



**workshop in**



**July 5 – 7 2011**



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## EDITO & PROGRAMME

**For the 3rd Year, Europa Distribution** – European Network of Independent Distributors – is bringing 50 leading independent European distributors to Paris Cinema / Paris Project.

These distributors will participate, on July 5-7 2011, to **Paris Project** and to a **Distribution Workshop** organized by Europa Distribution (with the support of **the MEDIA Programme of the European Union**).

The objective of this workshop is to **enhance the communication and the cooperation between European distributors** and thus to **strengthen the competitiveness of European films in theatres but also on new distribution means, imposed by new business models**.

### Tuesday 5th July

**3:30 – 6pm : Trends in the Distribution Windows for Movies : The Impact of New Technologies on Existing Markets** (Salle de Commission 70 / BNF/ Entrance : tower 3 – East hall)

- Moderation : Michael Gubbins, Consultant, UK
- Wendy Bernfeld, Rights Stuff, Netherlands
- Jonathon Perchal, Artificial Eye, UK
- Christian Thomas, Imagine Film Distribution, Belgium

**5:45-6:45: General Assembly** (Salle de Commission 70 / BNF)

- Financial Report 2010
- Elections

**7pm: EAVE/MEDIA DESK Cocktail** - Limelight / MK2 Bibliothèque

**8:30pm: Europa Distribution Dinner** – Restaurant Le ZO (13 Rue Montalivet - 75008 Paris)

### Wednesday 6<sup>th</sup> July

**10am-1pm: Participation to Paris Project (Paris Screenings – Works in progress)**

**1pm-2:30pm: Lunch Break at Café B / MK2 Bibliothèque**

**2:30 – 3:30pm: Case Studies** (Salle de Commission 70 / BNF)

- *My little Princess* by Eva Ionesco presented by Eric Vicente (Sophie Dulac Distribution, France)

**3:30 – 5:30pm: ED Work session** (Salle de Commission 70 / BNF)

- Conclusions of the work session with Europa International

- MEDIA :
  - o Conclusions of the working group on MEDIA
  - o ED Political meetings with European representatives
- Pan-European issues & pan-European initiatives :
  - o Laurent Dutoit (Agora, Switzerland) : VOD & multiterritoriality
  - o Yvan Hronec : Presentation Film Europe
  - o Christian Thomas & Alexandre Partouche (MPO – France): DVD & Blu-ray

**7pm: Paris Project Closing Cocktail** - Limelight / MK2 Bibliothèque

**Thursday 7<sup>th</sup> July**

**9:30-12.30: Europa Distribution International / Eye on Film Workshop (with the support of MEDIA MUNDUS)**

- Moderation : Joël Chapron (Unifrance – France)
- Presentation MEDIA MUNDUS : Emmanuel Cocq (MEDIA, Belgium)
- Presentation of EDI : Adeline Monzier (Europa Distribution)
- Presentation of Eye on Film: Loïc Magneron & Camille Rousselet (Wide Management – France)
- Case Studies :
  - o *A Separation* by Asghar by Farhadi – Memento (France), Cineart NL (Netherlands), Artificial Eye (UK), Alamode (Germany), Mokep (Hungary)
  - o *Oliver Sherman* by Ryan Redford - Kanibal Films (France), CineFile (UK), Kaunas film festival & distribution (Lithuania)

**12:30: Media Mundus Closing Cocktail**

**USEFUL INFORMATION & MAPS**

- get around in Paris -

ACCOMMODATION:

**HOTEL ALL SEASONS - Bercy**

77 Rue de Bercy

75012 Paris

Tel: +33 (0)1 53 46 50 50

**Metro stop:** Bercy – line 6 and 14

**RER stop:** Bibliothèque François Mitterrand – line C



CONFERENCE CENTER:

**BNF - Bibliothèque Nationale de France (site François Mitterrand)**

Quai François-Mauriac

75706 Paris Cedex 13

Tel : +33 (0)1 53 79 59 59

**Metro stops:**

Quai de la gare – line 6

Bibliothèque François-Mitterrand – line 14 and RER C

**Buses:** 89, 62, 64, 132 & 325

The room where the workshop will take place is in the **East Hall of the BNF (salle de commission 70)**. To enter the BNF please use the entrance right by **tower 3**.

CONTACTS:

**Europa Distribution:** Adeline Monzier +33 (0)6 07 65 70 40 or Isabelle Obadia +33 (0)6 11 31 12 12 assisted by: Olivia Le Dain +33 (0)6 71 23 29 17

**Hospitality Coordinator:** Mathilde Caillol +33 (0)6 12 49 06 99 assisted by: Nina Kawakami +33 (0)6 84 44 30 88

**Head of Paris Project :** Thibaut Bracq: +33 (0)6 25 86 49 74 assisted by: Ronan Thomas: +33(0)6 12 11 82 96

ARRIVAL:

To get to your hotel you can either get a cab at a taxi station (and you will also find several phone numbers below) or use the public transportation system (fast & cheap solution).

To go to the hotel All Seasons – Bercy:

**1. PUBLIC TRANSPORTATION**

**- From the Orly Airport (ORY):**

\*Take the shuttle “Paris par le train” to reach the **RER C – stop “Pont de Rungis Aéroport d'Orly”**. From there, take the train (RER C) in the direction of Pontoise or Montigny Beauchamp. Then stop at **Bibliothèque François Mitterrand**. You can cross the river and walk to the hotel (please refer to the map below). The train trip should last about 35 minutes, for a total cost of 6,30 €.

\*You can also take the **OrlyBus** (shuttle) to Denfert-Rochereau. From **Denfert-Rochereau**, take the **metro, line 6** in direction of Nation and **stop at Bercy**. On the rue de Bercy, you will be very close from the hotel, walking. The whole trip should last about 35 – 45 min.

**- From the Roissy-Charles de Gaulle Airport (CDG):**

Take the **RER B** from Aéroport Charles de Gaulle in the direction of Robinson or Saint-Rémy les Chevreuses (30 to 45 min). Then stop at **Chatelet les Halles**.

From Chatelet les Halles, take the Metro **line 14** in direction of Olympiades and **stop at Bercy**.

Then, you will be very close from the hotel on the rue de Bercy.

**- From the Gare du Nord** (arrival of Thalys & Eurostar):

Take the **Metro Line 4**, direction Porte d'Orléans. **Stop at Chatelet-Les-Halles**.

From **Chatelet-Les-Halles**, take **line 14** in direction of Olympiades and **stop at Bercy**.

Prices:

**From ORY to Paris:**

- 1 ticket OrlyBus: 6,60 € + 1,70 € (ticket one way – inside Paris)

- 1 ticket RER: 3,80 €

- 1 ticket shuttle “Paris par le train” to RER: 2,50 €

**From CDG to Paris:**

- 1 ticket RER – metro (one way): 8,7 €

**Inside Paris (From Gare du Nord):**

- 1 ticket Metro/Bus/RER (one way, inside Paris): 1,70 €

- Set of 10 tickets: 12 €

- 1 ticket “Mobilis”: unlimited travels for 1 day (inside Paris): 6,10 €

**2. TAXIS – CABS:**

Phone numbers:

**Taxi G7:** +33 1 47 39 47 39 or 3607 (0,15 cts/min.)

**Taxis Bleus:** +33 1 49 36 10 10 or 3609 (0,15 cts/min.)

**Taxis Etoile:** +33 1 41 27 27 27

Indicative Prices & Trip duration (to the hotel):

- **From ORY:** 35 to 46 € - about 20 min.

- **From CDG:** 61 to 81 € - 40min. to 1 h.

- **From Gare du Nord:** 20 to 27 € - about 20 min.

From the hotel to the conference center:

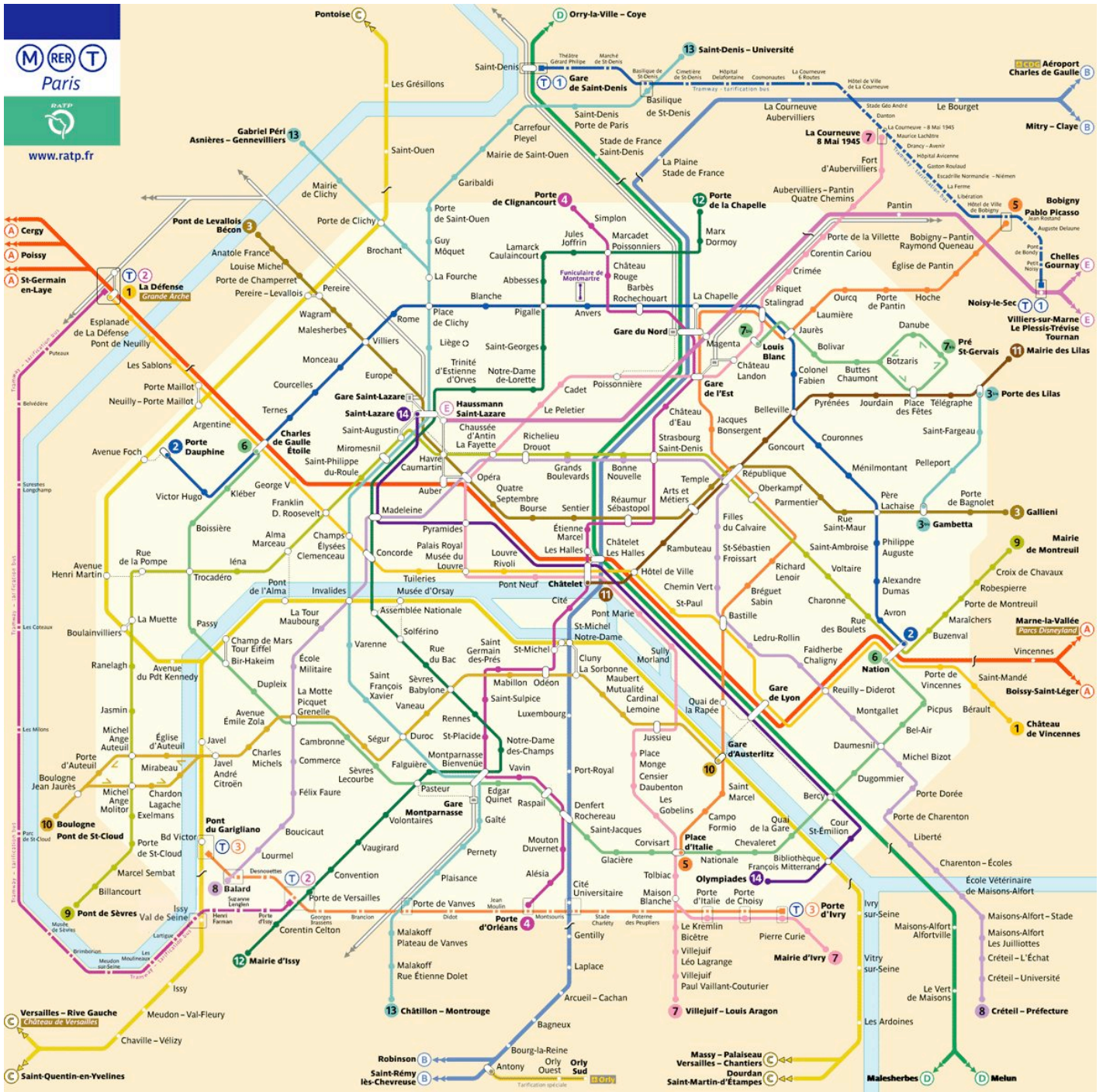
It is a 10-15 min. walk: When you exit the hotel, go in the opposite direction to the metro stop “Bercy” on rue de Bercy. Then, cross the “Parc de Bercy” on your right and take the pedestrian bridge (“passerelle Simone de Beauvoir”), to arrive in front of the BNF.

Enter the BNF through the **East Entrance**, the one that is right by the tower 3, and **just in front the MK2 cinema** (please refer to map 2 below).



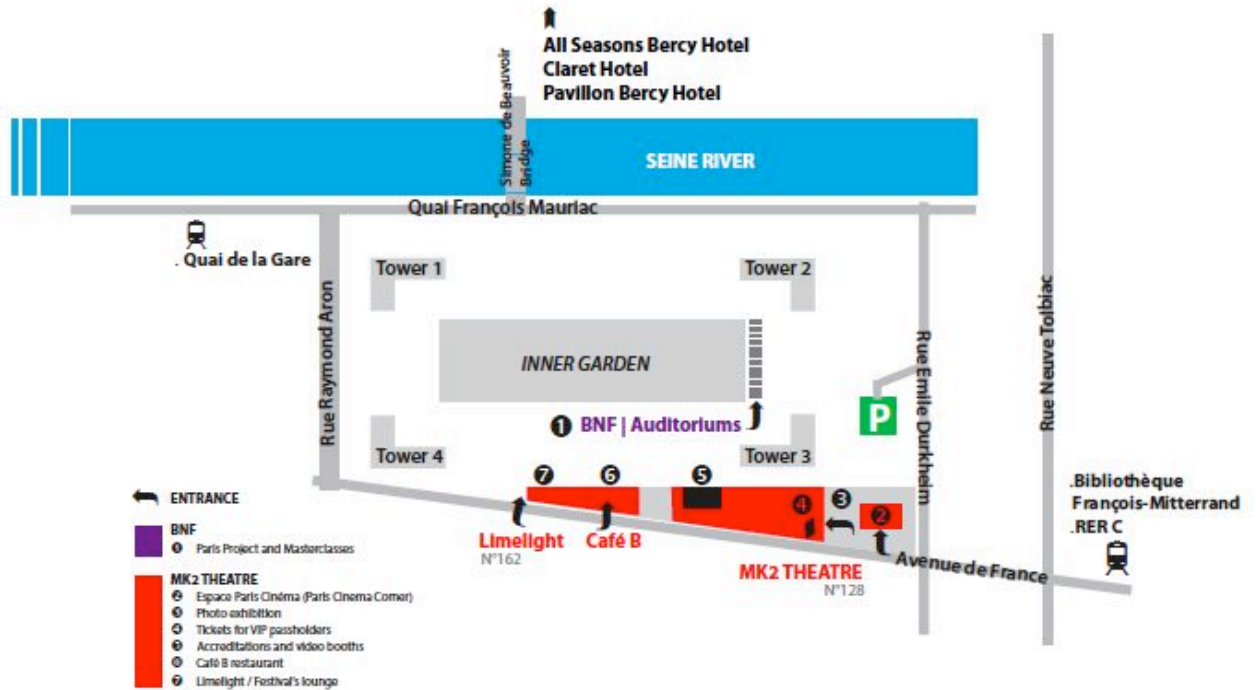
Map 1: Underground public transportation system in Paris - Metro & RER

Note that you can ask for a free map like this in any metro/train station at the "information" or "vente" booths. The station "Bercy" is located at the bottom right-hand corner.



You can also print a map of the subway here:  
[http://www.ratp.fr/informer/pdf/orienter/f\\_plan.php?fm=pdf&loc=reseaux&nompdf=metro](http://www.ratp.fr/informer/pdf/orienter/f_plan.php?fm=pdf&loc=reseaux&nompdf=metro)

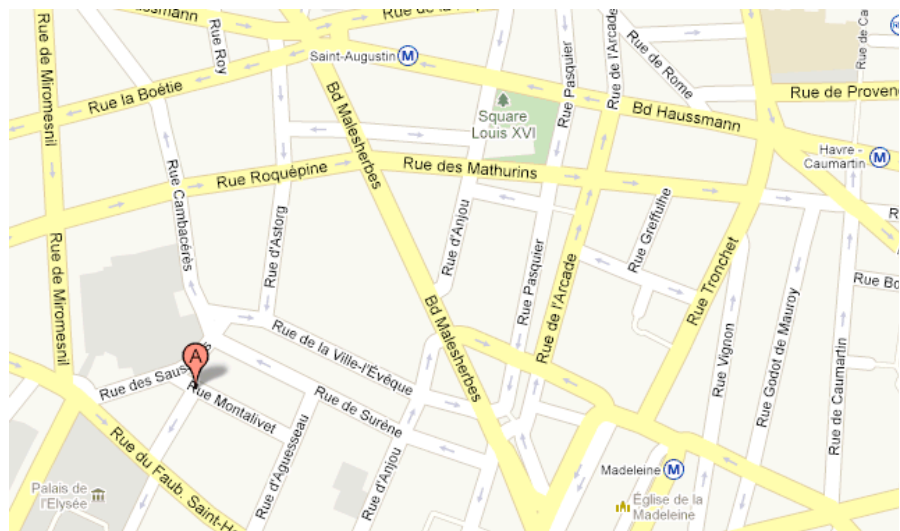
**Map 2: BNF Entrance & MK2 movie theatre**



**RESTAURANTS:**

- A Europa Distribution dinner will be hosted at the restaurant ZO on **Tuesday, July 5 at 8:30 pm:**

**Restaurant Zo**  
13 Rue Montalivet  
75008 paris  
Tél : 01 42 65 18 18  
**Metro stops:**  
Madeleine – line 14  
St Augustin – line 9



- For the meals that are not included in the workshop or if you are staying longer in Paris, you can have a look at these 2 websites presenting good reviews on many Parisian restaurants:

**\*Restos a Paris:**

[www.restoaparis.com](http://www.restoaparis.com) (in French only)

**\*The fork:**

[www.thefork.com/3\\_restaurant/restaurant\\_Paris\\_Ile\\_de\\_France/1/](http://www.thefork.com/3_restaurant/restaurant_Paris_Ile_de_France/1/) (in English)





## SPEAKERS

**Tuesday July 5 - 3:30 - 6pm**

**Trends in the Distribution Windows for Movies: The Impact of New Technologies on Existing Markets**

**Moderator:**

**Michael Gubbins, Consultant, UK**



Michael Gubbins is a journalist and consultant, specialising in digital change in the film and the wider media. He was formerly editor of Screen International and has written for newspapers and magazines, including The Times and Time Out. He has also made frequent appearances on television, including the BBC's flagship film programme, ABC News and Channel Four. Gubbins has spoken at more than 50 festivals and events, including Cannes, Berlin, Rotterdam and Hong Kong and has chaired major events including debates at Europa Cinemas, the European Film Market and the European Parliament. He is on a member of advisory board of Power To The Pixel and BAFTA Learning And Events and a director of the Screenwriters Festival. He has acted as a consultant or written reports for bodies including the UK Film Council, the Swedish Film Institute and CineRegio.

**Speakers:**



**Wendy Bernfeld, Rights Stuff, Netherlands**

Wendy Bernfeld, founder, Rights Stuff BV, is a passionate film buff specialized in hard core content acquisition and distribution, licensing negotiations, and related strategy and rights advice, for traditional media (film, TV, Pay TV/pay per view, formats) and digital new media (Internet, IPTV, mobile, VOD, portable devices, consumer electronics platforms).

Originally from Montreal, Wendy has over 20+ years (15+ in Europe) experience in film/Pay TV channel startup and program buying, beginning originally as an entertainment lawyer and then spending the bulk of her career (before forming Rights Stuff in 1999) as a senior movie buyer/TV executive in various international TV networks.

Her most recent in-house role before founding Rights Stuff was as CEO of Canal+ International Acquisitions from 1993-98, in the centralized joint program-buying conglomerates of FilmNet/NetHold/Canal+, after many years as a multi-region, multi-platform content buyer and channel startup executive. In that era she furthered her particular specialty in major MPAA studio movie "output" and international "indie" deals, while also further enhancing her knowledge of regional cultural tastes and the various distinctive consumer and business approaches.

Prior to her positions at Canal+, she was Managing Director of Alliance-Atlantis (film co-production and distribution) in Europe (1991-93) and before that, VP of Program Acquisition for First Choice/Movie Network in Canada (1984-91).

Wendy has a Bachelor of Law Degree (L.L.B.) from Queens University, after a year of BA/MBA courses in McGill and University of Toronto. She is a member of the Law Society of Upper Canada as well as on the Roll of Solicitors in the UK. Earlier in her career, she practiced law in Canada with Blake Cassels & Graydon, Silverstein's, and, still earlier, was one of 10 appointed as Law Clerk to the Chief Justice of the Supreme Court.

In December 2010, Wendy was named as one of the "Brave Thinkers of Indie Film, 2010" by Oscar-winning independent producer Ted Hope, <http://trulyfreefilm.hopeforfilm.com/2010/12/brave-thinkers-of-indie-film-2010-edition.html>.

### **Jonathon Perchal, Artificial eye, UK**

Jonathon did a double honours undergraduate degree in political science and economics. He then studied law at Osgoode Hall Law School and McGill University in Canada and completed his masters of law at the London School of Economics and Political Science. He has also completed a diploma course in media studies specializing in cinema and a diploma course in film journalism. He is also a fully qualified Shiatsu therapist.

Jonathon has worked in the film industry for over 20 years in a variety of roles (mostly acquisitions and business affairs) in distribution, sales and production. He has worked in United States, Canada, Australia and the United Kingdom. His first film job in the UK was at PolyGram Filmed Entertainment where he worked on such films as Elizabeth and Lock Stock and Two Smoking Barrels. Since then he has worked for Universal Pictures, Momentum, Icon, Content and now Artificial Eye. He was also executive producer on a number of films including Mr Right.



### **Christian THOMAS, Imagine, Belgium**

Born in Brussels, Christian Thomas studied Art History at ULB-Brussels then Film Theory and Criticism at USC-Los Angeles.

From 1991 to 2001, he managed and programmed the Brussels International Film Festival. Between 1997 and 2003, he produced a couple of short and documentaries and got involved as a programmer in various festivals.

In 2002, he founded IMAGINE FILM DISTRIBUTION, releasing approximately 15 arthouse films a year in the Benelux.

**Thursday July 7 - 9:30am – 12:30pm**

**Europa Distribution International / Eye on Film Workshop (with the support of MEDIA MUNDUS)**

**CASE STUDIES:**

- ***A Separation*** (Asghar Farhadi, Iran) presented by Sonia Rastello - Memento - France
- ***Oliver Sherman*** (Ryan Redford, Canada) presented by Muriel Rousselet - Kanibal films - France and Richard Mowe - Cinéfile - UK

With the participation of:

Emmanuel Cocq (MEDIA, Belgium) ; Adeline Monzier (Europa Distribution - France); Loïc Magneron & Camille Rousselet (Wide Management – France) ; Anne Van Der Pol (Cineart - Netherlands) ; Jonathon Perchal (Artificial Eye - UK), Tobias Lehmann (Alamode - Germany), Katalin Csanski (Mokep-Pannonia, Hungary); Ilona Jurkontyte (Kaunas film festival & distribution - Lithuania)

**Moderator:**



**Joel Chapron, Unifrance, France**

Born in 1960, Joël Chapron started his career as a conference interpreter (Russian language). At the same time he joined the *Le Robert Dictionaries* (1986-1992) as a sub-editor and proof-reader. He has pursued a parallel career writing sub-titles (over 80 Russian films) and translating scripts while carrying out different missions in Central Europe and the ex-USSR for SACD (the Society of Dramatic Authors and Composers), the National Centre of Cinematography, Europa-Cinemas and the European Audiovisual Observatory and has also collaborated on several Franco-Russian coproductions (including *An Independent Life* by Vitali Kanevski and *East-West* by Régis Wargnier).

In 1995 Unifrance, an organisation for the promotion of French cinema abroad, appointed him their Central and Eastern European manager. For more than 15 years he has been working with the Cannes Film Festival, drawing up a short-list of films from the ex-USSR and Eastern Europe and since 2006 he has been selecting Eastern European films for the Locarno Film Festival as well.

He was a member of the cinema think-tank “L’Exception” (2000-2004), sponsored by *Le Monde* and the Paris Institute of Political Science, whose work was published in three books by Gallimard, *Le Banquet imaginaire (The Imaginary Banquet)*, *Voir ensemble (Seeing Together)* and *Le Cinéma sans la télévision (Cinema without Television)*. Following several years spent as a research worker at the Culture and Communications Laboratory at Avignon University, in September 2009 he was officially appointed associate professor.

Joël Chapron has also written numerous articles on film-making in Eastern Europe, both for the French and foreign press. In 2011 in Russia he published a survey: *The Principles and Structure Governing the Financing of French Cinema*, in collaboration with Priscilla Gessati (ed. Azbuka-Attikus, in Russian). He is a member of the editorial staff of the forthcoming edition of the *Larousse Dictionary of Cinema* (due to appear in 2011), is collaborating on a book edited by Emmanuel Ethis, a lecturer in Information and Communication Sciences at the University of Avignon and the Vaucluse, entitled *Les Belles ténébreuses, une sociologie des stars au cinéma (Dark Beauties, a sociological study of cinema stars)* to be published by *Armand Colin*, and is also writing a history of French cinema in Russia.

**Speakers:**



**Sonia RASTELLO, Memento, France**

Sonia is currently head of marketing in Memento distribution, a french distribution company, since 2008. From 2001 to 2008 she has worked in Rezo films, another french distributor, as a marketing and promotion assistant.



**Muriel ROUSSELET, Kanibal films, France**

After having worked in film distribution for several years (for 20th Century Fox, Lucasfilms, Disney, WarnerBros, UGC...), Muriel Rousselet created in 2007 a counseling company focused on marketing strategies and communication in the cinema sector.

Its core activity is the work upstream on films, building a tight relationship with productions, in order to set up the identity of the film, to establish a strategic guide book and forward it to the distributor.

The logic follow-up of this work is the distribution. The experience Muriel acquired throughout the years allows her to gather a team of experts for each film in order to release the movies in the most efficient way.

Her know-how in the purchase of advertising space as well as her privileged relationships with the media are complementary resources for the services she offers.



**Richard Mowe, Cinéfile, UK**

RICHARD MOWE is a director of CinéFile, a company devoted to the distribution of independent and world cinema in the UK and Ireland. He is a member of the British Academy of Film and Television Arts, and the international critics' federation Fipresci. He is a founder and director of the Italian Film Festival UK and the French Film Festival UK. As a film writer and journalist he is a regular attender of film festivals around the globe, including Sundance, Berlin, Deauville, Karlovy Vary, Taormina and Cannes as well as the European Film Awards and has served on many juries and panels. He has interviewed and written about many of the leading players in the film industry. He ran as cinema director The Lumière, an innovative film theatre within the Royal Museum, part of the National Museums of Scotland until it closed some five years ago. He has been awarded by the French Government the honours of Chevalier de l'ordre des Arts et des Lettres and [currently] Officier de l'ordre des Arts et des Lettres.

**Europa Distribution – General Assembly**

**Tuesday July 5 2011 - 5:45-6:45 pm**

We invite you to the annual General Assembly of the Europa Distribution association to be held at the BNF in Paris on with the following agenda:

1. Presence List
2. Approval of the 2010 financial statements
3. Presentation of the 2011 actions
4. Election of the new Board of Administration
5. Nomination of the statutory auditor
6. Miscellaneous

The ED members who wish to stand for the Board of Administration have to let it know as soon as possible.

In case you cannot attend the General Assembly, you can be represented by another member of the association who has the right to vote on your behalf (please fill in the form below).

Decisions are taken by simple majority of the voting members present or represented (Art. 10, Statutes).

We remind you that only the members who have paid their membership fees for 2010 can participate to the General Assembly (Art. 10, Statutes).

In Paris, the 16 June 2011

The Board of Administration



**WORKS IN PROGRESS**

- Films in Post production -

**Wednesday July 6: 10am – 1 pm**

**MK2 Bibliothèque – screening room 11**

**PARIS PROJECT SCREENINGS**

Paris Project organizes one screening session of 4 films in postproduction seeking partners such as sales agents and/or distributors to achieve completion. Each film will be presented by the producer, co-producer or director.



Ivan WILD  
(director)

**BUILDING ROYAL**, by Ivan Wild, Colombia

Production: Ciudad Lunar  
(cf. Projects' book p. 36)

**Synopsis:**

The Building Royal, the same one that in the 80's was seen as a symbol of status and comfort, is now in decay. The smell of humidity and paint falling from its walls is a testament to the passing of time. There are even rumors that a plague of cockroaches is growing in its insides. These signs of decay seem to transcend the physical, creeping through door cracks and window slides and into the lives of its inhabitants. When we enter the Royal, we'll meet a family that hosts a dead man in his coffin; an old woman who has invented a son out of a picture of Tom Cruise to give some joy to her oblivious husband; a building administrator whose dreams of glamour and beauty are being crushed by reality, and a concierge struggling with the impossible task of keeping the fancy image of the Royal alive. Small, everyday life stories of a Latin American middle class hanging on to an unreachable dream. Things aren't well in the Building Royal, and despite its inhabitants know there's something wrong with their lives, none of them are able to find a way to make it better.



Özcan ALPER  
(co-producer & french distributor)

**FUTURE LASTS FOREVER**, by Özcan Alper, Turkey, Germany, France

*Selected to Paris Project Meetings in 2010*

Production: Nar Film - Arizona Films  
(cf. Projects' book p. 37)

**Synopsis:**

Sumru (28) is doing music researches at a university in Istanbul. To work on her thesis on gathering and recording an exhaustive collection of Anatolian elegies she sets off for the south-east of the country for a few months. The brief trip turns out to be the longest journey of her life. In the course of the trip, Sumru crosses paths with Ahmet, a young guy who sells bootleg DVDs on the streets of Diyarbakır, with Antranik, the ageing and solitary warden of a crumbling church in the city and with various characters who witness the ongoing "unnamed war". During her three-month stay in Diyarbakır while she was looking for the stories of the elegies, she finds herself having to confront an agony from her own past which she has buried until now. While they set off for an evacuated

mountain village in Hakkari, she does not respond the questions of Ahmet, who can not understand the reason why they take such a dangerous journey, “Why this village especially, what is there?”...



**LIKE RAINING AT THE END OF APRIL**, by Wichanon Somumjarn, Thailand

Production: Electric Eel Films

(cf. Projects' book p. 38)

**Synopsis:**

Nhum is a construction foreman working in Bangkok. The political instability in Thailand has making its presence felt in all business sectors. Nhum suddenly finds himself out of jobs. He decides to leave Bangkok to go back to his hometown in the northeast of Thailand to attend his high school friend's wedding during the Thai New Year in April -- which also happens to be the

hottest month of the year.



**P-047**, by Kongdej Jaturanasmee, Thailand

Production: Song Sound Production

(cf. Projects' book p. 39)

**Synopsis:**

Lek is a lonely locksmith who's never had a girlfriend. Kong is an aspiring writer who lives with his mom. The two strangers work side by side at the shopping mall, one copying keys, the other selling tabloid magazines. Together, they hatch a plan that combines their talents. They break into apartments during the day when the owners have gone to work. They don't steal

anything, they only borrow. They borrow the lives, the loves, the things that belong to strangers. One day, they borrow more than they bargain for. Everyone has secrets and some cannot be revealed. Later, Lek wakes up in a hospital. To his confusion, everyone begins calling him Kong. He recuperates from his injuries. Every afternoon he walks up to the roof to have a smoke. There, he meets Oy, a young female patient who likes to sniff empty containers – bottles, cans, tins, anything that will take her back to the past. They form an odd friendship. After he leaves the hospital, Lek breaks into Kong's home. He discovers secrets about his old friend that he never knew. He even meets the girl of his friend's dreams. But where is his friend?

FILMS - CASE STUDIES

**My Little Princess - 2011**



**Director:** Eva Ionesco

**Nationality:** France

**Production:** Les Productions Bagheera

**International sales:** Urban Distribution international

**Distributors:**

- Sophie Dulac Distribution, France
- ABC distribution, Belgium
- Cinemien, Netherlands

**Synopsis:**

Hannah & Violetta are making an extraordinary couple: elusive mother and little girl yearning for maternal love, unpredictable artist and model despite her.

When Hannah asks her daughter if she wants be her model, everything changes in Violetta's life who lived so far with her caring grandmother. From an ordinary childhood, she turns into the muse of the Parisian artistic milieu...

**Nader and Simin: a Separation (Jodaeiye Nader az Simin) - 2011**



**Director:** Asghar Farhadi

**Nationality:** Iran

**Producer:** Asghar Farhadi

**Executive producer:** Negar Eskandarfar

**International sales:** Memento International

**Distributors:**

- Artificial Eye, UK
- Alamo Films, Germany
- Sacher Distribuzione, Italy
- Folkets Bio, Sweden
- Arthaus, Norway
- Camera Films, Denmark
- Memento Films, France
- Cinéart, Belgium
- Mokep-Pannonia, Hungary
- Cinema Mondo, Finland
- Alambique, Portugal
- Soul Food distribution, Serbia

**Synopsis:**

When his wife leaves him, Nader hires a young woman to take care of his suffering father. But he doesn't know his new maid is not only pregnant, but also working without her unstable husband's permission. Soon, Nader finds himself entangled in a web of lies, manipulation and public confrontations.

**Oliver Sherman – 2010**



**Director:** Ryan Redford

**Nationality:** Canada

**Production company:** The Film Works

**International sales:** Wide Management

**Distributors:**

- Kanibal Films, France
- CinéFile, UK

**Synopsis:**

Tensions arise when Sherman visits the home of Franklin, a fellow soldier who saved his life back in the war. Franklin has long since moved on – to a wife, two children and a reliable job, but the stability he has worked so hard to establish is soon threatened by Sherman’s presence. The film stars Donal Logue, Molly Parker and Garret Dillahunt.

## Europa Distribution International

### Presentation

In 2011, 24 European Distributors from 16 European countries will benefit from Europa Distribution International and its support scheme as co-beneficiaries. This scheme enables to support up to 50% of the effective commercialization costs (P&A costs) linked to the release of a third country movie. Each distributor-beneficiary will be given a grant for the release of one third country movie of its choice.

**The general objectives** of the project are:

- Promote sales of third-country movies in Europe and of European films in third countries.
- Encourage financial investment on the part of distributors to facilitate the release of such films in theatres and on new distribution platforms.
- Increase programming of non-European films in European cinemas and of European films in third country cinemas to improve their public visibility and attendance numbers.
- Encourage the innovative use of new technologies in order to reach new audiences for third country works;
- Increase distribution of third countries animated movies and young audiences driven strategies.
- Bring together European and third-country distributors into an international network, giving them common objectives to achieve a better circulation of non-European movies in Europe and of European movies in the world.

The project is supported by MEDIA Mundus





**List of non-EU movies distributed by members of the EDI project**

| Title                      | Country                  | Distributor       | Territory    | Release date     | Number of prints |
|----------------------------|--------------------------|-------------------|--------------|------------------|------------------|
| 13 assassins               | Japan                    | Cinéart           | Belgium      | mid-July 2011    | 1                |
| 13 assassins               | Japan                    | Artificial Eye    | UK           | May 6 2011       |                  |
| A SCREAMING MAN            | CHAD                     | Soda Pictures     | UK           | May 13 2011      | 6                |
| Air Doll                   | Japan                    | Eye Fikm Institut | Netherlands  | April 29 2010    | 4                |
| Alamar                     | Mexico                   | Eye Fikm Institut | Netherlands  | August 19 2010   | 6                |
| Ano Bisiesto               | Mexico                   | Xenix             | Switzerland  | 5 January 2011   | 5                |
| Another Happy Day          | USA                      | Memento           | France       | October 2011     | 120              |
| Athletu                    | Ethiopia                 | Folkets Bio AB    | Sweden       | 4 March 2011     | 7                |
| Boy                        | New Zeland               | Folkets Bio AB    | Sweden       | 25 February 2011 | 9                |
| Carancho                   | Argentina                | Xenix             | Switzerland  | 9 February 2011  | 10               |
| CHAQUE JOUR EST UNE FETE   | LIBAN                    | Sophie Dulac      | France       | 27 January 2010  | 6                |
| Cogunluk                   | Turkey                   | Rosebud           | Greece       | March-April 2011 | 2                |
| DERNIERS JOURS A JERUSALEM | PALESTINE                | Sophie Dulac      | France       | 03 August 2011   | TBA              |
| Elena                      | Russia                   | Pyramide          | France       | 14 december 2011 | 50               |
| Exchanges                  | Israel, Germany          | Pyramide          | France       | TBA              | TBA              |
| FIX ME (Raed Andoni)       | PALESTINE                | Sophie Dulac      | France       | 17 November 2010 | 11               |
| Hermano                    | Venezuela                | Wanda Vision      | Spain        | 10 June 2011     | 20               |
| I killed my mother         | Canada                   | Folkets Bio AB    | Sweden       | 4 February 2011  | 7                |
| I wish I knew              | China                    | Cinéart           | Belgium & NL | May 11 2011      | 1                |
| I wish I knew              | China                    | Midas             | Portugal     | 7 July 2011      | 1                |
| ILUSIONES OPTICAS          | CHILI                    | Sophie Dulac      | France       | 17 February 2010 | 14               |
| INFILTRATION               | ISRAEL                   | Sophie Dulac      | France       | 25 May 2011      | TBA              |
| Jewish Connection          | USA                      | Pyramide          | France       | 16 Feb 2011      | 60               |
| Kinatay                    | Philippines              | Eye Fikm Institut | Netherlands  | 2 Dec. 2010      | 2                |
| La Demora                  | Mexico                   | Memento           | France       | November 2011    | 20               |
| La mirada Invisible        | Argentina, Spain, France | Pyramide          | France       | 4 May 2011       | TBA              |
| La vida de los peces       | Chile                    | Eye Fikm Institut | Netherlands  | 12 May 2011      | 6                |
| Las Colores de la Montana  | Colombia, Panama         | Xenix             | Switzerland  | 20 March 2011    | 3                |
| Las razones del corazon    | Mexico                   | Wanda Vision      | Spain        | 21 Oct. 2011     | 8                |
| Le Vagabond                | Israel                   | Sophie Dulac      | France       | 30 March 2011    | 6                |
| LES SECRETS (Raja Amari)   | TUNISIE                  | Sophie Dulac      | France       | 19 May 2010      | 26               |

|                                     |                    |                    |              |                  |     |
|-------------------------------------|--------------------|--------------------|--------------|------------------|-----|
| Lola                                | Philippines        | Eye Fikm Institut  | Netherlands  | 18 Nov. 2010     | 4   |
| Los Viajes del Viento               | Colombia           | Eye Fikm Institut  | Netherlands  | 1 April 2010     | 5   |
| Min Dit: The Children of Diyarbakir | Turkey/Germany     | Rosebud            | Greece       | April-May 2011   | 1   |
| Nader and Simin, A separation       | Iran               | Cinéart            | Belgium & NL | 8 June 2011      | 16  |
| Nader and Simin, A separation       | Iran               | Folkets Bio AB     | Sweden       | TBA              | TBA |
| Nader and Simin, A separation       | Iran               | Memento            | France       | September 2011   | 50  |
| Naomi                               | Israel, France     | Pyramide           | France       | 29 June 2011     | TBA |
| Norwegian Wood                      | Japan              | Arthaus            | Norway       | 18 March 2011    |     |
| Norwegian Wood                      | japan              | Lumiere Publishing | Belgium      | May 4 2011       | 10  |
| NORWEGIAN WOOD                      | JAPAN              | Soda Pictures      | UK           | 11 March 2011    | 40  |
| On the ice                          | USA                | Memento            | France       | December 2011    | 50  |
| Outrage                             | Japan              | Midas              | Portugal     | 23 June 2011     | 1   |
| Play Off                            | Isreal             | Cinéart            | Belgium & NL | end 2011         | 20  |
| Poetry                              | South Korea        | Arthaus            | Norway       | October          | 12  |
| Poetry                              | Korea              | Eye Fikm Institut  | Netherlands  | 2 Feb. 2011      | 5   |
| Poetry                              | Korea              | Folkets Bio AB     | Sweden       | TBA              | TBA |
| Post Mortem                         | Chili              | Memento            | France       | 16 Feb 2011      | 20  |
| Precious Life                       | Israel             | Imagine            | Belgium      |                  |     |
| Precious Life                       | Israel             | Memento            | France       | 23 March 2011    | 30  |
| Puzzle ("Rompecabezas")             | Argentina / France | Gutek Films        | Poland       | May 6 2011       | 6   |
| PUZZLE (Natalia Smirnoff)           | ARGENTINE          | Sophie Dulac       | France       | 23 June 2010     | 28  |
| Silent Souls                        | Russia             | Arthaus            | Norway       | September 2011   | 12  |
| Silent Souls                        | Russia             | Cinéart            | Belgium & NL | Feb. 5 2011      | 13  |
| Silent Souls                        | Russia             | Folkets Bio AB     | Sweden       | TBA              | TBA |
| The Grandmasters                    | China              | Cinéart            | Belgium & NL | 2012             | 35  |
| THE HUNTER (Rafi Pitts)             | IRAN               | Sophie Dulac       | France       | 16 February 2011 | 11  |
| THE LIGHT THIEF / SVET-AKE          | KYRGYZSTAN         | Soda Pictures      | UK           | 29 July 2011     | 6   |
| Uncle Boonmee                       | Thailand           | Arthaus            | Norway       | 4 March 2011     | 7   |
| Uncle Boonmee                       | Thailand           | Midas              | Portugal     | 30 March 2011    | 3   |



## **EDI film releases – 2 examples in 3 steps**

### **1. Access to non-EU movies**

#### **Xenix – Carancho:**

We saw CARANCHO for the first time at the Cannes Filmfestival 2010 and liked it very much, but were not sure, how the film would work in Switzerland. After the success of EL SECRETO DE SUS OJOS - also starring Ricardo Darin - we decided in November 2010 to buy the rights. We are used to release latin american films. We already released such films as NUEVE REINAS, EL AURA, AMORES PERROS and many others.

#### **Arthaus – Norwegian wood:**

We have followed this film a long time, but screened it first at the Venice film festival. Fortissimo (the sales company) wanted initially a pan-Scandinavian deal, but opened up for territory by territory after the festival in Toronto. We have a long relationship with Fortissimo, and yes, we release normally 3-4 non-EU films each year.

### **2. Release strategy**

#### **Xenix – Carancho:**

We are releasing the film in the german speaking part of Switzerland on June 22nd in the same cinemas as we released EL SECRETO DE SUS OJOS. We will cooperate with latin associations and magazines as Mundo Hispanico, Punto Latino and others. It will be vital to have a good press coverage and good reviews. We will target the same audience as EL SECRETO DE SUS OJOS and will stress the fact that Ricardo Darin plays once more the main character. For the release in french speaking part of Switzerland on February 2nd 2011 we cooperated with the french distributor Ad Vitam for the poster and for the pressbook. Releasing a non european movie is definitively a much tougher task. People are used to go to cinemas to watch the american blockbusters or european arthouse movies. When one releases an italian, french, spanish, german or another european movie then you already have more attention for the movie right from the start.

#### **Arthaus – Norwegian wood:**

There are no big differences releasing a European or a non-European art film. Since the film is based on a famous book, we collaborated with the publisher, libraries, bookstores, but also with the Japanese Embassy and organisations.

### **3. First results of the theatrical release and secondary rights**

#### **Xenix – Carancho:**

The first results in the french speaking part were not really good. We made only 2391 admissions. We hope for better results in the german speaking part. Sometimes movies don't work in one part of Switzerland but do in the other one. As for secondary rights, they are mostly based on the success in theatres. That means if your movie is not performing then it will also be a tough sell on DVD, VOD and for television.

#### **Arthaus – Norwegian wood:**

Norwegian Wood will sell about 10.000 cinema tickets which is not as much as expected. We hoped for over 20.000 so we need a good DVD release. There is still very little to earn from VOD. We are also negotiating with Free.TV.

## Eye on Films

Created in January 2011, Eye on Films is a unique, global network of film professionals, which guarantees the circulation of a selection of first feature films in festivals partners in Europe and third countries, and the commercial exploitation of these films by distribution partners in Europe and third countries.

Already 18 films festivals, 20 distribution companies, More than 15 countries,  
A focus on first time directors and authors films,  
A guarantee of festival exposure and commercial exploitation all around the world.

### The goal of Eye on Films

Eye on Films (EoF) follows several objectives:

- to build a network of festival and distribution partners throughout the world, in both European and third countries;
- to create a Label of first feature films composed of both European and non-European titles, selected by the EoF Partners with the support of well-known advisors;
- to ensure the screening of these EoF Films in the Festival Partners;
- to ensure the commercial exploitation by the Distribution Partners of these Films in each participating territory;
- to create synergies between Festival and Distribution Partners, in order to maximize the visibility, the promotion and the marketing of the EoF Films;
- to create branding and communication around the EoF Films through the Label, which will benefit to both Festival and Distribution Partners, and will bring a positive leverage in future discussions with rights holders and national film centers;
- to give online information and access to the EoF Films

This new business model will definitively enhance the cinematographic diversity, promote debut films, and highlight emerging authors. This project specifically guarantees the theatrical exhibition of several films, by mutualizing the promotion in film festivals and at the occasion of releases by local distributors.

# EYE ON FILMS

The project is supported by MEDIA Mundus

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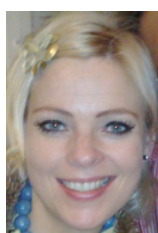
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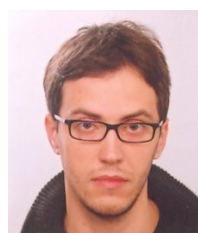
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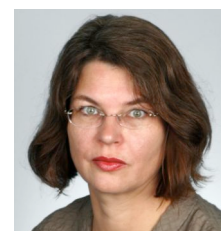
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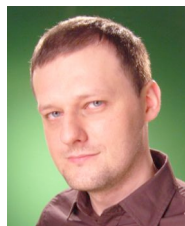
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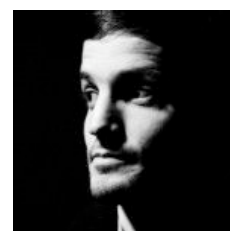
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Europa Distribution, **with a membership of 110 leading independent distributors representing 26 countries**, serves as the voice of the European independent film distributor. It acts as a **lobby**, a **think tank** as well as a **network** and aims to develop a **strong European film industry**. The **Dardenne Brothers** are the Presidents of Honour of the Association. The Board of Administration, chaired by **Régine VIAL (Les Films du Losange / France) & Antonio MEDICI (Bim / Italy)** is composed of 13 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:*



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