



EUROPA DISTRIBUTION - PRESS RELEASE

**EUROPA DISTRIBUTION 15<sup>TH</sup> ANNUAL CONFERENCE**  
**MIA Rome – October 13<sup>th</sup> – 17<sup>th</sup> 2021**

Brussels, October 8<sup>th</sup> 2021.

**Europa Distribution** will hold its **15<sup>th</sup> Annual Conference** in the scope of MIA Market – Mercato Internazionale Audiovisivo – in Rome. The event will take place from October 13 to 17 and will bring together around fifty professionals, all members of the European Network of Independent Film Publishers and Distributors.

Continuing with the now traditional **“Everything you always wanted to know about distribution but were afraid to ask”** talk series, Europa Distribution and MIA will co-host an open panel entitled **“Recover, Reboot, Reshape”** on **Saturday October 16 from 09.30 to 11.00.**

The discussion will focus on the longer-term effects of the crisis and in what ways distributors’ businesses will possibly evolve, considering the diversified realities of their national markets. Indeed, the Covid-19 outbreak brought huge disruption to the film industry and impacted the way audiences watched films when there was no other choice. If some saw the emergence of a revolutionary “New Normal” in terms of business and culture, others suggested that pre-pandemic trends were accelerated. The panel will include discussions on the evolution in audience consumption patterns, potential ideas for successful matches of traditional and innovative release models, European films’ visibility on VOD platforms, along with the tools available to increase such visibility for independent films.

The panel’s speakers will be the distributors **Eve Gabereau** (Modern Films, UK) and **Olivier Van den Broeck** (The Searchers, Benelux), the sales agent **Thania Dimitrakopoulou** (The Match Factory, Germany), and the PhD Researcher **Catalina-Mihaela Iordache** (SMIT-VUB, Belgium).

This panel will be moderated by British consultant and journalist **Michael Gubbins**, founder of SampoMedia.

Previously to the panel, on October 13 attending distributors will participate in **Europa Distribution’s General Assembly**, which will provide an opportunity for members to discuss the activities of the Association according to their needs. On October 14, the many evolutions to come for the independent distribution sector will be addressed at dedicated private **Round Tables session**, where distributors will explore and exchange ideas on several key topics for this constantly evolving ecosystem, with a focus on the impact of streamers on theatrical and online releases, innovation tools to strengthen distributors’ releases and risk management through adapted safety net systems. During the days of the MIA Market, distributors’ members of the network will also participate in the MIA activities, including works in progress and special screenings, meetings and networking events.

NOTE FOR THE EDITORS: *Europa Distribution is the association of independent film distributors. With around 115 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. Since 2006, Europa Distribution has been creating new bridges for its members to share knowledge and exchange experience. Through dedicated brainstorming and training sessions, open panels and round tables, the Association’s aim is enhancing the circulation of information and ideas and to improve the curation, promotion and distribution of independent films.*

CONTACT: For more information about the presence of Europa Distribution in Rome, contact: [communication@europa-distribution.org](mailto:communication@europa-distribution.org)

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