



DIGITAL DISTRIBUTION WORKSHOP

in Locarno

August 6th 2011



Industry Days

6-8 | 8 | 2011

Festival del film

Locarno



Workshop on digital distribution
Locarno - August 6, 2011



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PROGRAM

10am-1pm: The technical issues of the digital switch

- Edward Fletcher (Soda Pictures, UK): General Introduction and moderation
- Sophie Juin (Bac Films, France): from 35mm to digital : strategic aspects
- Laurent Dutoit (Agora, Switzerland): the issue of digital material delivery (summary of the meeting with Europa International)

1pm-2:30pm: Lunch Break

2:30pm-5pm: Case Studies of recent digital releases

- Edward Fletcher (Soda Pictures, UK): Moderation
- Anne-Marte Nygaard (Arthaus, Norway)
- Susana Barbosa (Valentim, Portugal)
- Ben Luxford (Artificial Eye, UK)

6:30pm: Cocktail in partnership with the European Producers Club – Teatro Paravento

VENUES

- **Workshop** : Hotel Belvedere Locarno SA - Via ai Monti della Trinità 44
- **Cocktail** : Paravento (refer to map - n° 41)

CONTACT

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With the support of the MEDIA Programme of the European Union



SPEAKERS

10am-1pm: The technical issues of the digital switch



Edward Fletcher, Soda Pictures, UK:

Edward Fletcher is Managing Director of Soda Pictures, a UK based film distribution company he founded with Eve Gabereau in 2003. Releases in 2011 include NORWEGIAN WOOD, ARMADILLO, HOWL, SCREAMING MAN and MEEKS CUTOFF. Soda Pictures were one of the earliest distributors releasing in 2K digital in the UK market starting with its release of Fatih Akin's CROSSING THE BRIDGE in March 2006. The company has continued to develop its digital releasing patterns as the technology has developed and VPF models have emerged. Prior to Soda Pictures, Edward was distribution manager at the Institute of Contemporary Arts and has also managed cinemas in London and Cambridge. He holds an M.A. in Film & Television and currently sits on the board of Film London and Europa Distribution.

www.sodapictures.com www.nbcq.co.uk



Sophie Juin, Bac Films, France:

Since 2000, Sophie Juin is head of the technical department of Bac Films, a French independent distribution company. For 8 years, she has also worked in marketing and publicity at Bac Films. Previously, she worked for Les films Ariane, a production and distribution company, as head of technical department in charge of Servicing, restoration supervision of classic movies and also experienced artistic direction in coloring black/white movies. Her technical knowledge comes from several work experiences she had in different facilities (film, video, sound studios).



Laurent Dutoit, Agora Films, Switzerland:

Laurent Dutoit started working at Agora Films at its foundation in 1999 and is now the CEO of the company. Agora Films is one of the last film distribution companies based in the French part of Switzerland. It releases 12 to 15 films per year (fictions as well as documentaries) and focuses mostly on European "arthouse films" which has become the trademark of the company.

For about 6 years, Laurent Dutoit has also been in charge of programming most of the independent cinemas in Geneva. He is responsible for 4 "arthouse cinemas" (7 screens), 2 of which are part of the Europa Cinemas network. Besides the distribution and the programming, he is a very active member of several working groups and associations such as Europa Distribution and the Swiss branch of the CICAÉ.

He has also been involved in the development of a strategy for the financing of the digital infrastructures in Switzerland. Considered by the film industry as an expert, Laurent Dutoit is regularly invited to participate in important conferences and workshops at national and European levels. Recently he was elected as member of Europa Distribution Board of Administration.

2:30pm-5pm: Case Studies of recent digital releases

Session moderated by Edward Fletcher.



Anne-Marte Nygaard, Arthaus, Norway:

Anne Marte Nygaard is head of distribution in Arthaus. She previously worked a year in Oslo municipal Cinemas and has worked for Arthaus since 1997.

Arthaus is a theatrical distributor of high profile independent quality films, between 15 and 18 titles per year.



Susana Barbosa, Valentim, Portugal:

Susana Barbosa (born in Lisbon, Portugal, in 1971) started her career in the Portuguese audiovisual-entertainment industry in July 1995, in Filmes Castello Lopes, after finishing a degree in Philosophy, History and Theory of Ideas followed by a master in Cultural and Political History. In 1999, has taken the position of Production Manager in a new independent distribution company called LNK Video and in 2002 has left the company to start her own independent distribution company called New Age Entertainment. She entered Valentim de Carvalho Multimedia in 2009 as Head of Operations and has now become Marketing and Operations Manager.

The experience acquired on six years managing the company in the entertainment distribution business and developing all of its department's interaction, and the entire 15 years on the independent entertainment industry, allowed her to understand the workflow of all the process involved and certainly gave her a complete overview of the market and all of its players.



Ben Luxford, Artificial Eye, UK:

After 5 years as Theatrical Sales Manager at Optimum Releasing where he worked on titles such as *Pan's Labyrinth*, *The Orphanage*, *Che* and *This is England*, Ben moved to Artificial Eye as Head of Sales where he has worked on titles including *Antichrist*, *Fish Tank*, *The White Ribbon* and *of Gods and Men*. Films on Artificial Eye's current slate include Lars Von Trier's *Melancholia* and Lynne Ramsey's *We Need to Talk About*

Kevin.



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USEFUL INFORMATION

Accommodation

Please refer to the information provided by the festival upon registration.

Conference center

Hotel Belvedere

Sala Granda

Via ai Monti della Trinità 44

Tel. +41 (0)91 751 03 63

Lunch August 6

Hotel Belvedere

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To reach Locarno from the airport:

The easiest way to arrive in Locarno by plane is to fly to the **Milano Malpensa** airport. If you arrive at Milano Malpensa, a shuttle will drive you to the center of the festival (note that you were asked to book your shuttle in advance).

The shuttle will arrive on the Piazza Grande (n°70 on the map below). From there, you will be able to go to your hotel or go directly grab your accreditation badge.



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Accreditation: where to pick up your badge?

Your badge will be available for pick-up at the **Sopracenerina**. It is located on the Piazza Grande, behind the Post-Office, right by the big cinema screen. There, you can go the **Industry desk**, to pick-up your badge and get information on the different festival events (internet access in the industry lounge, digital library, etc).

Shuttles:

To go from one place to another, the festival has a system of shuttles mostly **departing from The Post Office on the Piazza Grande**.

It will drive you to the different venues (FEVI, La Sala, L'Altra Sala), the Spazio Cinema (where different panels and discussions are organized by the festival) and to the hotels located outside Locarno (like Ascona & Monteverita).

You can get more information at the Industry desk.



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SCREENINGS & FESTIVAL EVENTS

Screenings:

To see movies in selection, you don't need to withdraw tickets, but it is recommended to arrive before the screening (not last-minute), especially in the following venues: La Sala, L'Altra Sala and the Rialto, which have a lower number of seats.

Open-air screenings on the Piazza Grande:

There are some well situated seats dedicated to Industry professionals on this place, but it is highly recommended to **arrive at least 20 minutes before the screening** to secure your seat. Otherwise, you will have to be seated at the back of the place with the general audience.

Industry screenings:

All the industry screenings take place in the Rialto (see map below - n°7).

There are no festival shuttles to go there, but it is a 7-10 min. walk from the Piazza Grande.

SUNDAY 7th

09:00 - *Sunny Days*, Rialto 2 (101')
11:00 - *4 Tage im Mai*, Rialto 2 (97')
11:00 - *Din dragoste*, Rialto 3 (105')
14:00 - *Tanathur*, Rialto 2 (81')
14:00 - *Dernière Séance*, Rialto 3 (70')
16:15 - *El año del tigre*, Rialto 2 (82')
16:15 - *Saudade*, Rialto 3 (167')
18:30 - *The Color Wheel*, Rialto 2 (83')

MONDAY 8th

09:00 - *Carte Blanche*, Rialto 1 (91')
09:00 - *L'estate di Giacomo*, Rialto 2 (78')
11:00 - *Beirut Hotel*, Rialto 2 (98')
11:00 - *Onder ons*, Rialto 3 (84')
14:00 - *Sport de Filles*, Rialto 2 (105')
14:00 - *The Sun Beaten path*, Rialto 3 (86')
16:15 - *Hanaan*, Rialto 2 (84')
16:15 - *The Lonliest Planet*, Rialto 3 (113')
18:30 - *Et si on vivait tous ensemble?* Rialto 2 (96')

Link: www.pardo.ch/jahia/Jahia/home/Industry/Industry-Screenings/lang/en

Digital library:

Where: The digital library is located in the same building than L'Altra Sala (map - n°4) . You can take a shuttle from the Piazza Grande (Post-Office) to get there. Or, if you are at the FEVI (map - n°2), it is a 2 min. walk from there.

When: It is open everyday from 10 am to 7:30pm. Places must be reserved in advance (20 viewing stations)

What: You can see at the Digital Library the movies presented in the following festival sections:

- Piazza Grande - selection (except blockbusters)
- Concorso Internazionale (except the movie *Another Earth*, distributed by FOX)
- Concorso cineasti del presente
- Fuori concorso
- Pardi di domani (short films): national competition, international competition & pardi d'autore/d'artista



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Networking events:

Industry Days Welcome Party:

Friday August 5, 11 pm - midnight

At Lido (by the lake, on Viale Lido - going down Lungolago Giuseppe Motta) – for Industry and Open Doors delegates. Offered by Proimágenes Colombia & Festival del film Locarno.

Europa Distribution & European Producers Club cocktail:

Saturday August 6, 6:30 pm - 8 pm.

At Teatro Paravento (map - n°41) – 5min. walk from Piazza Grande.

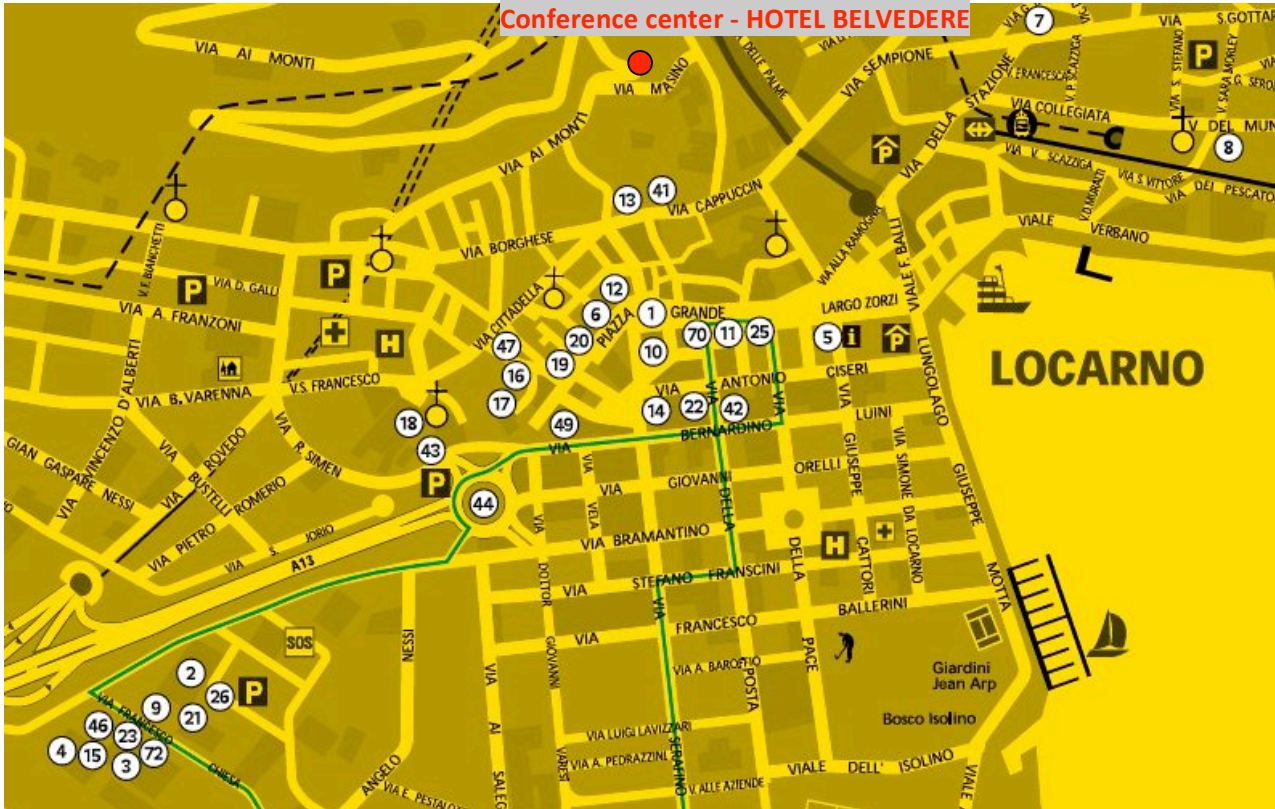
Happy Hours:

Friday 5, Sunday 7, Monday 8, Tuesday 9, from 6:30 to 8pm

La Barca – walking distance from Piazza Grande.



MAP - LOCARNO FILM FESTIVAL



- | | |
|--|--|
| <ul style="list-style-type: none"> 1 – Piazza Grande 2 – Auditorium FEVI 3 – La Sala 4 – L'altra Sala 5 – Teatro Kursaal 6 – Cinema Ex* Rex 7 – Cinema Rialto 8 – PalaVideo 9 – Spazio Cinema (Forum) 10 – Sopracenerina (Festival center / info desk) 11 – Pardo Boutique <ul style="list-style-type: none"> - Bar magnolia – Spazio RSI - Industry Lounge - Leopard Club 12 – Palazzo Maracchi (Prss Room) 13 – Palazzo Morettini (press conferences) 14 – Festival offices 15 – Digital Library 16 – Casorella 17 – Castello Visconteo | <ul style="list-style-type: none"> 18 – Magistrale SUPSI 19 – Pardo Bookshop – Libreria Locarnese 20 – Pardo Bookshop - Melisa 21 – Kids Corner 22 – Club Open Doors (Bar Sport) 23 – Swiss Film Pavilion 24 – Bed & Budget (low cost accommodation) 25 – E-bike rental station (pick-up & return point) 26 – E-bike recharging station
 41 – Bistrot Teatro Paravento 42 – Fashion2Shé 43 – LaSuiteDuFestival 44 – La Rotonda del Festival 46 – Oasi Casablanca 47 – Max Way 70 – Piazza Grande (Post Office) 72 – Spazio Cinema (Auditorium FEVI, la Sala, l'Altra Sala) |
|--|--|

WHO IS WHO

Participants & Panelists

(in alphabetical order by company)



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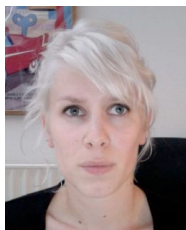
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ABOUT EUROPA DISTRIBUTION

Europa Distribution, **with a membership of 110 leading independent distributors representing 26 countries**, serves as the voice of the European independent film distributor. It acts as a **lobby**, a **think tank** as well as a **network** and aims to develop a **strong European film industry**. **Cristian MUNGIU** is the President of Honour of the Association. The Board of Administration, chaired by **Annemie DEGRYSE (Lumière / Belgium) & Jakub DUSZYNSKI (Gutek Films / Poland)** is composed of 11 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity.

With the support of the MEDIA Programme of the European Union:



Members 2011

Austria ☒ *Filmladen*, Michael Stejskal – *Polyfilm*, Hans Koenig – *Stadtkino Filmverleih*, Claus Philipp.

Belgium ☒ *ABC*, Nicolaine Den Breejen – *Cineart-Cinelibre*, Eliane du Bois & Stephan de Potter – *Imagine Films*, Christian Thomas & Tinne Bral – *Le Parc Distribution*, Jean-Pierre Pécasse – *Lumière*, Jan de Clerq & Annemie Degryse – *O'Brother*, Olivier Bronckart – *Paradiso Filmed Entertainment*, Olivier Mortagne – *U-Dream*, Stephanie Van den Berge.

Bulgaria ☒ *Artfest*, Stefan Kitanov & Mira Staleva – *Pro Films*, Emil Simeonov

Canada ☒ *Metropole Films*, Charles Tremblay.

Croatia ☒ *Continental Film*, Martin Milinkovic

Czech Republic ☒ *Aerofilm*, Ivo Andrlé – *Artcam*, Přemysl Martinek

Denmark ☒ *Camera Films*, Kim Foss – *Ost for Paradis*, Ole Bjorn Christensen – *Scanbox*, Mikael Modig – *Sunrise Film Distribution*, Peter Bendtsen.

Finland ☒ *Cinema Mondo*, Mika Siltala – *Scanbox*, Mikael Modig

France ☒ *Ad Vitam*, Alexandra Henochsberg – *Bac Films*, Roch Lenner – *Chrysalis*, Pierre-François Bernet – *Diaphana*, Michel Saint-Jean – *Epicentre*, Dabiel Chabannes – *Equation*, Didier Costet – *Les Films du Losange*, Régine Vial – *Gebeka*, Marc Bonny – *Haut et Court*, Carole Scotta – *Heliotrope*, Laurent Haléonard – *Jour de Fête*, Etienne Ollagnier & Sarah Chazelle – *Memento Films Distribution*, Alexandre Mallet-Guy – *MK2*, Nathanaël Karmitz – *Pyramide*, Eric Lagesse – *Rezo Films*, Jean-Michel



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Rey – *Shellac*, Thomas Ordonneau – *Sophie Dulac Distribution*, Sophie Dulac – *Wildbunch Distribution*, Jean-Philippe Tirel.

Germany ☐ *Alamode Filmdistribution*, Fabien Arseguel & Tobias Lehmann – *Arsenal Filmverleih*, Egon Nieser – *Fantasia Film*, Wolfram Weber – *GMFilms*, Michael Höfner – *Kairos Filmverleih*, Wilfried Arnold & Helge Schweckendiek – *Kool Filmdistribution*, Michael Isele – *MFA+ FilmDistribution*, Christian Meinke – *Mindjazz Pictures*, Holger Recktenwald & Manuel Stremmel – *Neue Visionen Filmverleih*, Torsten Frehse – *Pandora Film*, Thomas Matlok – *Piffli Medien*, Hans-Christian Boese – *Prokino*, Ira von Gienanth & Emma Klopff – *Real Fiction Filmverleih*, Joachim Kühn, Dirk Steinkühler, Juliane Teut – *Reelport*, Tilman Scheel – *Schwarz-Weiss-Filmverleih*, Matthias Keuthen – *Senator Film Verleih*, Peter Heinzemann – *W-Film*, Miriam Pflüger – *Zorro Film*, Werner Fuchs & Michael Seidel.

Greece ☐ *Filmtrade*, Vassilis Sourapas – *PCV SA*, Peggy Carajopoulou-Vavali – *Rosebud*, Zinos Panagiotidis.

Hungary ☐ *Budapest Film*, Gabor Csurdi – *Mokép-Pannónia*, Balazs Gulyas – *Mozinet*, Gabor Boszormenyi.

Italy ☐ *Bim distribuzione*, Valerio de Paolis & Antonio Medici – *Bolero Film*, Simona Calgagni – *Fandango*, Gianluca Pignataro – *Lucky Red*, Andrea Occhipinti & Stefano Massenzi – *Nomad Film*, Lydia Genchi – *Sacher*, Margherita Chiti.

Lithuania ☐ *Kino Pasaka*, Greta Akcijonaite

Netherlands ☐ *Amstelfilm*, Krijn Meerburg & Marieke Jonker – *Cineart Netherlands*, Eliane du Bois & Wallie Pollé – *Cinemien*, Nicolaine den Breejen – *Contact Film*, Gerard Huisman – *Eye Film Institute*, Monica Eckelkamp – *Filmfreak Distributie*, Kamiel Van der Ster – *Just Film Distribution*, Jean Heijl – *Paradiso Entertainment Netherlands*, Martien Uyttendaele.

Norway ☐ *Arthaus*, Svend Jensen – *EuropaFilm*, Egil Odegard – *Tour de Force*, Tor Fosse & Kristian Fyllingsnes.

Poland ☐ *Gutek*, Jakub Duszynski – *Kino Swiat*, Marcin Piasecki

Portugal ☐ *Atalanta Filmes*, Paolo Branco – *Midas*, Pedro Borges – *Valentim de Carvalho*, Luis Froes.

Romania ☐ *Transilvania Film*, Ileana Cecanu

Serbia ☐ *MCF Megacom Film*, Igor Stankovic

Slovakia ☐ *Film Europe*, Ivan Hronec



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Spain ☐ *Alta Films*, Enrique Gonzales Kuhn – *Golem*, Josetxo Moreno – *Vertice Cine*, Jesús Prieto Sacristan – *Wanda Vision*, Miguel Morales.

Sweden ☐ *Folkets Bio*, Marie Booberg – *Non Stop Entertainment*, Ignas Scheynius – *Scanbox*, Mikael Modig.

Switzerland ☐ *Agora*, Laurent Dutoit – *Cineworx*, Pascal Trächslin – *Filmcoopi*, Felix Hächler – *Frenetic*, Monika Weibel & Daniel Treichler – *Look now!*, Bea Cuttat – *Pathé Films*, Héléne Cardis – *Xenix*, Cyril Thurston.

United Kingdom ☐ *Artificial Eye*, Louisa Dent – *Soda Pictures*, Edward Fletcher.

UNMI Kosovo ☐ *Genci/Kino ABC*, Milazim Salihu

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