



8th ANNUAL CONFERENCE IN ROME

October 17-20 2014



With the support of the MEDIA Programme of the European Union



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THE PRESIDENT'S WORD

*It is with great pleasure that we welcome **Ursula Meier** as our new president of honour for the three years to come. Ursula Meier is not only a talented filmmaker whose work is recognised throughout Europe and distributed by our members (L'Enfant d'en haut, Home), but she is also concerned by the importance of film distribution and will certainly be an involved and concerned president, as her word below reveals it.*

I am Swiss, French ; I live in Brussels and deeply feel an European filmmaker. Europe is a mosaic of cultures and this is what makes its great richness and its identity. It should never be standardised, but unified. More than ever, Europe is a vision that has to be defended.

I am happy when my films are screened in my native countries, but what makes me even more happy is to watch them on foreign screens and to feel that the audience is being filled with the film, is « living » it : it means then that it is touching something universal. I was lucky that both my long features « Home » and « L'enfant d'en haut » were released all over Europe and that I took the time to be with them during their releases so that I could meet the audience, the press and bring my support to independent distributors who took the risk to show them. The work and investment of every European distributor on my films deeply moved me and I still feel immensely grateful towards them. I met wonderful, passionate, committed people, and spent hours talking cinema, exchanging,... I discovered this profession full of humility and behind the scenes that is distribution. I also discovered the complexity of this work and the fundamental questions that it raises in cinema itself. Indeed, a film is made to be watched, such as a picture it reveals itself in the eye of the spectator.

History of cinema has constantly been filled with great questions linked to the film industry. Nowadays, with all the questions relating to downloading, with a commercial cinema that is more and more aggressive in the market, in the medias and monopolising more and more screens at the cost of independent films, more than ever distribution seems to me to be the greatest stake in cinema, but also the most captivating and exciting : how should films be shown ?

Independent cinema has become more and more fragile, both in its production and distribution modes. Nevertheless, I am totally convinced that an independent film can captivate a very high number of spectators, not only by finding its audience but also simply by giving the film its opportunity to be seen and time to be seen, so that word-of-mouth can work because indeed these films do not benefit from the massive media coverage of commercial films and unfortunately, I also notice with sadness that Culture pages (and so, Cinema's) of our national newspapers are getting thinner and thinner.

I believe in cinema and my desire of cinema is immense, infinite. Far be it from me to have pessimistic feelings, on the contrary we have to move forward, reflect, question, invent continuously and keep on to fight no matter what for cinema's diversity and for independent films to be produced and shown as much as possible. There are still unknown ways, ways to invent and it is our role to do so.

For these reasons, it is with great delight and great honour that I'm joining all of you within Europa Distribution to go with you on these ways.

Ursula Meier

PROGRAMME

FRIDAY OCTOBER 17

ARRIVALS

17.00 – 20.00: Europa Distribution General Assembly

Venue: Casa del Cinema

Largo Marcello Mastroianni, 1 (see maps)

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| 1. Introduction by the President of Honour | 4. Approval of the 2013 financial statements |
| 2. Presence List | 5. Decision on the annual membership fee for 2015 |
| 3. Work Session | 6. Modification of statutes |
| a. Update about the association | 7. Election of Board members (for 3 years) |
| b. ED activities in 2014 | 8. Discussion |
| c. ED future activities 2015 | |

21.00: Get-together dinner for ED members

Venue: 'Gusto Osteria

Via della Frezza, 16 (see maps)

SATURDAY OCTOBER 18

10.00 - 12.00: OPEN PANEL – *New patterns of film marketing and distribution*

Organised by Europa Distribution in partnership with The Business Street

Venue: Casa del Cinema

Largo Marcello Mastroianni, 1 – Villa Borghese (see maps)

Moderator: Jakub Duszynski (Gutek, PL)

Panelists :

- Katie Ellen (BFI, UK)
- Daniela Elstner (Doc & Film International, FR)
- Tim Grady (Adopt Films, US)
- Stefano Massenzi (Lucky Red, IT)
- Madeleine Probst's (Watershed, UK)
- Kobi Shely (Distrify, ISR)
- Charles Tremblay (Metropole, CA)

12.00 - 14.00: Walking lunch offered by Europa Distribution for members and panelists

Venue: Casa del Cinema

Largo Marcello Mastroianni, 1 – Villa Borghese (see maps)

From 14.00: The Business Street – Festival activities

SUNDAY OCTOBER 19

The Business Street – Festival activities

MONDAY OCTOBER 20

The Business Street – Festival activities

DEPARTURES

OPEN PANEL : *New patterns of film marketing and distribution*

In recent years, the daily work of stakeholders of the film industry has been greatly impacted by the speed at which things have changed in the business. As consumers have drastically changed the way of watching films and have risen their expectations on availability of content, professionals have had to re-think their communication strategies and look for new ways to communicate with the audience. These new challenges have paved the way for innovative and creative marketing and distribution strategies, designed to increase the audience reach both in cinemas and across additional platforms.

This panel will be a unique occasion to discuss and dissect the new trends of digital distribution, focusing on how professionals in different territories implement and define different strategies to keep up with the pace of an industry that is in constant change. Film experts from different sectors, cultures and frameworks will share their experiences, ideas and opinions on these new models.

MODERATOR



Jakub Duszynski – Gutek Film, PL

Jakub Duszynski is a film distributor and festival programmer. He was co-president of Europa Distribution from 2011 to 2014. For the past 17 years, he's been the head of acquisitions and the artistic director for Gutek Film, Poland's leading art house company. He also acted for many years as program director of Poland's major film festival New Horizons, as well as film expert and tutor at numerous international film trainings. He is also a member of European Parliament's Lux Prize

jury for 7 consecutive years.

PANELISTS



Katie Ellen – British Film Institute, UK

Katie currently works as Senior Manager in the BFI Film Fund where she manages lottery funding and strategy for Audience Development. This includes the Distribution Fund which has recently supported projects such as the innovative multiplatform release strategy behind *A Field in England*, the event cinema release of *Nymphomaniac* and the successful UK theatrical releases of *Under The Skin*, *20,000 Days on Earth*, *Two Days, One Night*, *Ida* and *'71*. She is also responsible

for the BFI Film Export strategy and funding, which includes the Film Export Fund for international sales agents handling UK films, and the recently launched US Distribution pilot scheme.

Prior to working at the BFI, Katie worked in the New Cinema Fund (production) at the UK Film Council and at Myriad Pictures. She came to film from a background in finance.



Daniela Elstner – Doc & Film International, FR

After growing up and studying in Germany, Taiwan and France, Daniela Elstner started working in France for Unifrance Film in 1996. In October 1998 she joined LES FILMS DU LOSANGE in order to develop the international sales department. Over these years, Daniela Elstner has been selling films by, amongst others, Eric Rohmer, Barbet Schroeder. At les Films du Losange she has been actively assisting Margaret Menegoz for all international coproductions. At the end of 2008, Daniela Elstner joined Doc & Film International as head of the company and shareholder. The company created by a pool of producers in 1996 had been very active in selling TV- documentaries.

Daniela Elstner has been expanding the activities to the sales of all kind of cinema films, working with internationally acclaimed directors, such as Rachid Bouchareb, Pierre Schoeller, Jacques Doillon, Gianfranco Rosi, Frederick Wiseman, Alexander Sokurov, Sophie Fiennes, to mention a few. Daniela Elstner has been president of the French Sales Agent Organisation (ADEF) from 2009 to 2011. She is currently Vice-President of ADEF and EUROPA INTERNATIONAL and UNIFRANCE.



Tim Grady - President Distribution and Digital at Adopt Films, US

Tim Grady has worked in various positions in the film industry for over 40 years. Most recently, in 2010, he founded Adopt Films with industry veteran Jeff Lipsky. Adopt is based in New York city and some of it's more notable acquisitions have been WINTER SLEEP the Cannes Palme d'or winner, Hany Abu Assad's OMAR, which was nominated for an Academy Award in 2014, Christian Petzold's BARBARA, the Taviani Brothers, CAESAR MUST DIE, Martin Provost's VIOLETTE, to name

a few. Adopt Films acquires 6-8 films per year.

In 1982, Grady founded the Minneapolis International Film Festival, which is now in celebrating it's 32 years. In the 1970's he ran influential film program at the University of Minnesota and brought such visiting directors as Jean Luc Goddard, Wim Wenders, Werner Herzog, Nikita Mikhalkov, Milos Forman, to name a few... Also, for the last twenty-five years (1988-2013), Mr. Grady has been a producing partner of the Tour de France organization in Paris, France. Grady owns the exclusive home videos rights to the Tour de France and other European cycling events for the UK, Ireland and North America.



Stefano Massenzi – Lucky Red, IT

After taking a degree in Economics and Business Administration at the University of Rome La Sapienza and specializing in Audiovisual Management, Stefano Massenzi has worked for two years for Medusa's acquisitions department and since 2000 for Lucky Red, one of the leading independent distributors in Italy, where he is Head of acquisitions and business affairs. Here he takes care of projects selection, development and acquisition, fund raising, film financing and of all legal aspects connected with production and distribution. He has been involved, among many

others, in the acquisition of films such as: *Slumdog Millionaire*, *Philomena*, *La Vie d'Adele*, *Inside Llewin Davis*, *Nebraska* ; and in the financing and coproduction of over 30 projects, among others: *This must be the place* and *Il Divo* by Paolo Sorrentino, *Le Petit Prince* by Mark Osborne, *Grace of Monaco* by Olivier Dahan, *The White Ribbon* and *Funny Games* by Michael Haneke.

He is member of the Europa Distribution Media Programme Focus Group and a regular lecturer for Media Programme funded training courses and universities in Italy and abroad.



Madeleine Probst – Film Hub SWWM Producer & Cinema Programme Producer at Watershed, UK

Maddy joined Watershed in 2002; a space for cultural exchange that promotes engagement, enjoyment, diversity and participation in specialised film and media arts. One of its core functions is to develop audiences for the diversity of film ranging from specialised British and world cinema to archival and repertory screenings and events. She and the cinema programme team, work collaboratively with a whole range of partner organisations, festivals and creatives in Bristol and beyond, to develop Watershed's cultural cinema programme and audience development strategy. She is also now the Vice-President of Europa Cinemas and for the past seven years, has facilitated various Europa Cinemas' workshops on innovative practices at the Il Cinema Ritrovato festival, Sofia Film Festival and for the first time, Sevilla. Prior to Watershed, she worked for Vital Distribution, the leading UK provider of sales, marketing and distribution services to over 75 independent music labels. Maddy has been instrumental in establishing Watershed as the Film Hub Lead Organisation for the South West & West Midlands as part of BFI's Film Audience Network and is producing this project for the next two years.



Kobi Shely – VP Marketing and Business Development at Distrify, ISR

Kobi is an online marketing professional with over ten years of experience in online film distribution and marketing, with a focus on mobile. He works with filmmakers and content owners to build their audience through various distribution channels including publisher integration, ad networks, and social media. As VP Marketing and Business development at Distrify, Kobi has helped to grow the company by leading innovative marketing campaigns.

Earlier in his career he co-founded two startup companies, FilmDIY a direct to fan movie platform, and Hyperclip a contextual content engine matching video on demand with publishers network and mobile apps.



Charles Tremblay – Métropole Films Distribution, CA

Charles has been working for Métropole Films for eight years now. Métropole Films releases each year more than 60 films in theaters, and the double in video. They released internationally acclaimed films such as *Blue is the Warmest Colour*, *A Separation*, *4 months, 3 weeks and 2 days* and *La Grande Belleza* as well as Quebec films.

NOTES

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MAPS

1. CASA DEL CINEMA

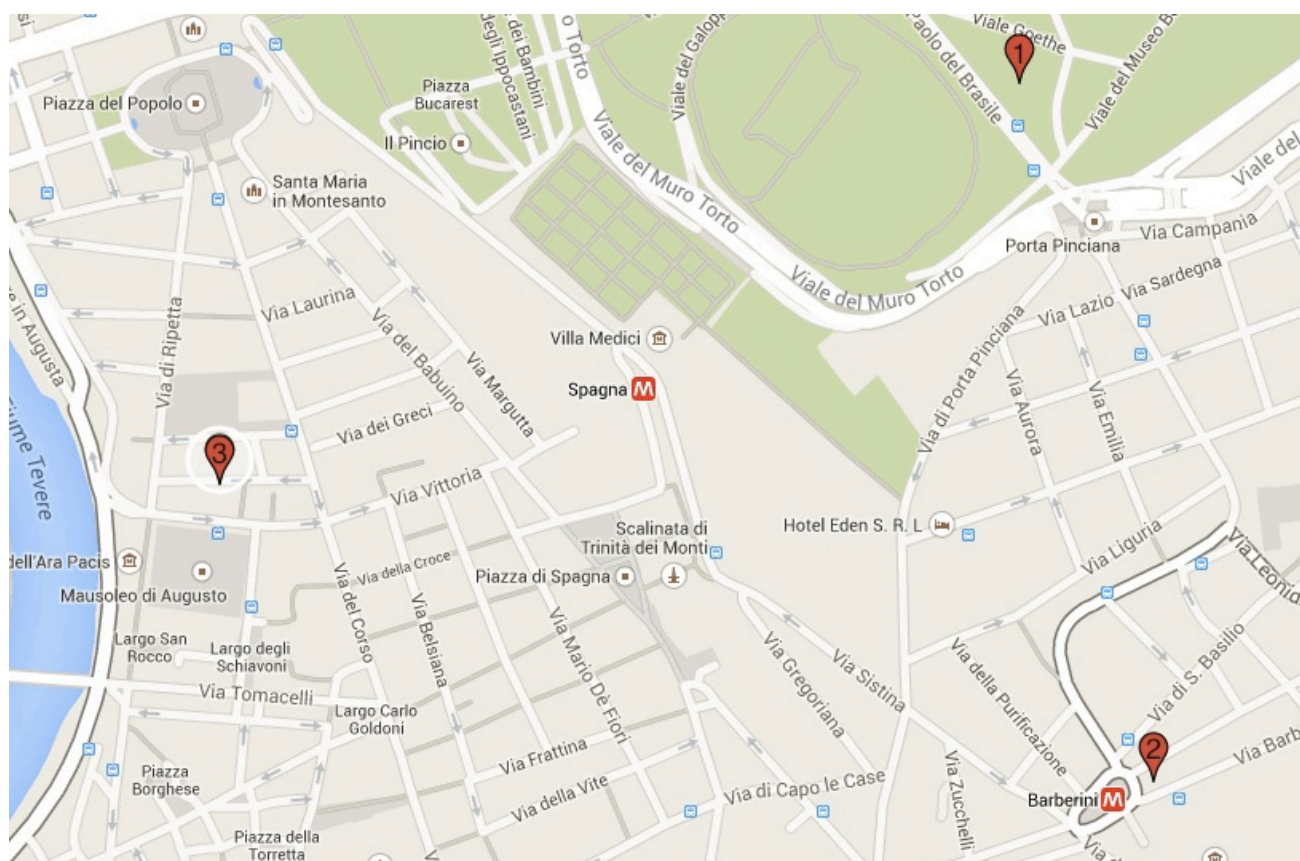
Largo Marcello Mastroianni, 1 – Villa Borghese
+39 06 423601

2. HOTEL BERNINI

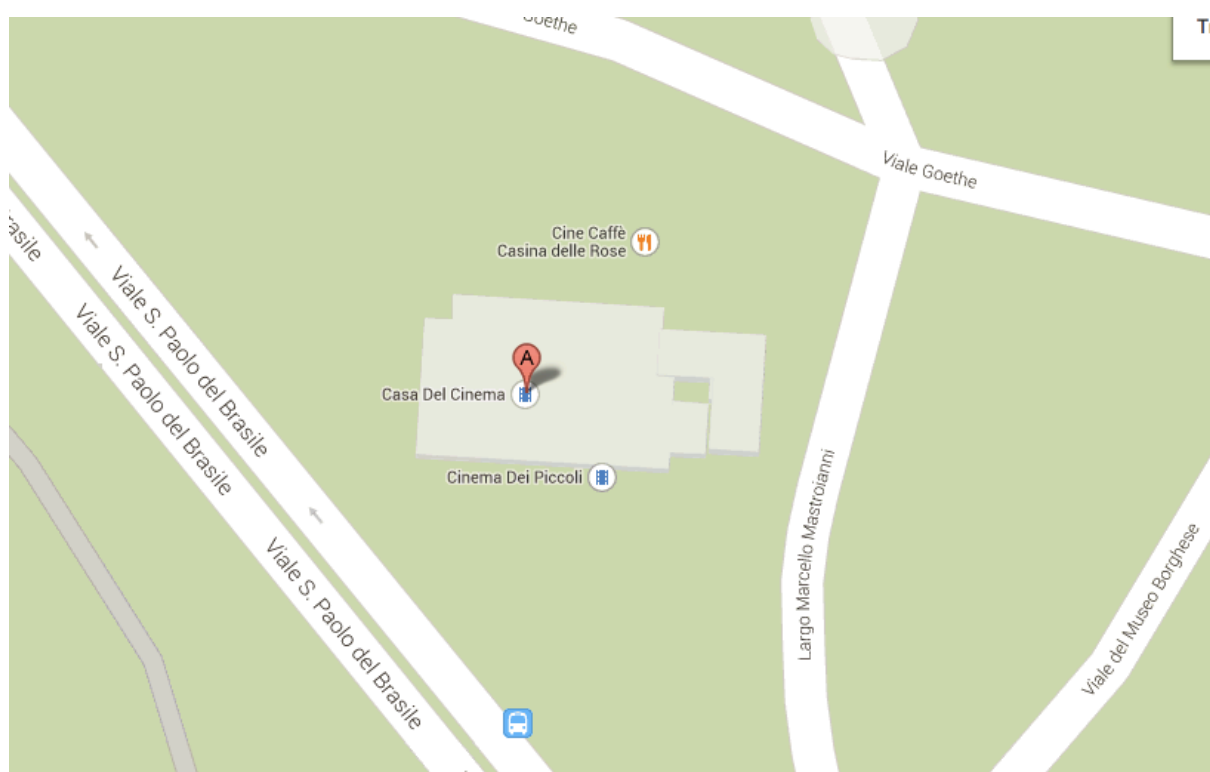
Piazza Barberini, 23
+39 06 488931

3. GUSTO OSTERIA

Via della Frezza, 16
+39 06 3211 1482



CASA DEL CINEMA



USEFUL INFORMATION

ARRIVALS AND DEPARTURES

There will be no shuttles going from the airports to the festival site.

To reach Rome city centre, please refer to the information provided by your airport:

- Ciampino (<http://www.adr.it/web/aeroporti-di-roma-en-/pax-cia-to-from>) or
- Fiumicino (<http://www.adr.it/web/aeroporti-di-roma-en-/pax-fco-to-and-from>)

ACCOMMODATION

Please refer to the festival information given upon registration or get in touch with us to check out your hotel.

FESTIVAL

Accreditation Office opening Hours:

Hotel Bernini Bristol (Piazza Barberini, 23 – see maps)

October 17 -20: from 9am to 7pm

October 21: from 9 am to 1 pm

Accreditation Office contact: accreditation@romacinemafest.org

Screenings

For information on screenings and other festival activities, please consult Rome Film Festival's website (<http://www.romacinemafest.it/ecm/web/fcr/en/home>) or get in touch with the festival staff.

CONTACTS ON-SITE

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ABOUT EUROPA DISTRIBUTION



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Europa Distribution is the European network of independent film distributors. Since its creation in 2006 it has accompanied and reinforced the integration and collaboration process between its members. The network's aim is to strengthen the European existing ties to improve the reach, impact, distribution and promotion tools of independent films.

With more than 140 leading independent distributors representing 28 countries in Europe and beyond, it serves as the voice of the sector and acts as a network and a think tank.

Ursula Meier is the President of Honor of the Association. The Board of Administration is composed of 12 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity. The list of current members is available on our website: www.europa-distribution.org

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