

EUROPA DISTRIBUTION

WORKSHOP IN SAN SEBASTIAN

Pushing Legal Offer and Fighting Piracy

September 20-24 2015

THE INDUSTRY CLUB



DONOSTIA ZINEMALDIA
FESTIVAL DE SAN SEBASTIAN
INTERNATIONAL FILM FESTIVAL

With the support of the MEDIA Programme of the European Union

Co-funded by the
European Union



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PROGRAMME

Europa Distribution organizes 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 20

ARRIVALS

FESTIVAL ACTIVITIES (Screenings and meetings)

For your information:

- 9:30-13:00** **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 Breakfast
10:00-10:40 Welcome and presentation
10:40-11:20 Panel 1: Creative audience
11:30-12:10 Panel 2: Production audience
12:20-13:00 Panel 3: Distribution / programming audience

MONDAY SEPTEMBER 21

- 9:30-11:15** **CINE EN CONSTRUCCION Screening**
Venue: Cines Príncipe
- 9:30 *Era o Hotel Cambridge*, Eliane Caffé (Brazil-France-97 min.)
- 12:00-13:30** **OPEN PANEL – *The basic pillars for films to exist online: new perspectives on discoverability, an eye-catching legal offer and a decreasing piracy***
Venue: San Telmo Museum, Function Hall
- MODERATOR & KEYNOTE SPEAKER: **Michael Gubbins**, Sampo Media, UK
- SPEAKERS
Estela Artacho Garcia-Moreno, Me Siento de Cine (Fedicine), Spain
Lucia Recalde, DG Connect – MEDIA Unit, EU
Chris Anderson, MUSO, UK
Joachim Keil, Daredo, Germany
Kobi Shely, Distrify Media, UK
- 15:00-18:00** **WORKSHOP ED: Fighting piracy and enhancing the legal consumption of our films online**
Feedbacks from the distributors and the film agencies
Venue: Kursaal, The Industry Club, room 9
- MODERATOR: **Michael Gubbins**, Sampo Media, UK
- 15:00-15:15 INTRODUCTION
- 15:15-16:15 FEEDBACKS FROM THE DISTRIBUTORS
- SPEAKERS
Joachim Keil, Daredo, Germany
Claire Roman, Curzon/Artificial Eye, UK
Louise Soplanit, Cinéart Nederland, Netherlands
Katarzyna Orysiak, Gutek Film, Poland

- 16:15-16:30 BREAK AND FILM AGENCIES REPRESENTATIVES' ARRIVAL
- 16:30-17:00 FEEDBACKS FROM THE FILM AGENCIES
- SPEAKERS
Christophe Tardieu & Julie-Jeanne Régnault, CNC, France
Carol Comley & Neil Watson, BFI, UK
- 17:00-18:00 BRAINSTORMING SESSION WITH REPRESENTATIVES OF EUROPEAN FILM AGENCIES
- 20:30 Europa Distribution get-together Dinner**
Restaurant La Muralla
Calle Embeltrán, 3
+34 943 43 35 08

TUESDAY SEPTEMBER 22

- 09:30-13:45 CINE EN CONSTRUCCION Screenings**
Venue: Cines Príncipe
09:30 *Sobrevivientes*, Rober Calzadilla (Venezuela-Colombia-101 min.)
12:00 *Rara*, Pepa San Martin (Chile-Argentina-96 min.)
- 15:00-18:00 WORKSHOP: Fighting piracy and enhancing the legal consumption of our films online**
Venue: Kursaal, The Industry Club, room 9
- MODERATOR: **Michael Gubbins**, Sampo Media, UK
- 15:00-16:30 SOME TOOLS TO HELP US
- SPEAKERS
Chris Anderson, MUSO, UK
Kobi Shely, Distrify Media, UK
- 16:30-17:30 ROUND TABLE AND NETWORKING SESSION BETWEEN ED MEMBERS
- 17:30-18:00 PRESENTATION OF THE ACM SUPPORT TO DISTRIBUTORS
ACM Distribution is the new component of World Cinema Support (Aide aux Cinémas du Monde in French, or ACM), a fund founded by the CNC dedicated to the international distribution of the films supported at the production stage. With the support of the Creative Europe - MEDIA programme, this selective support will be open to European companies that offer innovative international distribution and promotional strategies for one or several ACM films in at least three territories (one of which must be European – not including France – and one non-European).

WEDNESDAY SEPTEMBER 23

- 09:30-11:00 CINE EN CONSTRUCCION Screening**
Venue: Cines Príncipe
9:30 *La emboscada*, Daniel Hendler (Uruguay-Argentina-82 min.)
- FESTIVAL ACTIVITIES (Screenings and meetings)**

THURSDAY SEPTEMBER 24

- FESTIVAL ACTIVITIES (Screenings and meetings)**
- DEPARTURES**

USEFUL INFORMATION

ACCOMMODATION

Unless notified otherwise by the Festival, you 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** or **+34 639 739 533**.

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 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.

<http://www.sansebastianfestival.com/2015/news/1/5182/in>

THE WORKSHOP ON TWITTER

@EurDist

#LetsTalk

@sansebastianfes

#63SSIFF

CONTACTS ON-SITE

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

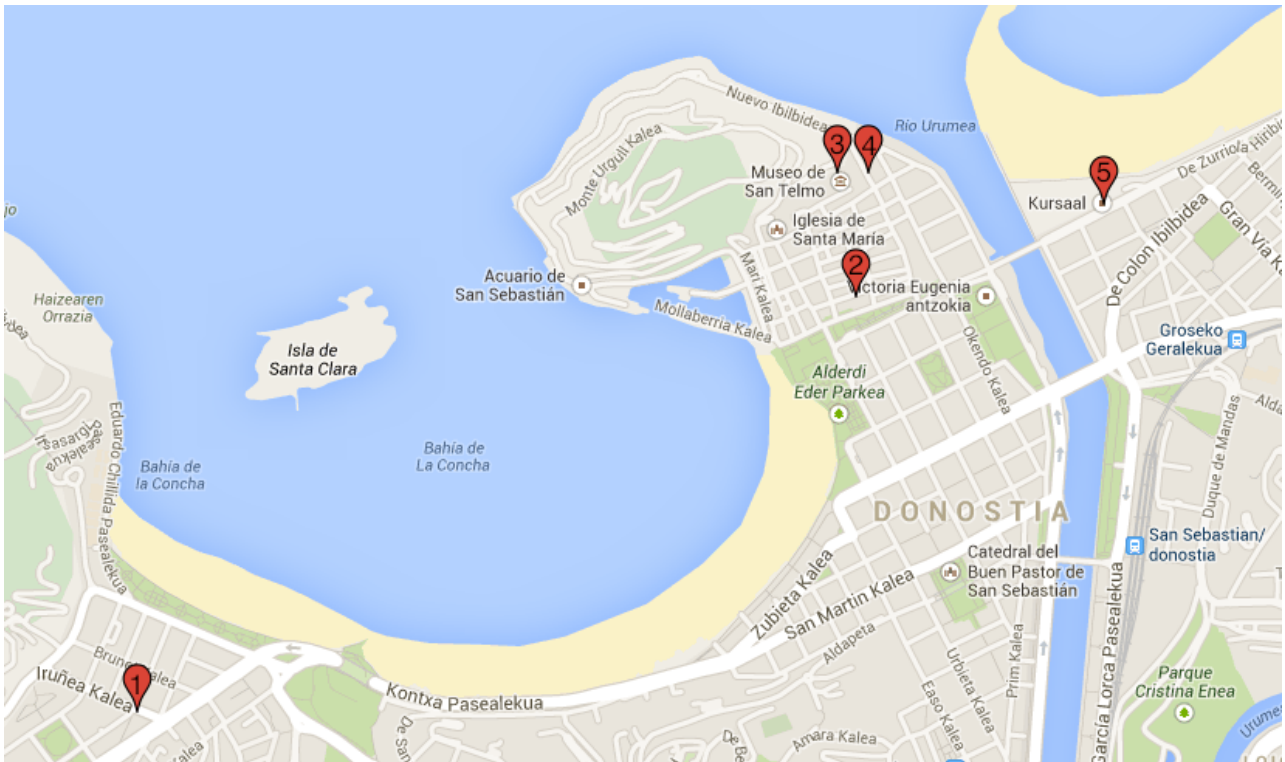
Industry Club +34 943 00 31 08

FOR QUESTIONS RELATED TO THE ED WORKSHOP

Christine Eloy +32 496 20 86 22

Clara Léonet +32 472 62 54 48

MAPS



1. Hotel San Sebastian

Avenida Zumalacárregui, 20
Tel: +34 943 316 660

3. Museo San Telmo

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

5. Centro Kursaal

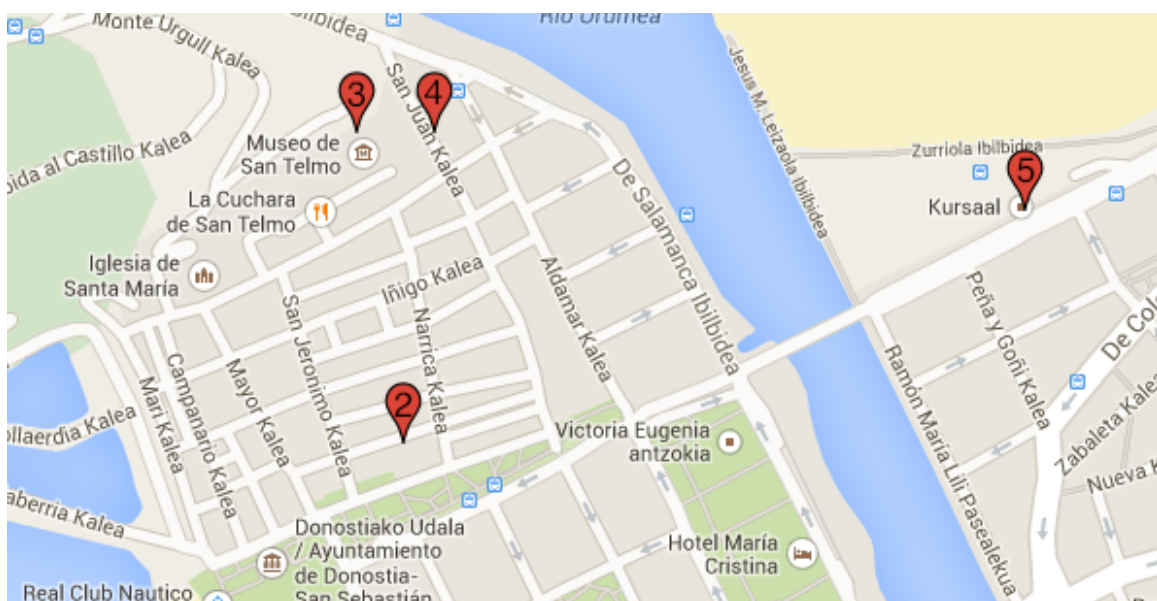
Avenida Zurriola, 1

2. La Muralla Restaurante

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

4. Cines Príncipe

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



WHO'S WHO

PANELISTS

Moderator & keynote speaker



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



Kobi Shely – VP Marketing and Business Development – Distrify Media, UK

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 Media, 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.



Estela Artacho Garcia-Moreno – President – Fedicine – Me Siento de Cine, ES

Estela Artacho Garcia-Moreno was elected President of the Federation of Spanish Cinema Film Distributors, FEDICINE, in February 1, 2012. She joined the world of distribution in 1998 when she was appointed General Secretary of ADICAN, the National Association of Cinema Distributors and Importers. Two years later, she accepted the same position at the Federation of Film Distributors, and since 2006 she occupied the directorship of Fedicine. Master's degree in Law from the Universidad Complutense of Madrid, her professional experience includes the European Parliament in Brussels and the legal department of the Motion Pictures Association in Los Angeles, among others.



Joachim Keil – Creative and Business Affairs – Daredo, DE

Joachim Keil, residing in Mannheim and Berlin, married, 2 children (14/16) is in the media industry for more than 20 years now, dealing also with internet copyright and youth protection issues for a long time already. Besides many contributions to panel discussions and for the press, regarding these topics, he has accompanied professionally the transition from physical media exploitation to digital utilizing possibilities in several music companies, and therefore has experienced the huge discrepancy between theory and practice at first hand. Currently, he is in charge of implementing the concept of "inter-media marketing" for movies at the daredo media GmbH, which is promoting the "all-inclusive" marketing of full-length movies. The core of this approach is the reasonable combination of existing distribution forms, instead of a now still widespread commercial exploitation of different marketing possibilities (cinema, TV, DVD, VOD, AVOD), which is still mainly characterized by distinction.



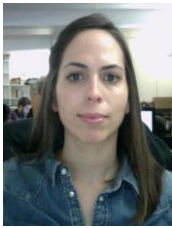
Chris Anderson – Head of Film & TV: UK & Europe – MUSO, UK

MUSO's trusted technology platform is enabling hundreds of major content owners to grow their relationship with online audiences in three stages - protecting content through anti-piracy, measuring global real-time demand, and driving online traffic back towards licensed websites. Chris joined MUSO at the start, and now fronts the Film & TV arm across the UK and Europe. Starting in music, and also working in publishing, Chris has had a wealth of experience in copyright infringement and the legal distribution of creative content. He has spent a decade helping to create events including the curation of a successful music festival, he has also launched a very successful blog, and presented at a number of industry markets including EFM and MipTV. Chris is now really enjoying helping MUSO launch a series of new tools and develop their brand across the film & TV industries.



Lucia Recalde – DG Connect – MEDIA Unit, EU

Spanish born, Lucia Recalde Langarica is Head of the MEDIA unit in the Directorate General for Education and Culture since September, 2014. She graduated in Political Science and Law at the Universidad Complutense, Madrid. She holds a post-graduate degree in EU studies Free University of Brussels (ULB). She worked between 1990-1995 for the Directorate of European Affairs of the Basque Government. She joined the Commission in 1995 and spent 10 years in DG EMPL dealing inter alia, with the European Social Fund and the implementation of the European Employment Strategy. Joining the EIT in 2006, she was responsible for the negotiations on the Regulation establishing the EIT and for the initial setting-up of the Institute.



Claire Roman – Legal & Business Affairs Manager – Curzon/Artificial Eye, UK

Claire works for Curzon for their film distribution arm, Curzon Artificial Eye, securing the acquisition of films and for their video-on-demand multi-outlet platform, Curzon Home Cinema (CHC), ensuring compliance with regulation as well as embedding CHC's business development. She has ten years of experience as Legal and Business Affairs gained across the media industry: in production at Gaumont Television and MK2 (MK2 Music / NADA) in Paris; in broadcasting at Voyage, NatGeo (broadcast from the UK), FOXlife (broadcast from Rome), 13eme Rue and Syfy (broadcast from the UK); and, in distribution at Content Media Corporation (aka ContentFilm).



Louise Soplanit – Traffic Manager – Cinéart Nederland, NL

While studying Film Studies in Utrecht, Louise managed to get an intern place at Cinéart in The Netherlands, assisting the sales manager with the bookings. After her degree she got the chance to come back to the sales department, and afterwards to move on to the position of Servicing Manager for the Benelux. As every single piece of material for Cinéart passes through her, it has also become her responsibility together with the sales agents and labs to keep everything is safe as possible during and after servicing. She looks forward to hearing the experiences of others in San Sebastian and hopefully learn about a new angle to stand up against piracy.



Katarzyna Orysiak – Marketing Specialist – Gutek Film, POL

Katarzyna began her career working in the film business in 2007, as the Head of Guest Relations at the Warsaw Film Festival. In 2008, she joined AP Manana, a distribution company specialising in films from Latin America, Asia, Africa and Spain. Katarzyna was responsible for company's whole distribution process, from selecting films for distribution through to their overall marketing. While at AP Manana, she also organised and programmed their two annual film festivals – Spanish Cinema Week (the largest yearly presentation of Spanish films outside of Spain) and the World Cinema ale kino+ festival. Since 2013, she has been with Gutek Film as a marketing and distribution specialist. She has been responsible for the successful campaigns for films such as "Nymphomaniac" by Lars von Trier, "Wild Tales" by Damian Szifron and "Amy" by Asif Kapadia.



Christophe Tardieu – Deputy General Director – CNC, FR

Christophe Tardieu is the Deputy General Director of CNC (French National Cinema Center) since September 2014. He is named Inspector of Public Finances in France from 2000 to 2004, period during which he carried out numerous missions in the cultural sector. In 2004, he is appointed General Administrator of the Museum and the Estate of Versailles. In June 2007, he becomes Deputy Chief of Staff of the French Minister of Culture and Communication, Christine Albanel, where he is going to be responsible for audiovisual in particular. In 2009, he is appointed Deputy Head of the Service of General Inspection of Finances. He also worked as Deputy Head of Opera National de Paris at the side of Nicolas Joel.



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

Julie-Jeanne is adviser for EU and International affairs at CNC (French National Cinema Center) since October 2014. She is also part of the EFADs Board and Chair of the EFADs Copyright & Enforcement Working Group. She obtained a master's degree in International Relations, in European Affairs and in EU law. From 2002 to 2007, she worked as a Senior Consultant at Euralia in Brussels. From 2007 to 2010, she was both working at French Chamber of Dentists and French Chamber of Midwives as a EU and International Adviser. In 2010, she joined the European Commission as a Policy Officer. She is also active as a lecturer in Sorbonne University in Paris.



Carol Comley – Head of Film Policy – British Film Institute, UK

Carol is currently Head of Film Policy at the British Film Institute (BFI). Previously she worked as Head of Strategic Development at the UK Film Council where she worked since its establishment in 2000. Prior to working at the Film Council, Carol worked in different roles at the BFI; overseeing the Institute's external funding programmes to cinemas, film archives, and production and training organisations amongst others. She joined the BFI after working in local government in the South West of England. Carol has degrees in Sociology and Visual Culture.



Neil Watson – Strategy Adviser – British Film Institute, UK

Having begun his career with the Association of Independent Producers in 1985, Neil has worked as an independent consultant to the film industry in UK and Europe since 1991. Neil Watson is a Strategy Adviser to the British Film Institute, advising on industrial and cultural issues including intellectual property and film and broadcasting. He is a partner with Lord Puttnam in Atticus Education, an online education business. He is a member of the Board of Ffilm Cymru Wales. He has worked for wide range of other clients in the private and public sectors including major Hollywood studios, the Media Business School and Ateliers du Cinéma Européen.

DISTRIBUTORS (IN ALPHABETICAL ORDER PER LAST NAMES)



Greta AKCIJONAITÉ
Kino Pasaka - LT
greta.garbo@kinopasake.lt



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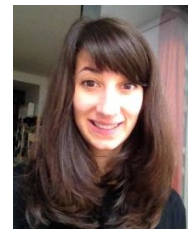
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Carola STERN
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Maria MICHAIL
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ABOUT EUROPA DISTRIBUTION



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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 **140 leading independent distributors representing 30 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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