



Europa Distribution Benefits for Members – 2020

Since its creation in 2006, Europa Distribution has been the **voice of independent distribution** by creating a **network of independent film distributors**, which now gathers nearly 120 members and represents **31 countries in Europe and beyond**.

For over 10 years, Europa Distribution has been creating new bridges for its members to **share knowledge, mutualise experience and exchange** their views and concerns on both the audio-visual industry and films. Through dedicated brainstorming, training sessions and informal gatherings, the Association constantly works to foster the circulation of good initiatives, ideas and practices, and information on releases and strategies, in order to improve the curation, promotion and distribution of independent films.

Besides offering an insight on the world of independent film distribution to other sectors of the film industry, through its open panels Europa Distribution also aims at helping its members to take a step back and look at the bigger picture of the **constantly evolving audio-visual sector**.

The association acts as a **think tank**, a **network** and develops **partnerships** for its members. It is an **interlocutor** for the EU institutions and it **informs** on what is going on for the sector.

Ursula Meier (Silver Bear, 2012 Berlinale) is the President of Honour of Europa Distribution. The Board of Administration, chaired by **Laurent Dutoit** (Agora Films, Switzerland) and **Stefano Massenzi** (Lucky Red, Italy), is composed of 12 independent European distributors, representative in terms of nationality, type of structure and cultural diversity. **Christine Eloy**, who previously worked in distribution for 12 years, is managing the association since 2013.

Think Tank

DISTRIBUTION WORKSHOPS & PUBLIC PANELS

We regularly organise **workshops** focusing on key aspects of distribution (reaching audiences, new business models, pushing legal offers and fighting piracy, releasing animation films and documentaries, marketing, script analysis, negotiation...) and looking to anticipate the issues of tomorrow. Together with our festival partners, **we invite our members to these events and to the market** (accommodation, accreditation and part of travel costs are covered), in order to make the support to the circulation of films complete: by enhancing the access to European films and their acquisition and organising events centred on their promotion.

The **public panels** we organise are open not only to distributors, but to all professionals accredited at the festivals we partner with. These panels are an opportunity to tackle issues common to all the AV chain, with an emphasis on distributors' points of view and experiences.

As an example, our 2019 events were:



- A case-study workshop on **animation** in the scope of **Cartoon Movie in Bordeaux**
- A workshop on **negotiation** in the framework of the **Sofia Meetings** of the Sofia International Film Festival
- A masterclass on **online marketing and promotion** in the scope of the **Karlovy Vary International Film Festival**.
- A panel on the **circulation of Nordic films in Haugesund**, in the scope of **New Nordic Films**
- A workshop and a public panel on the visibility and availability of European films on VoD platforms entitled **“The Holy Grail” of right holders: The availability and visibility of European films on VoD platforms,** in the framework of the **San Sebastian Film Festival**
- Our 13th **Annual Conference** at the MIA in Rome, with the General Assembly, round tables on the circulation of films, collaboration and distribution, and a public panel entitled **“Everything you always wanted to know about distribution but were afraid to ask. Why Together is Better: How collaboration between sectors can help the promotion of independent films”**.
- A public panel entitled **“SOLO, a-one-man-band story and a case study”** and a case-study workshop focusing on the marketing and release of documentaries, in the scope of the **IDFA in Amsterdam**.

Already confirmed in 2020:

- March: a case studies workshop on **animation** in the scope of **Cartoon Movie, Bordeaux**
- March: a workshop on **script analysis** in the scope of the **Sofia Meetings** and a public panel with Europa Cinemas and EuroVod.
- July: a workshop in **Karlovy Vary**, most probably on **online marketing**
- August: a public panel in the scope of New Nordic Films in **Haugesund**
- September: a panel and a workshop in the scope of the **San Sebastian Film Festival**
- October: our 14th **Annual Conference** in the framework of the **MIA in Rome**
- November: a panel and a case studies workshop on **documentaries** in the scope of **IDFA, Amsterdam**

DISTRIBUTORS ON THE MOVE

In 2019, Europa Distribution has launched a new service aimed at **marketing professionals** of its member companies: the Europa Distribution Exchange Programme.

The idea is to offer them an immersive experience of 2 to 5 days in a company abroad to help them, through the exchange of know-how and ideas with foreign colleagues, to **improve their skills, learn new tools and build together successful strategies**. The hosting companies would also benefit from the knowledge exchange and would have the opportunity to study the marketing approach of distributors coming from a different market. This project is designed to help **creating personal and professional connections** between distribution companies and their employees and to **enhance international collaborations** based on specific necessities, offering a space where professionals from different countries can collaborate. By creating and supporting this Exchange Programme, Europa Distribution also aims at **reinforcing the promotion of independent European films** and enlarging European audiences.



Europa Distribution covers 75% of the total costs for participants (up to €200 for transportation and €100 per night for accommodation).

WORKING GROUPS

When needed, Europa Distribution also develops **working groups** on various issues, whether it is:

- **with distributors exclusively** to work on the point of view and position of independent distribution on specific issues (support schemes, VoD, film literacy...) through concrete examples and field experience;
- in **partnership with other professional associations** in order to build a community of best practices between industry professionals, and to represent the interests of the whole audio-visual industry

Partnerships

PARTNERSHIPS WITH PROFESSIONAL EVENTS

- March: **Cinéma en Construction in Toulouse** (Latin-American works in progress): Invitation of 2 distributors to be part of the jury (accommodation + travel costs + accreditation)
- August: **Festival del film Locarno**: participation in the *Step-In* roundtables, of which we are an active partner, and invitation of two junior distributors to take part in the *Industry Academy* (accommodation + travel costs + accreditation)
- **EAVE**: Europa Distribution members get a reduced fee for the EAVE Marketing Workshop, held in Luxembourg in November

INDUSTRY PARTNERSHIPS

- **GRUVI** (online marketing agency): Europa Distribution members benefit from a 25% discount on Gruvi's Film audience analysis reports and freely access a range of services
- **MUSO** (anti-piracy tool company): Europa Distribution members benefit from a 10% discount on MUSO's services

PRESS PARTNERSHIPS

- **Cineuropa** publishes articles that were written for our blog, in order to shine even more light on our activities
- **FRED.fm** regularly records our open panels and make the podcasts of the entire discussions available on their website

Network

DISTRIBUTION DATABASE ON CINANDO (FORMER CIDINET)

Our members get **access** to a database created to enhance the sharing of information on promotional and technical materials between distributors. Based on a collaborative and participative approach, the database enables distributors to have access to what their colleagues have developed in other



countries for their releases (posters, trailers, figures...), and thus it facilitates the exchange of material in a very competitive market. Since 2015, the database is part of the platform Cinando, hence to offer even more information on releases.

NETWORK EVENTS

Our workshops are great occasions to **meet and exchange** with fellow distributors from different countries. During these events, we organise get-together dinners in order to carry on the discussion and network in a more informal context.

We also organise cocktails and dinners at major events such as Cannes and Berlin in order to gather our members and provide them with networking occasions.

Voice of the sector

Europa Distribution is a regular interlocutor for the **European Commission** and more particularly for the **Media Unit**, the **Executive Agency (EACEA)**, and the **European Parliament**.

our goal is to discuss independent distributors' feedback on current topics, and also to share views on what could come next in the film industry. We also play the part of a **watchdog**, keeping an eye on the initiatives coming from the European Institutions that could have an impact on the sector. We had to focus lately on the importance of **territoriality and exclusivity**, essential assets for a viable European audio-visual ecosystem. In addition, and in light of the upcoming **next MEDIA Programme** and the changes that already occurred in 2018, we make sure to have a regular exchange with the MEDIA unit and its Agency, addressing more particularly the **distribution schemes** to make them fit with the reality of the industry and the market.

We aim at building a **positive and constructive dialogue** with the institutions and at **increasing awareness** about the essential role independent distributors play in developing audiences for independent films and improving cultural diversity. Besides **continuing to strengthen our presence in Brussels** in the near future, we'd also like to continue our **regular exchanges with national bodies**, through, for instance, regular discussions with representatives from the European Film Agency Directors (EFADs).

We are regularly **in touch with other international associations** representing all the audio-visual value chain to feed the discussion and report on the independent distributors' experience and point of view.

Informing

Europa Distribution aims at gathering information for distributors on what is going on for the sector. We regularly inform our members through mailings, newsletters, digests, social networks and our blog.

REPORTS AND ARTICLES

We systematically have note takers during our workshops, to prepare detailed reports of the events for our members that are then made available on a password-protected page on our website.

EUROPA DISTRIBUTION

We publish our own exclusive articles on our blog, including pieces on our workshops, reviews of both the different events we have had and political current affairs with a focus on distribution. Also, we produce a cycle of articles focusing on the independent distribution landscape of a specific country each time.

SOCIAL NETWORKS

We regularly feed our Facebook and Twitter accounts with press articles, but also with information on our activities: announcements of partnerships and events, pictures and tweets from the workshops... Our pages are aimed at offering a complete digest of distribution news.

Find out more about who we are, what we do, who our members are, our projects, workshop on:

<http://www.europa-distribution.org>



Europa Distribution



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• let's •
TALK