

Results of the Working group on distribution contracts – Ania Jones (Vertice, Spain)

Results of the Working group on Royalties statements

2011 ED actions

Presentation of the 2012 ED activities

6:30pm: Festival Lumière closing Ceremony

10:30pm: Closing Dinner – Café des négociants (1 place Francisque Régaud)

October, Sunday 9th

Participation to the Lumière Festival

Departures