



## Europa Distribution Benefits for Members – 2023

### The Network

Europa Distribution, an international non-profit established in Belgium, was created in 2006 by independent European film publishers and distributors in order to have their own dedicated network. It now gathers 115 members, based in 31 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 inspiring initiatives, fresh ideas and good practices related to the various publishing and distribution strategies needed to connect films to 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.

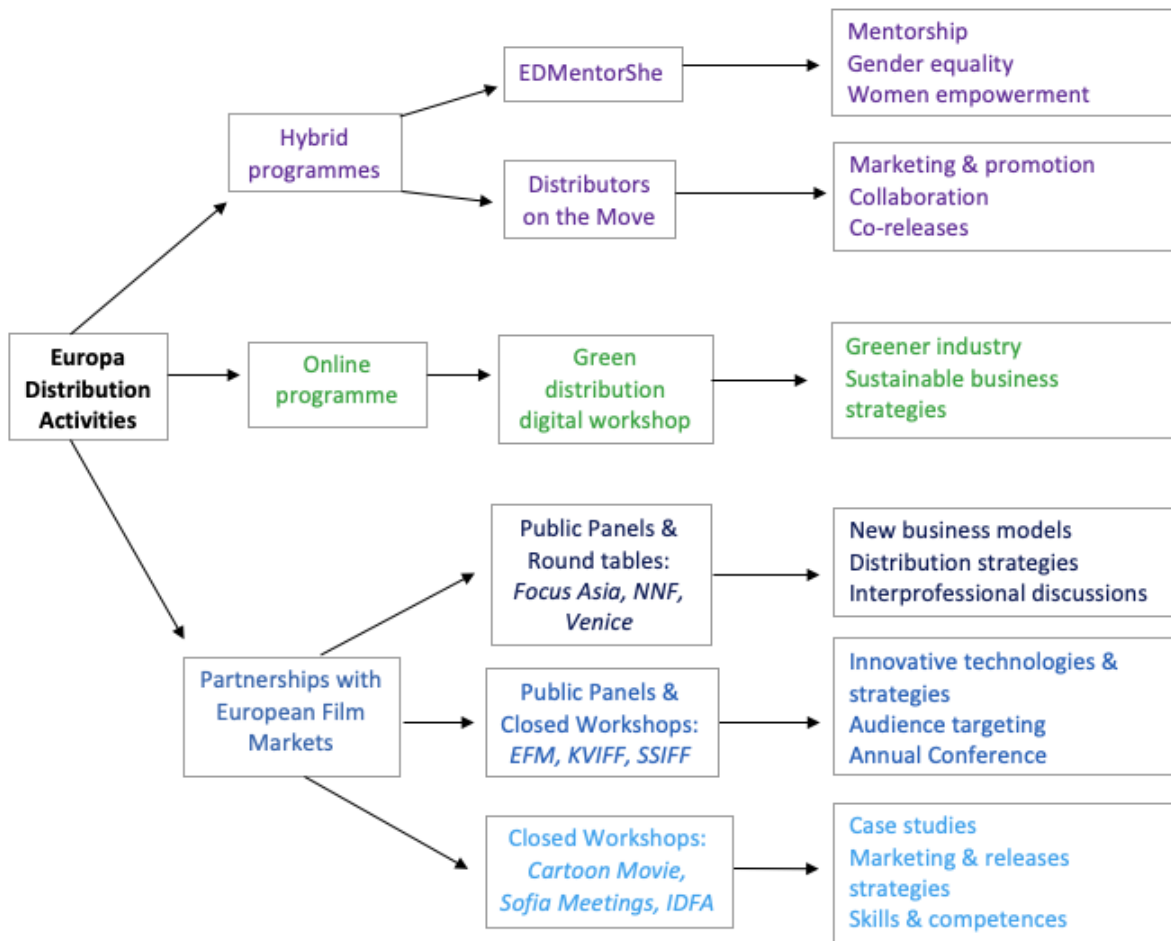
The public panels we organise are open not only to distributors, but to all professionals accredited at the festivals we partner with. These panels are an opportunity to tackle issues common to the broader AV chain, with an emphasis on film distributors' points of view and realities.

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

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company abroad. The other is a mentorship programme targeting young women active in distribution, who will benefit from the experience of their experienced peers.

## OUR ACTIVITIES AT A GLANCE



## CALENDAR OF ACTIVITIES 2023

*Note that the participation to our activities comes with very few expenses for our members, since accommodation is covered, the travel costs partly reimbursed and the market's accreditation is either free or reduced.*

### **Distributors on the Move: the exchange programme for marketing employees**

The programme is designed to offer participants a one-week immersive experience 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. A first call has been launched in December 2022 and the period to conduct the exchanges runs from January/February to August 2023. A second call will be launched later in the year.

### **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 will be launched in Spring and the period to conduct the exchanges run from Summer 2023 to February 2024, with a final group session with all pairs in Brussels in the spring (with possible online/ on site hybrid version of the meeting).

#### [ED's 17<sup>th</sup> Annual Conference at the EFM- February 20-21 2023 \(DE\)](#)

The 17<sup>th</sup> Annual Conference will be organised for the first time in the scope of the EFM in Berlin (February 16-22). The Conference will include a General Assembly with the members to discuss the association's activities, closed round tables session on the most relevant trending topics for film distribution, and a public panel.

#### [Animation Case Studies Workshop – March 7 2023, Cartoon Movie, Bordeaux \(FR\)](#)

A regular meeting in the network's annual calendar, this event will bring together distributors to discuss the curation, promotion and release of European animation films, in the scope of the well-known pitching event (Feb 7-10).

#### [Training on Effective communication in professional interactions, team management and negotiation – March 22-26 2023, Sofia Meetings \(BG\)](#)

Another regular among ED's activities, the workshop on Effective communication in professional interactions will provide participants with tools to increase their relational and managerial skills, with a focus on negotiation.

#### [Green Distribution Digital Workshop – Spring 2023](#)

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. Experts will be invited to bring answers to the raised questions and the evolutive toolbox will be updated and shared with the participants and a broader audience. The workshop will also include a case studies' session focussing on films with a green impact.

#### [Workshop on the publishing and distribution of Asian films – 26-28 April 2023, Focus Asia, Udine \(IT\)](#)

In April, 2023 ED will inaugurate a brand-new activity focussing on Asian films, more information will follow soon.

#### [Film Distributors Innovation Hub – July 2-5 2023, Karlovy Vary International Film Festival \(CZ\)](#)

Europa Distribution will organise the first Innovation Hub dedicated to film distributors in partnership with KVIFF (June 30-July 8), in order to provide participants a dedicated one-shot-shop where various innovative tools with a potential use for distributors will be presented by tech companies, engaged in different segments of the industry, such as digital marketing and audience development, accessibility and audio-scription systems for the sight-impaired audience, digital cinema streaming, AI & anthropology for script analysis.

#### [Panel on the publishing and distribution of Nordic films–August 24 2023, New Nordic Films, Haugesund \(NO\)](#)

In August 2023 Europa Distribution will hold an open panel in the scope of New Nordic Films (22-25 2023) & the Norwegian International Film Festival. The panel will include different European professionals discussing the circulation of Scandinavian titles in Europe.



Round tables on collaborative strategies between producers and publishers/distributors, September 2023, dates tbc, Venice Co-production Bridge (IT)

Europa Distribution will organise round tables in the scope of the Venice International Film Festival (August 30- September 9 2023) in order to create a bridge between production and publishing and distribution. This session will see professionals exchange good practices and ideas, from creation to promotion, to the benefit of films and its reaching audiences.

Workshop in the scope of the San Sebastian International Film Festival, September 24-28 2023, (ES)

Europa Distribution will organise a workshop mid-September in the scope of SSIFF (September 22-30 2023), which will include a public panel (open to all accredited professionals) and a closed workshop, for ED members only, to share case studies on films' releases strategies or discuss specific distribution topics.

Documentary Workshop at the International Documentary Festival Amsterdam (IDFA) - November 2023, dates tbc, (NL)

This closed workshop focusses on the release of documentaries through various case studies on recent marketing campaigns and strategies.

### NETWORKING & 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 (Latin-American works in progress), March, Toulouse: 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 + participation travel costs + accreditation).

EAVE, November, Luxembourg: ED members get a reduced fee for the EAVE Marketing Workshop.

### 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.

### COMMERCIAL 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.



### 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 publishers and 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 on what is going on for the publishing and distribution sector. We regularly inform our members and the broader audience through our publications, newsletters, digests and social networks.

We publish our own articles on our blog and on Cineuropa, including pieces on our events and our members. We systematically invite note takers during our events, to prepare public articles and detailed reports for our members.

Finally, we regularly feed our Facebook, Twitter and LinkedIn accounts with press articles, studies, reports but also with information on our activities: announcements of partnerships and events, pictures and tweets from the workshops. These publications are aimed at offering a complete digest of news related to distribution and useful piece of information.

# EUROPA DISTRIBUTION

*Any question? Don't hesitate to write us at [communication@europa-distribution.org](mailto: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>



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• let's •  
TALK

*The think tank activities (but the event in Udine) are organised with the support of the MEDIA Programme of the European Union*

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