

EUROPA DISTRIBUTION 12TH ANNUAL CONFERENCE
MIA Rome – October 17-21 2018

Brussels, 10 October 2018.

Europa Distribution will hold its **12th Annual Conference** in the scope of MIA Market – Mercato Internazionale Audiovisivo in Rome. The event will take place from October 17 to 21 and will bring together more than 60 independent distributors, all members of the European network.

On Saturday October 20 from 11.00 to 12.45, an open panel organised as part of Europa Distribution and MIA's joint series « **Everything you always wanted to know about distribution but were afraid to ask** », will take a closer look at **Blockchain and its application to the distribution of films**. Presented by a few observers and early adopters as the technology that would soon revolutionize practices in all types of businesses, blockchain has also become a big topic of discussion within the film industry sector, notably as part of the events organized in the scope of major film festival markets. An increasing number of startups today are developing dedicated applications and promoting them as solutions to some of the film industry's inherent inefficiencies and difficulties that appeared with the digital shift at all levels of the value chain. The experts gathered around the topic will offer a general idea of what blockchain actually is and how it works. What are its potential applications in the film industry? How may the BVOD impact the distribution of films and what new perspectives is this technology bringing to the table?

The confirmed panellists are Alan Milligan (White Rabbit, Norway), Claire Roman (Curzon Artificial Eye, United Kingdom), Sam Klebanov (Cinezen Blockchain Entertainment, Sweden), Nguyet Nguyenova (Gruvi, Denmark) and the session will be moderated by Michael Gubbins (Sampomedia, United Kingdom).

Attending distributors will also participate in the MIA activities, including works in progress and special screenings, meetings and networking events. Europa Distribution's General Assembly will provide an opportunity for members to discuss the activities of the Association, while the changes to come for the independent distribution sector, including under the next Creative Europe MEDIA programme, will be addressed during a closed workshop. Together, distributors will try to anticipate solutions to the challenges that lie ahead, by exploring ideas to increase the circulation of independent films and thinking about the best possible orientation for the future 2021-2027 MEDIA distribution schemes.

NOTE FOR THE EDITORS: Europa Distribution is the association of independent film distributors, created in 2006. With 115 leading independent distributors representing 29 countries in Europe and beyond, it serves as the voice of the sector and acts as a network and a think tank. Since its creation, Europa Distribution has accompanied and reinforced the integration and collaboration process between its members through information, brainstorming and training sessions. The network's aim is to strengthen the existing ties 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