



Europa Distribution Benefits for Members – 2022

The Network

Europa Distribution, an **international non-profit** established in Belgium, was created in 2006 by independent European film distributors and publishers in order to have their own dedicated network. It now gathers **115 members**, based in **30 European countries, in Europe and beyond**. The association acts as a **network**, a **think tank**, **informs** and acts as the **voice** of the sector, being a regular **interlocutor** for the EU institutions.

For 17 years, Europa Distribution has been creating opportunities for distributors to constantly **share knowledge, mutualise experience, gather new skills and exchange ideas**, views and concerns on both the audio-visual industry and films. Through dedicated panels, round tables, think tanks, labs, training sessions and gatherings, the association works to foster the circulation of good initiatives, ideas and practices related to the various **publishing and distribution strategies** needed to **reach audiences**.

Through its public activities, Europa Distribution offers an insight on the world of independent film distribution to all sectors of the film industry. This helps professional from the audio-visual, academic or institutional sector to take a step back and look at the bigger picture of the **constantly evolving film eco-system**, focusing on the **curation, promotion and distribution** of independent films across Europe and beyond.

The Spanish film director **Isabel Coixet** is the President of Honour of Europa Distribution. The Board of Administration, chaired by **Kim Foss** (Camera Film, Denmark) and **Stefano Massenzi** (Lucky Red, Italy), is composed of 10 independent film publishers and distributors, representative in terms of nationality, type of structure and cultural diversity. **Christine Eloy**, a former Belgian distributor, is managing the association since 2013.

Think Tank

DISTRIBUTION WORKSHOPS & PUBLIC PANELS

We regularly organise **workshops** focusing on key aspects of distribution (European films release strategies, marketing campaigns – online & physical, reaching young audiences, new business models and innovative tools, communication and negotiation skills, script analysis ...) and looking to anticipate the challenges of tomorrow. Together with the film markets we partner with, **we invite our members to these events and to the market** (accommodation, accreditation and part of travel costs are covered), in order to make each activity as complete and efficient as possible. By combining markets and workshops activities, we support to the circulation of films 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 realities.

We have also developed two **networking projects**; one is an **exchange programme** dedicated to the **marketeers** in distribution companies and offering a digital and immersive experience in another company abroad. The other is a **mentorship programme** targeting **young women** active in distribution, who will benefit from the experience of their experienced peers.

CALENDAR OF ACTIVITIES 2022

Distributors on the Move: the exchange programme for marketing employees

The programme is designed to offer these distributors an immersive experience of one week 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 get inspired by successful strategies. The call was launched in January and the period to conduct the exchanges runs from February to August 2022. Please find here the [guidelines](#) for further information.

EDMentorShe: the digital one-to-one mentoring programme dedicated to women distributor

The programme is dedicated to young women in distribution who are looking for career advice in a safe and confidential space, or want to reinforce specific competences in their professional field, and to experienced women in distribution who would be happy to share their experience with a younger professional. The call was launched in January and the period to conduct the exchanges runs from February to July 2022, with a final group session with all pairs in Brussels in August 2022 (with possible online/ on site hybrid version of the meeting). Please find here the [guidelines](#) for further information.

Digital Panel "Darwin's nightmare: Game Changers in the Evolving Film Ecosystem" - EFM online (DE)

In partnership with Berlinale's EFM, Europa Distribution has organised a digital panel on the game changers in the film distribution ecosystem, with publishers-distributors Babette Wijntjes, Kim Foss, Stefan Bradea and Stefano Massenzi, and was moderated by Michael Gubbins. The recording of the panel is available on our website.

Animation Case Studies Workshop – March 8 2022, Cartoon Movie, Bordeaux (FR)

In the scope of the 24th edition of Cartoon Movie (8-11 March) Europa Distribution organizes a workshop where distributors will present case studies to discuss the curation, promotion and release of European animation films.

Green Distribution Digital Workshop – 7 April 2022

This online brainstorming session, will explore environmentally-respectful business strategies, marketing campaigns, tools to reduce Co2 emissions, and actions to reduce pollution in daily office actions. It will allow informed discussion in areas, including growing evidence of the impact of streaming on the environment. Based on these discussions and good practices, an evolutive toolbox



will be created and shared with the participants and a broader audience. The toolbox and the discussions' outcomes will also lead to a structured workshop (end 2021 or 2022), where experts would be invited to bring answers to the raised questions

Training on Effective communication in professional interactions, team management and negotiation – June 8-12 2022, Sofia Meetings (BG)

In partnership with Sofia Meetings of the Sofia International Film Festival (6-12 June), Europa Distribution will organize a workshop on Effective communication in professional interactions, team management and negotiation, dedicated to managers in distribution, to provide them with tools to increase their relational and managerial skills. The invitation to the workshop will be sent in the coming weeks.

Film Distributors Innovation Hub – July 3-6 2022, Karlovy Vary International Film Festival (CZ)

Europa Distribution will organise the first Innovation Hub dedicated to film distributors in partnership with KVIFF (1-9 July), in order to provide participants a dedicated one-shot-shop where various innovative tools that have a potential use for distributors will be put together and presented by tech companies, focusing on marketing and audience development, access to data, script analysis by AI.

Panel on the publishing and distribution of Nordic films–August 23-26 2022 (date tba), New Nordic Films, Haugesund (NO)

In August 2022 Europa Distribution will hold an open panel in Haugesund, in the scope of New Nordic Films – the Norwegian International Film Festival. The panel will include different European professionals discussing the circulation of Scandinavian titles in Europe

Young Audiences Workshop at San Sebastian International Film Festival, September 18-22, (ES)

Europa Distribution will organise a workshop mid-September in the scope of SSIFF, which will include a public panel (open to all accredited professionals) presenting inspiring initiatives on film literacy projects and a closed workshop, for ED members only, to share case studies on films' releases and marketing strategies targeted for younger audiences.

ED's 16th Annual Conference at the MIA - October 19-23, Rome (IT)

The 16th Annual Conference will be organised in the scope of the MIA in Rome. The Conference will include a General Assembly with all members to discuss the association's activities and work-in-progress, closed round tables session on the most relevant trending topics for film distribution, and a public panel from the series **"Everything you always wanted to know about distribution but were afraid to ask"**.

Documentary Workshop at the International Documentary Festival Amsterdam (IDFA) - November (Date TBA), (NL)

In November 2022 Europa Distribution will hold a closed workshop for its members, focussing on the release of documentaries through a case study session, where distributors from different countries will discuss their recent marketing campaigns and strategies.



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 publishing and distribution on specific issues (VoD, innovation tools, film literacy, support schemes...) through concrete examples and field experience;
- in **partnership with other professional associations** representing other parts of the film sector, in order to build a community of best practices between industry professionals, and to represent the interests of the whole audio-visual industry

GATHERINGS

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 gatherings at major events such as Cannes and Berlin in order to provide our members with networking occasions while attending such important events on the acquisition side.

Partnerships

PARTNERSHIPS WITH PROFESSIONAL EVENTS

Cinéma en Construction in Toulouse (Latin-American works in progress), March: Invitation of 2 distributors to be part of the jury (accommodation + travel costs + accreditation)

Festival del film Locarno, August: 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, November: 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 company): Europa Distribution members benefit from a 10% discount on MUSO's services

PRESS PARTNERSHIPS

The articles and interviews that are written for our blog are also published on **Cineuropa**, in order for the results of our discussions to reach a larger audience.



DISTRIBUTION DATABASE ON CINANDO

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, it 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.

Voice of the sector

We aim at building a **positive and constructive dialogue** with the institutions and at **increasing awareness** about the essential role independent film distributors play in developing audiences for independent films and improving cultural diversity. The network is very close to its members and the communication channels always open, which allows us to remain well informed and updated when it comes to topics related to film publishing and distribution.

Europa Distribution is a regular interlocutor for the **European Parliament** and the **European Commission**, more particularly for the **Media Unit** and its the **Executive Agency (EACEA)**. We have been recently very active in the adaptation of the distribution schemes of the **MEDIA Programme**, to make them fit with the needs of independent film distributors and the reality of the different markets, especially in these difficult times.

We are also regularly in touch with other **international associations** representing all the **audio-visual value chain** and national bodies, to feed the discussion and report on the independent distributors' experience and point of view while understanding better what is at stake for colleagues from the other sectors. It allows us all to be stronger and for the whole film sector to speak with one voice when needed. This particularly true when it comes to **territoriality and geo-blocking**, essential assets for a viable European audio-visual ecosystem, nonetheless regularly questioned by some in the European Institutions and always in need to be defended.

Communication

Europa Distribution aims at gathering information for distributors and other professionals 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 and on Cineuropa, 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, studies, reports 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 and any piece of information that could be useful.

Any question? Don't hesitate to write us at communication@europa-distribution.org

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

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



Europa Distribution



@EurDist

• let's •
TALK

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