



## PROGRAM OF THE MEETING

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### THURSDAY 22 JUNE

#### **12:00 – 12:30: Opening of the conference**

Aviva Silver, Head of Unit, Media Program, European Commission

12:30 – 14:00: *Lunch*

#### **Speech of introduction**

Robert Guédiguian, President of Europa Distribution

#### **14:00 – 17:30: Independent distribution today**

- Problems faced by independents today
- Most major European filmmakers were brought to public attention through independent distributors, who continue to be vital to the preservation of those values European culture prides itself on.
- Necessity to protect independent distribution in order to preserve European cultural diversity

**Introduction and moderation: Susan Newman, European Audiovisual Observatory**

#### **Speakers:**

- **Fabien Arseguel, Alamode Film, Germany**
- **Emilia Bandel, Mikado, Italy**
- **Edward Fletcher, Soda Pictures, Great-Britain**
- **Age Hoffart, Oro Films, Norway**
- **Marcin Piasecki, Kinoswiat, Poland**
- **Carole Scotta, Haut et Court, France**
- **Peggy Carajopoulou-Vavali, PCV, Greece**
- **Monika Weibel, Frenetic, Switzerland**

16:00 – 16:30: *Coffee Break*

#### **17:30 – 18:30: Media Support**

- MEDIA Plus (Selective and Automatic Support)
- MEDIA 2007: What are the perspectives?
- The notion of independence in European distribution

#### **Speakers:**

- **John Dick, MEDIA**
- **Andrea Occhipinti, Lucky Red, Italy**

19:00: *Hotel Transfer*

21:00: *Dinner*

FRIDAY 23 JUNE

**9h15 - 10h45: Proposals and thoughts about MEDIA**

- Reform of Media Automatic Support
- What about Media selective support?
- Other proposals

**Introduction et moderation: John Dick, MEDIA**

**Speakers:**

- **Nicolaine de Breejen, Cinemien, Holland**
- **Stefano Massenzi, Lucky Red, Italy**
- **Laurent Vallet, IFCIC, France**
- **Régine Vial, Les Films du Losange, France**

*10:45 – 11:15: Coffee break*

**11:15 – 13:15: Case studies, 2 movies on 3 different territories**

- Acquisition of the film
- Communication before the release
- Marketing
- Choice of the release date / concurrency with other releases
- Other sales of rights (TV, DVD, international sales...)

**Introduction and moderation: Eric Lagesse, Pyramide Films, France**

- **First film: Darwin's nightmare, Hubert Sauper, 2004**

**Speakers:**

- **Harald Baur, Arsenal, Allemagne**
- **Gabor Csurdi, Budapest Film, Hungary**
- **Arthur Hallereau, Ad Vitam, France**
- **Sébastien Chesneau, Celluloid Dreams, France**

- **Second film : Just a Kiss, Ken Loach, 2003**

**Speakers:**

- **Hans Koenig, Polyfilm, Autriche**
- **Antonio Medici, Bim, Italie**
- **Stephan de Potter, Cineart, Belgique**

*13:15 – 15h00: Lunch*

## **Meeting of experts about distribution in Europe**

Brussels – 22&23 of June 2006

### **15:00 – 17:00 : Media Programme, Independent distributors and the new technologies**

- Digital Cinema and independent distributors: what is in stake?
  - Danger or opportunity?
  - Concrete experiments of countries which already have digitally equipped exhibitors;
  - Case of study: How to digitally release a movie?
- How can independent distributors and exhibitors face together the digital transition?
  - ⇒ Necessity of an economical model for independents.
  - ⇒ What is the role of Media in this digital transition?

**Introduction and moderation: David Hancock, Screen Digest, UK**

#### **Speakers:**

- **Daniel Goudineau, France**
- **Claude Eric Poiroux, Europa Cinémas**
- **Huub Roelvinck, Cinemanet/ Cinedelicatessen, Hollande**
- **Christian Thomas, Imagine Films, Belgique**
- **Etienne Traisnel, CN Films, France**

### **17:00 – 17:30: Conclusion**

Régine Vial, Les Films du Losange

### **17:30 – 18:00 : Closing of the conference**

Costas Daskalakis, Head of Unit, Media Program, Education Audiovisual & Culture Executive Agency