**Everything you always wanted to know about distribution but were afraid to ask –Pre-sales & Co-productions**

**Join us for our Open Panel on DistributionSaturday 22 October, 3-5pm**

**Boscolo Exedra Hotel, Sala Michelangelo**

For the third edition of their ‘Everything you always wanted to know about distribution but were afraid to ask’ panel sessions, Europa Distribution and MIA – Cinema shed light on the essential role of local film distributors as financers of creation through pre-sales and co-productions.

Just as film distributors are well-known for their role as curators and promoters of content at national level, they are also investors playing a key role in the audiovisual ecosystem: from pre-sales to distribution, along with their occasional input as co-producers, they tend to provide a large part of a film’s production budget, and are often the guarantee for a film to be made in the first place.

Furthermore, to develop activities in other sectors (production, international sales, exhibition, VOD platforms, etc.), it is an increasingly frequent trend amongst independent distributors, who need to diverse their activities in order to stay viable in an ever-riskier market.

What are the risks and advantages of investing in a film in its early stages? Why do some companies choose to be active in both production and distribution? How could the reforms being implemented by the European Commission affect the audiovisual value chain and the ability of its stakeholders to fund and promote independent films? These questions and more will be explored by the following experts :  
  
- Andrea Occhipinti, President of Lucky Red (production - distribution - exhibition), Italy;  
- Ed Guiney, Company Director of Element Pictures (production - distribution - exhibition - platform), Ireland;  
- John Von Thaden, VP of Acquisitions at Magnolia Pictures & Magnet Releasing (production - international sales - distribution), USA;  
- Michael Weber, Managing Director of The Match Factory (international sales), Germany;  
- Roberto Olla, Executive Director of Eurimages (film fund), France.

The session will be moderated by Wendy Mitchell (British Council, Screen International)