

EUROPA DISTRIBUTION

WORKSHOP IN SAN SEBASTIAN

VOD Market and Online Promotion

September 18-22 2016

THE INDUSTRY CLUB



DONOSTIA ZINEMALDIA
FESTIVAL DE SAN SEBASTIAN
INTERNATIONAL FILM FESTIVAL

With the support of the MEDIA Programme of the European Union

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PROGRAMME

Europa Distribution organises this programme in partnership with San Sebastian Film Festival. We kindly ask you to assist to all Europa Distribution activities and to Cine en Construcción screenings.

SUNDAY SEPTEMBER 18

ARRIVALS

FESTIVAL ACTIVITIES (Screenings and meetings)

For your information:

- 9:30-13:30 EUROPEAN FILM FORUM – AUDIENCES IN MOTION** organized by San Sebastian Film Festival in collaboration with Creative Europe-MEDIA
Venue: San Telmo Museum, Function Hall
- 9:30-10:00 Welcome coffee
10:00-10:15 Presentation
10:15-10:45 Keynote
10:45-11:45 Panel 1: Audience Participation
11:45-12:15 Coffee Break
12:15-13:15 Panel 2: Distribution – Understanding European Audiences
13:15-13:30 Wrap-up Summary and conclusions

MONDAY SEPTEMBER 19

- 9:30-11:20 CINE EN CONSTRUCCION Screening**
Venue: Cines Príncipe
9:30 *Un gran dragón (A Great Dragon)* by Jaime Osorio Márquez (Colombia - 110')

- 12:00-13:30 EUROPA DISTRIBUTION PANEL open to industry accredited**
Venue: San Telmo Museum, Function Hall

The Gold Rush ? Or how can independent films finally hope to dig some gold out of VOD

Distributors are known for being the promotion and curation experts when it comes to create awareness around the titles they have the rights for. But today reaching success with independent films on VoD is still difficult for many of them.

What has proven efficient so far, what could be improved and what is needed to finally start to find gold are the main trends that our panelists will cover during this session.

MODERATOR & KEYNOTE SPEAKER: **Michael Gubbins**, Sampo Media, UK

SPEAKERS

Alexandra Poch, EUIPO – European Union Intellectual Property Office, Spain

Anna Harding, Folkets Bio, Sweden

Quentin Carbonell, MUBI, UK

Kobi Shely, Distrify Media, UK

Emmanuel Joly, European Commission – MEDIA Unit, EU

- 15:00-18:00 CLOSED WORKSHOP : VOD market and online promotion**
Venue: Kursaal, The Industry Club, room 9

MODERATOR: **Michael Gubbins**, Sampo Media, UK

15:00-15:20 WHO'S WHO

15:20-17:00 PROMOTION OF FILMS ONLINE: WHAT IS AT HAND, WHAT COULD BE EXPECTED?

As a follow up to the discussion started during the open panel, three Europa Distribution members will present strategies they developed in their respective countries to give a boost to their titles online. The case studies will be the starting point to discuss all together which ideas and tools are seen as particularly efficient to enhance the promotion and visibility of independent films online.

SPEAKERS

Tom Abell, Peccadillo Pictures, UK
Radka Urbancova, Aerofilms, Czech Republic
Annette Wichmann, Cineart Nederland, Netherlands

17:00-18:00 COMMON SESSION WITH REPRESENTATIVES OF THE EUROPEAN FILM AGENCIES (EFADs)

*For the last hour of our workshop, representatives of the **European Film Agencies (EFADs)** will join us to present initiatives put in place at national level, and discuss with distributors what would be the best **prominence tools** to recommend to the European Institutions. To know more about prominence tools, check here: <http://bit.ly/2csvDjl>.*

*This common session will also be an opportunity to discuss the **quotas** for European content and especially for feature films on linear and non-linear services (more about Europa Distribution position here: <http://bit.ly/2cswAbD>)*

SPEAKERS

Jeanne Brunfaut, Cinema and audiovisual centre of the Wallonia-Brussels Federation, Belgium
Julie-Jeanne Régnault, CNC, France
Samuel Young, EFADs, EU

20:30 Europa Distribution get-together Dinner

Restaurant La Muralla
Calle Embeltrán, 3
+34 943 43 35 08

TUESDAY SEPTEMBER 20

09:30-13:06 CINE EN CONSTRUCCION Screenings

Venue: Cines Príncipe

09:30 *Las olas (The Waves)* by Adrián Biniez (Uruguay / Argentina - 90')

12:00 *La educación del Rey (Rey's Education)* by Santiago Esteves (Argentina - 66')

15:00-18:00 CLOSED WORKSHOP: Using data to connect with online audiences – How to make Data work for your business

Venue: Kursaal, The Industry Club, room 9

Distributors know how important it is to constantly find new revenue streams. Technology is evolving faster than ever, with new devices and content channels making their way to digital audiences every few years. Meanwhile, a generation has grown up expecting music, films and TV to be free. The download genie has not just come out of the bottle, it's smashed that bottle into a thousand pieces. Unauthorized downloading of music and movies is no longer marginal - it's the norm. Market adaptation is crucial, and marketing is a key issue, as always.



This dedicated workshop will look at the channels that are available for distributors to use, how to help audiences find your films and get the vital word of mouth and how to take care of your viewers and turn them into fans.

SPEAKER: **Kobi Shely**, international online film distribution expert

WEDNESDAY SEPTEMBER 21

09:30-13:15 CINE EN CONSTRUCCION Screening

Venue: Cines Príncipe

9:30 *El silencio del viento (Silence of the Wind)* by Álvaro Aponte-Centeno (Puerto Rico / Dominican Republic / France - 83')

12:00 *Medea* by Alexandra Latishev Salazar (Costa Rica / Chile - 75')

21:00 Industry Cocktail – Announcement of awards

Venue: San Telmo Museum, church and cloister

V Europe-Latin America Co-Production Forum Best Project Award

EFADs-CACI Europe-Latin America Co-Production Grant

ARTE International Prize

Films in Progress 30 Industry Award

CACI/Ibermedia TV Films in Progress Award

THURSDAY SEPTEMBER 22

FESTIVAL ACTIVITIES (Screenings and meetings)

DEPARTURES

USEFUL INFORMATION

ACCOMMODATION

Unless notified otherwise by the Festival, distributors will be accommodated at:

Hotel San Sebastian

Avenida Zumalacárregui, 20
Tel: +34 943 316 660
sansebastian@aranzazu-hoteles.com

TRANSPORTATION

TO REACH SAN SEBASTIAN/YOUR HOTEL

There will be shuttles to and from San Sebastian connecting with the following airports: San Sebastian, Biarritz, Bilbao, Pamplona and to Hendaye train station too.

The festival organised pick-ups for the guests who gave them their arrival/departure information. Please refer to the information provided by the festival.

If you have any problem (delay, etc...) during your trip, please contact the festival transfer department's hotline: **+34 943 483 324**

For your information, **from the HENDAYE train station, you can reach San Sebastian** by the **EUSKOTREN** (on the car-park train station). The trip lasts about 40 min.

Departures every 30 minutes (all 3 and 33 of each hour: **7:03, 7:33, 8:03... 22:33 – last train**).

You can get more information by following this link: www.euskotren.es/es/. The station to stop for San Sebastian is **Donostia/Amara**.

TO GET AROUND IN SAN SEBASTIAN

The **public transportation system (The 'dBus')** will take you quickly and cheaply from one point in the city to another. Locate the routes that suit you best on the dBus website: <http://www.dbus.eus/en/> (Tel : +34 943 000 200). Low price tickets will be on sale at the accreditation desk.

More info will be given to you with your welcome bag or by the hotel desk.

TAXIS:

- **Taxis Vallina** – Tel : +34 943 40 40 40 (www.vallinagrupo.com)

- **Radio Taxi Donosti** – Tel : +34 943 46 46 46

GENERAL INFORMATION

ACCREDITATION

Documentation should be collected from the accreditations desk, in the **Kursaal Centre**.

Don't forget to bring an ID with you.

APP

The App, "Festival de San Sebastian", is free of charge and is available in three languages (Basque, Spanish and English). It can be downloaded from the App Store, Windows Phone and Google Play.

THE WORKSHOP ON TWITTER

@EurDist

#LetsTalk

@sansebastianfes

#64SSIFF

CONTACTS ON-SITE

FOR QUESTIONS RELATED TO THE FESTIVAL (GENERAL MATTERS, LOGISTICS)

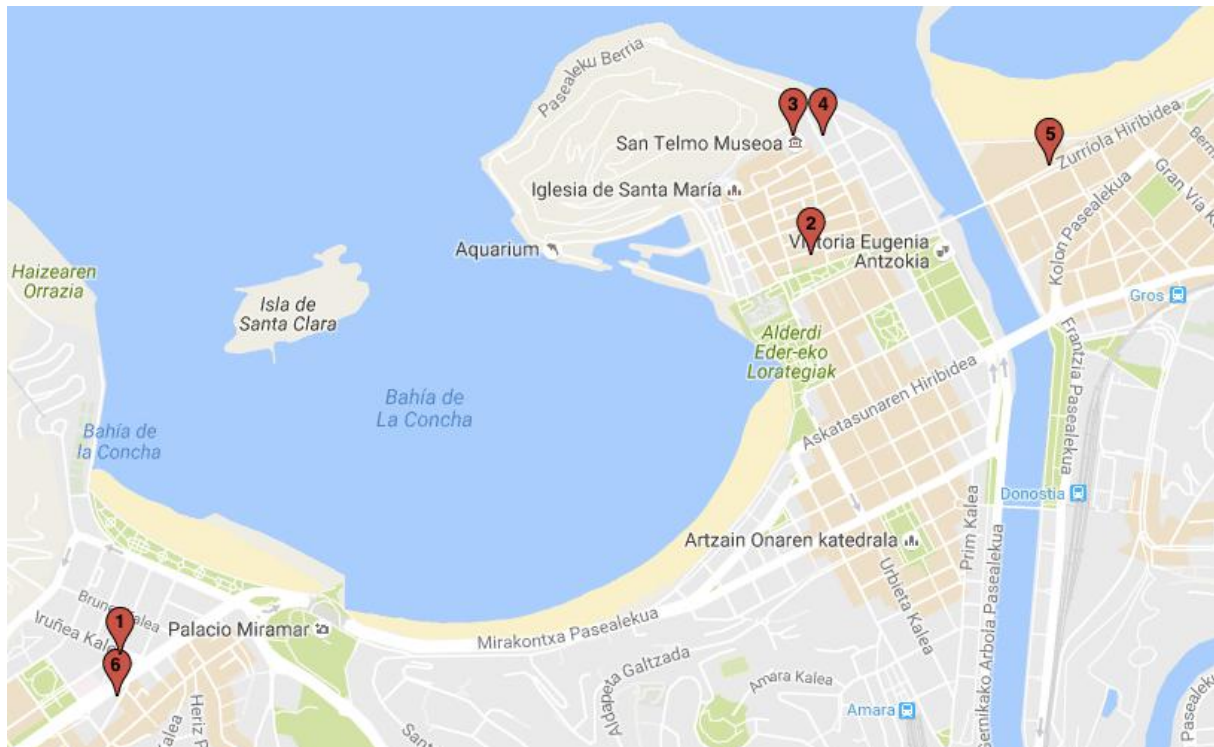
Industry Club +34 943 00 31 08

FOR QUESTIONS RELATED TO THE ED WORKSHOP

Clara Léonet +32 472 62 54 48

Christine Eloy +32 496 20 86 22

MAPS



1. Hotel San Sebastian

Avenida Zumalacárregui, 20
Tel: +34 943 316 660

2. La Muralla Restaurante

Calle Embeltrán, 3
Tel: +34 943 43 35 08

3. Museo San Telmo

Plaza Zuloaga, 1
Tel : +34 943 4 15 80

4. Cines Príncipe

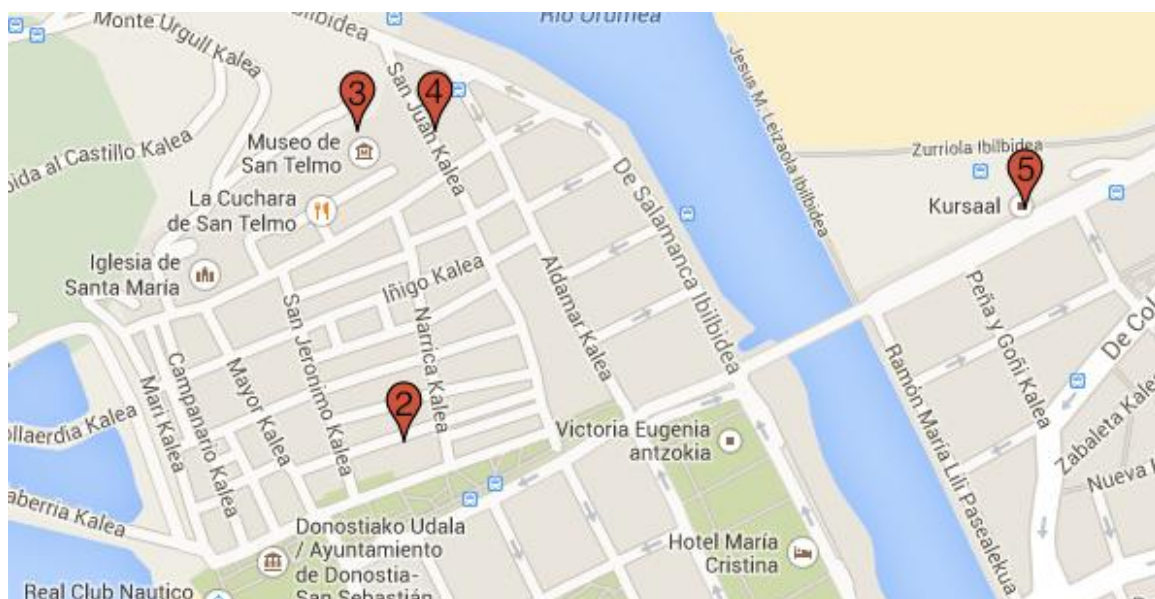
Calle San Juan, 10
Tel : +34 943 42 12 47

5. Centro Kursaal

Avenida Zurriola, 1

6. Hotel Codina

Avenida Zumalacárregui, 21
+34 943 21 22 00



WHO'S WHO

PANELISTS

Moderator



Michael Gubbins – Founder SampoMedia and Chair Ffilm Cymru Wales, UK

Michael Gubbins is an analyst and consultant, working in the international film, entertainment and media industries, with particular expertise in on-demand and digital change. He is the chair of the Ffilm Cymru Wales (formerly the Film Agency for Wales) and the co-founder of consultancy SampoMedia.

As well as frequent articles for leading newspapers and journals, he is the author of in-depth reports about digital change for business and academic institutions around the world, including the Digital Revolution series, sponsored by CineRegio. He is also a well-known chair, keynote speaker and organiser of conferences around Europe, including prestigious events for Europa Cinemas, the European Audiovisual Observatory, Europa Distribution, Inside Pictures, the European Think Tank, the Media Business School, European Parliament events, Power to the Pixel, CineRegio, the Danish Film Institute, the BFI and festivals including Cannes, Berlin, Rotterdam, Edinburgh, London and Gothenburg.

Speakers



Anna Harding – Head of Communication – Folkets Bio, SE

Anna Harding is head of Communication at Folkets Bio. At the forefront of independent and art house distribution in Sweden since 1973, Folkets Bio acquires, distributes and exhibits around 25 Swedish and international films per year. It has its own cinemas with 30 screens in 20 locations, as well as distributing through other cinema chains. Folkets Bio picks up titles on the festival circuit, regularly distributing Palme d'Or and Golden Bear winners in Sweden.



Alexandra Poch – Head of Service of IP in the Digital World – European Observatory on Infringements of Intellectual Property Rights – European Union Intellectual Property Office (EUIPO), ES

Alexandra Poch is qualified as a German lawyer and also holds an LL.M. from the University of London (King's College). After working in private practice for several years in London and Brussels, she joined EUIPO in 1999.

From 2005 onwards, Alexandra spent a number of years at the European Commission, where she was deeply involved in the legislative process related to IP rights. After further periods at EUIPO and, in-house, as Head of Legal of a company, Alexandra returned to EUIPO in 2012 to work as a litigator in trade mark cases before the European Court of Justice.

In 2014, Alexandra changed over to the European Observatory on Infringements of Intellectual Property Rights at EUIPO. She is Head of Service of IP in the Digital World and, in that capacity, supervises the activities of the Observatory relating to the online infringement of IP rights, for example the study on business models infringing IP online, as well as activities helping consumers to better differentiate legitimate from infringing websites, such as agorateka – The European online content portal – and FAQ consumers have on copyright in the digital environment.



Kobi Shely – Head of Innovation and CMO – Distrify Media, UK

Kobi is an online marketing professional with focus on video and the film industry. He works with creators to reach their audience and build communities through various distribution channels including social media, publisher network, media buying, and programmatic.

He executes and manage marketing campaigns and partnerships for video on demand companies including Distrify, and Wise Data, and different content creators, with a particular focus on expanding solution for selling films, web video, and a range of video content.

He's regularly invited to speak and teach workshops at film festivals and organizations including Creative Europe, European Women's Audiovisual Network, Dok Incubator, Yapimlab, Europa Distribution.

Kobi is also a filmmaker, his feature documentary MacHEAD was aired on CNBC Network, and made the number one documentary on iTunes, Amazon Prime, Hulu, and Snagfilms. He produced and directed a range of documentaries, music videos, short films, and directed commercials for broadcast TV.



Quentin Carbonell – Director of acquisitions – MUBI, UK

Quentin Carbonell is the Director of Acquisitions for global streaming service MUBI. Quentin heads up the acquisitions operations of the curated platform, buying up award-winning classics and emerging art house gems at the world leading festivals and film markets for both digital and, increasingly, theatrical distribution. Quentin works closely with MUBI's curators in the UK, US and International markets

to deliver the cutting edge gems of cinema to their global audience – whether that is premiering the work of the great auteurs of the day, rediscovering a forgotten classic, or the first celluloid breath of an emerging talent fresh from the festival circuit.

2016 has proven to be an exciting year for MUBI, which saw the team secure all rights deals for titles such as Bruno Dumont's *Slack bay* from the Cannes 2016 Official Competition, Un Certain Regard's winner and Juho Kuosmanen's debut *The Happiest Day in the Life of Olli Mäki* and Berlinale 2016's Forum *Son of Joseph* from Eugène Green. In addition recent global digital exclusives have included: *The American Dreamer*, Paul Thomas Anderson's *Junun* and the new restoration of *Masculin Féminin* shown during Cannes Classics 2016.



Emmanuel Joly – Principle Administrator – European Commission , DG Connect, in the unit “Audiovisual industry and MEDIA Programme”, EU

Emmanuel started his career in 1990 the private sector. He worked in a well-known law firm specialised in intellectual property in Paris. He joined the European institutions in 1998 with an experience of 4 years in the European Intellectual Property Office in Alicante (Spain) that he represented as agent in cases before the European Court of Justice. He has been working for the European Commission since 2002, firstly in the audiovisual policy unit where he was head of sector responsible for the AVMS Directive and now since 2011 in the Audiovosual industry and MEDIA programme unit. He is notably responsible for distribution, in particular online and for the implementation of the measures accompanying the modernisation of the copyright framework.



Tom Abell – CEO – Peccadillo Pictures, UK

Peccadillo Pictures is One of the UK's most recognised independent distributors of Art House, LGBT and World Cinema titles with an impressive collection of films from across the globe. We pride ourselves on nurturing new and upcoming talent alongside established directors.

We also distribute short films, documentaries and classic titles. As well as bringing an exciting mix of films to cinemas across the UK and Ireland, Peccadillo provides film-viewing on a variety of platforms from online, VoD, Blu-ray and DVD.



Radka Urbancova – Head of PR & Marketing – Aerofilms, CZ

After graduating in philology and journalism, Radka had worked as a freelancer in commercial online marketing, book publishing and PR for five years. In 2012, she started working for Aerofilms. Aerofilms is a Czech film distribution company that extends the activities of the three largest arthouse cinemas in Prague: Bio Oko, Aero and Svetozor. Aerofilms focuses on high quality and attractive films, including documentaries. It exploits theatrical, video (including Video on Demand) and TV rights in the territories of the Czech and Slovak Republics. The Aerofilms lineup is open to productions from any territory of the world. Radka's focus is on PR and marketing provided for films and cinemas' activities. Radka has also been managing and promoting the new distribution label KVIFF Distribution established by Aerofilms, Karlovy Vary International Film Festival and the public-service Czech Television in 2015.



Annette Wichmann – Sales Manager New Media – Cineart Nederland, NL

Studied languages in Amsterdam, started my professional career at a recruitment agency in Amsterdam, then moved to London and worked as a temp for several companies, came back after three years to start working for Endemol (in 1996) as a sales assistant within the international format sales department, then moved to new internal initiative; international distribution of TV movies and series, I was responsible for TV sales in Benelux, Scandinavia, France and Africa. After travelling a lot, I was ready for a more national role within film distribution and moved on to Cinemien, Dutch arthouse distributor, where I worked for two years and was responsible for DVD and TV sales Benelux. Got offered a job at A-Film where I was responsible for TV sales Benelux and was lucky to be there at the same time as the release of LORD OF THE RINGS. Met my husband who is English and somehow he managed to persuade me to move to London (AGAIN). There I hooked up with some Endemol colleagues and started to work for Endemol UK as an accountmanager for BCC worldwide selling programs produced by Endemol (for example READY STEADY COOK). Moved back to the Netherlands after five years and now with Cinéart for 8 years, responsible for VOD and TV sales in The Netherlands (managing VOD releases for platforms, selling films to Pay TV and Free TV, Cinéart releases around 30 films per year, arthouse small - medium - large.

Our successes are amongst others Slumdog Millionaire, Amy, Amour, The Artist, Borgman, Drive, Entre Les Murs, Pina, A Single Man, Son of Saul.

Bit more about my current role;

- managing VOD releases for the following platforms; Pathé Thuis, ZIGGO (including the now merged UPC), The Entertainment Group (including KPN and Videoland), iTunes (we select titles and PIAS who we are linked with through DVD distribution TWINPICS is our aggregator). Managing meaning selecting titles, setting up marketing/promotion where possible (genre, movie of the week, theme, etc) and making sure start and end dates are being monitored.

- selling films to PAY TV (mainly Film1)
- selling films to FREE TV
- import monthly VOD statements in financial system



Jeanne Brunfaut – Deputy Director General – Cinema and audiovisual centre of the Wallonia-Brussels Federation, BE

Jeanne Brunfaut is the Deputy Director General at the Department of Audiovisual and Media of the Government of the French Community in Belgium. Jeanne has more than 15 years of experience working in audiovisual, including working for the European Commission's Directorate General for Culture. She is also an active member of the EFADs board.



Julie-Jeanne Régnauld – EU and Multilateral Adviser – CNC, FR

Julie-Jeanne Régnauld is in charge of EU Affairs at the Centre National du Cinéma et de l'Image animée, the French Film Agency. The CNC is a founding and Board Member at the EFADs, the European association of Film agencies active since 2001. Julie-Jeanne is coordinating the copyright and enforcement working group of the association. Specialised in EU affairs, Julie-Jeanne has been previously working in Brussels for 12 years, including at the European Commission. She has a Masters in EU law and in EU politics and also graduated in International Relations.



Samuel Young – Secretary General – EFADs, EU

Samuel Young is the Secretary General of the European Film Agency Directors Association (EFADs). Samuel joined the EFADs from the International Federation of Film Distributors Associations, where he held the position of Policy Adviser for over three years. Previously he also worked with the television, publishing and advertising sectors.

DISTRIBUTORS (IN ALPHABETICAL ORDER PER LAST NAMES)



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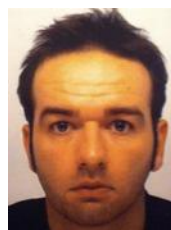
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ABOUT EUROPA DISTRIBUTION

EUROPA DISTRIBUTION is the **European network of independent film distributors**. Since its creation, Europa Distribution has accompanied and reinforced the integration and collaboration process between its members through information, and brainstorming and training sessions. The network’s aim is to strengthen the European existing ties to improve the curation, promotion and distribution of independent films.

With more than **130 leading independent distributors representing 29 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, chaired by **Laurent Dutoit (Agora Films / Switzerland)** and **Jakub Duszynski (Gutek Film / Poland)** is composed of 13 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



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





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