

# EUROPA DISTRIBUTION

## WORKSHOP IN SAN SEBASTIAN

*Back to the Future!*

*How to give films older than 3 years a better life  
and market?*

23-27 September 2018



## Industria

Donostia Zinemaldia  
Festival de San Sebastián  
International Film Festival

*With the support of the MEDIA Programme of the European Union*

Co-funded by the  
European Union



Creative  
Europe  
MEDIA



**TABLE OF CONTENTS**

|                                  |           |
|----------------------------------|-----------|
| <b>PROGRAMME</b>                 | <b>4</b>  |
| <b>YOUR INPUT ON THE TOPIC</b>   | <b>6</b>  |
| <b>NOTES</b>                     | <b>7</b>  |
| <b>USEFUL INFORMATION</b>        | <b>12</b> |
| <b>MAPS</b>                      | <b>13</b> |
| <b>WHO'S WHO</b>                 | <b>15</b> |
| <b>ABOUT EUROPA DISTRIBUTION</b> | <b>21</b> |

## PROGRAMME

*Europa Distribution has organised this programme in partnership with the San Sebastian Film Festival. We kindly ask you to participate in all the Europa Distribution and Festival Activities (Cine en Construcción, Glocal in Progress, screenings and meetings).*

### SUNDAY SEPTEMBER 23

#### ARRIVALS & FESTIVAL ACTIVITIES (screenings and meetings)

**16:00 - 18:00**    **LATEST NEWS FROM THE NEXT MEDIA PROGRAMME 2020-2027**  
Venue: Kursaal, Room 9  
*Meeting with Lucia Recalde, Head of MEDIA Unit Creative Europe Programme (Industry accreditation holders)*

### MONDAY SEPTEMBER 24

#### ***Back to the Future! How to give films older than 3 years a better life and market?***

*Independent Distributors always try to find ways to show at best their films, not only at the time of their theatrical release, but also until long after they have been screened through the usual first windows. In the past they could avoid their ageing films falling into oblivion thanks to DVD editions (special offers, boxes, etc.) and sales to TV. But with the digital world everything changed: the DVD market has collapsed, TV has become unadventurous, VoD is still not taking over...*

*If we want to go back to the future and see catalogue films out of the closet it is essential to search for ways to create new markets, understand the last and the next trends, ideas explored by fellow distributors and other players and see what may exist already somewhere that could be further developed.*

*In order to tackle this problematic at best, Europa Distribution has created this dedicated event, composed of a public panel and two closed workshops.*

**10.00-11.30**    **EUROPA DISTRIBUTION PUBLIC PANEL**  
Venue: San Telmo Museum, Function Hall

#### SPEAKERS

**Joséphine Létang** – Founder & Managing Director, La Toile (FR)  
**Anke van Diejen** – Co-Founder, Picl (NL)  
**Wendy Bernfeld** – Founder/CEO, Rights Stuff (NL)  
**William Page** – Co-Founder, FilmDoo ; Secretary, EuroVod (UK)  
**Margherita Chiti** – Head of Acquisitions & TV Sales, Teodora Film Distribuzione (IT)

MODERATOR: **Michael Gubbins** – Founder, SampoMedia; Chair, Ffilm Cymru Wales (UK)

**12.00 – 14.00**    **CINE EN CONSTRUCCIÓN**  
Venue: Cines Príncipe, 7  
*Mateina* by Joaquín Peñaricano & Pablo Abdala (Uruguay/Brazil/Argentina – 115')

**16.00 – 17.35**    **GLOCAL IN PROGRESS**  
Venue: Cines Príncipe, 9  
*A Simple Man* by Tassos Geraknis (Greece/France – 94')

**17:30-19:30**    **Ice-breaker: distributors to present each other – pairs exercise**  
Venue: Kursaal, Room 9

**20.30**    **EUROPA DISTRIBUTION GET-TOGETHER DINNER**  
Venue: Restaurant La Muralla, Calle Embeltrán, 3, San Sebastián



**TUESDAY SEPTEMBER 25**

**09.30-11.45 EUROPA DISTRIBUTION CLOSED WORKSHOP**

Venue: Kursaal, Room 9

*Discussion on the exploitation of the catalogue, based on the experience of the distributors: what can be done once the film is not a "premium" content anymore? During this closed session, ED members and our Monday speakers will share experiences and voice feedback on issues discussed during the panel.*

**SPEAKERS**

**Anna Harding** – Head of Communication, Folkets Bio (SE)  
**Adrienne van den Berg** – Sales Manager Digital & TV, Cinemien (NL)  
**Eduardo Escudero** – Business Manager, A Contracorriente (ES)  
**Fredrik Scholze** – Marketing, Arthaus (NO)

**MODERATOR: Michael Gubbins** – Founder, SampoMedia; Chair, Ffilm Cymru Wales (UK)

**12.00 – 13.15 CINE EN CONSTRUCCIÓN**

Venue: Cines Príncipe, 7

*Ni héroe ni traidor (Neither Hero nor Traitor)* by Nicolás Savignone (Argentina – 74')

**16.00 – 17.35 GLOCAL IN PROGRESS**

Venue: Cines Príncipe, 9

*Kraliçe Lear (King Lear)* by Pelin Esmer (Turkey – 95')

**WEDNESDAY SEPTEMBER 26**

**09.30 – 11.45 EUROPA DISTRIBUTION CLOSED WORKSHOP**

Venue: Kursaal, Room 9

*Discussion on the exploitation of a film (marketing, sales and releases) over the years, based on the distributors' experience, followed by a round table fed by the previous days discussions.*

**SPEAKERS**

**Karoline Mennecken** – Acquisitions Manager, Prokino Filmverleih (DE)  
**Barbara Dias** – Senior Sales Manager TV & Digital, Curzon Artificial Eye (UK)

**12.15 – 13.30 CINE EN CONSTRUCCIÓN**

Venue: Cines Príncipe, 9

*Los tiburones (The Sharks)* by Lucía Garibaldi (Uruguay/Argentina – 72')

**16.00 – 17.45 GLOCAL IN PROGRESS**

Venue: Cines Príncipe, 9

*Nematoma (Invisible)* by Ignas Jonynas (Lithuania/Latvia/Ukraine – 103')

**20.00 ANNOUNCEMENT OF INDUSTRY AWARDS**

Venue: Kursaal, Press Conference Room

**21.30 INDUSTRY COCKTAIL**

Venue: San Telmo Museum

**DEPARTURES**

THURSDAY SEPTEMBER 27

FESTIVAL ACTIVITIES & DEPARTURES

YOUR INPUT ON THE TOPIC

- Visibility and accessibility: How to help the audience to be aware of catalogue films and where they are playing (cinemas, cultural centres, VoD, TV,...)?
- How to use the catalogue digitally and what ideas, incentives are the most efficient?
- How to target an audience for catalogue films (events, packages, dedicated support...) and more specifically how to reach out to the younger audience?
- Tips for marketing and PR to revitalise a film (long tail, re-releases, in theatres or online)
- Monetisation of the catalogue and how (flat fees, revenue share, ...), what is acceptable or not?
- "New" potential models (ex: MUBI and the ticket offered)
- AVMS: Quotas and prominence tools on linear and non-linear services: will it work? Cf TV where has not made impact
- The illegal competitor: how to turn pirates into consumers?
- Dedicated support that could be used for the catalogue (ex: BFI Audience Fund)
- (International) Collaboration between distributors
- Events (retrospectives & re-releases, screening in special places, others models)
- How to realise the potential of a title when it is in the catalogue, can it be foreseen (whatever the support)
- How to keep a catalogue relevant
- School screening, educational events (in the cinemas, but if exists, also online)
- Distributors who have developed their own platform: some results already?
- Dedicated programmes for cultural centres, packages to be exploited online/on TV
- Examples of strategies like exploiting relevant news linked with older titles to re-release them (new release of same director, packages of similar titles for particular occasions...)



**NOTES**



**NOTES**



**NOTES**



**NOTES**



**NOTES**

## USEFUL INFORMATION

### ACCOMMODATION

You should have received information on your accommodation from either Europa Distribution or the festival (unless organised yourself). If this isn't the case, then please get in touch and we'll be happy to help!

### TRANSPORTATION

#### TO REACH SAN SEBASTIAN/YOUR HOTEL

The festival has organised pick-ups for guests who gave them their arrival/departure information during their registration. Please refer to the information provided by the festival. If you have any problems (delays etc...) during your trip, please contact the festival transfer department hotline: **+34 943 483 324 / +34 639 739 533**

#### 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). More info will be given to you with your welcome bag or by the hotel desk.

#### **TAXIS:**

- **Taxi Vallina** – Tel: +34 943 40 40 40 ([www.vallinagrupo.com](http://www.vallinagrupo.com))
- **Taxi Donosti** – Tel: +34 943 46 46 46

In addition, the Festival provides a **bus service on the days of the Co-Production Forum and Cine en Construcción** (Monday 24, Tuesday 25 and Wednesday 26 September) with the following pick-ups:  
Hotel San Sebastián – 8.45 // Hotel Aránzazu – 8.47 // Hotel Codina – 8.50 // Hotel Costa Vasca – 8.55 // Hotel Amara Plaza/Hotel Astoria (the bus stops at the Amara Plaza) – 9.00 // Paseo Nuevo (final stop) – 9.15

### GENERAL INFORMATION

#### ACCREDITATION

You should collect your festival documentation from the accreditations desk, in the **Kursaal Centre**.  
**Don't forget to bring your ID with you!**

#### APP

The App, "Festival de San Sebastian", is free of charge and is available in three languages (Basque, Spanish and English). It can be downloaded from the App Store and Google Play.

#### THE WORKSHOP ON TWITTER

|                  |           |
|------------------|-----------|
| @EurDist         | #LetsTalk |
| @sansebastianfes | #66SSIFF  |

### CONTACTS ON-SITE

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

**Industry Club** +34 943 00 31 08

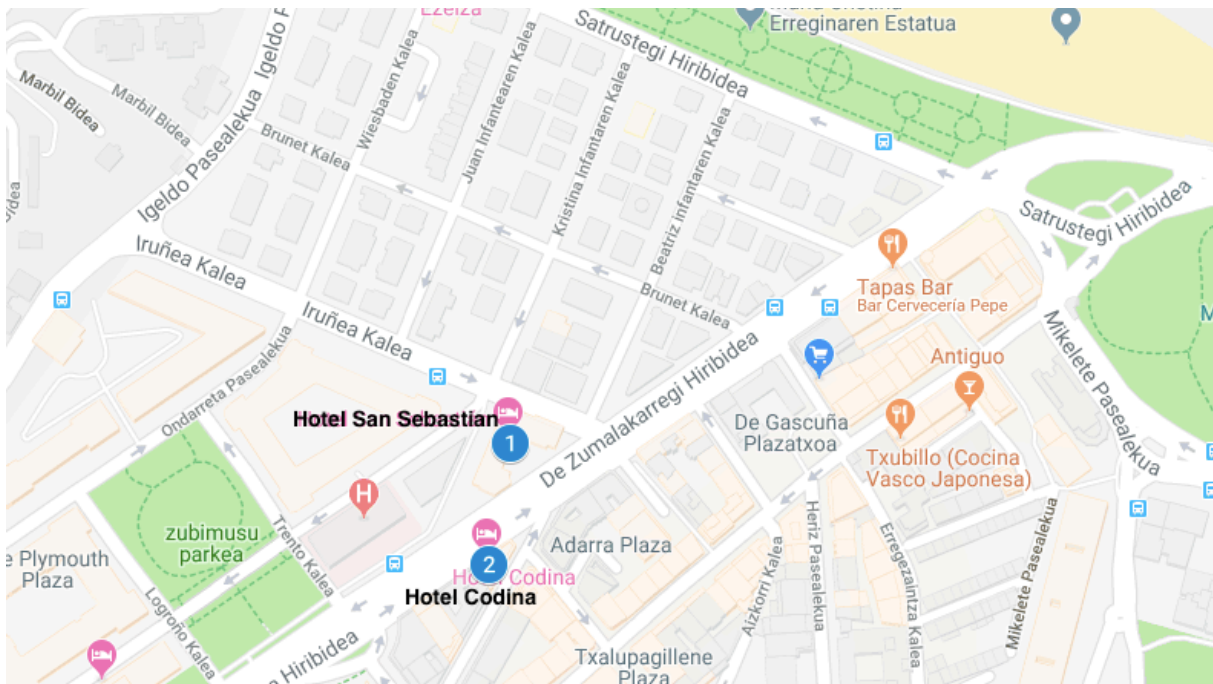
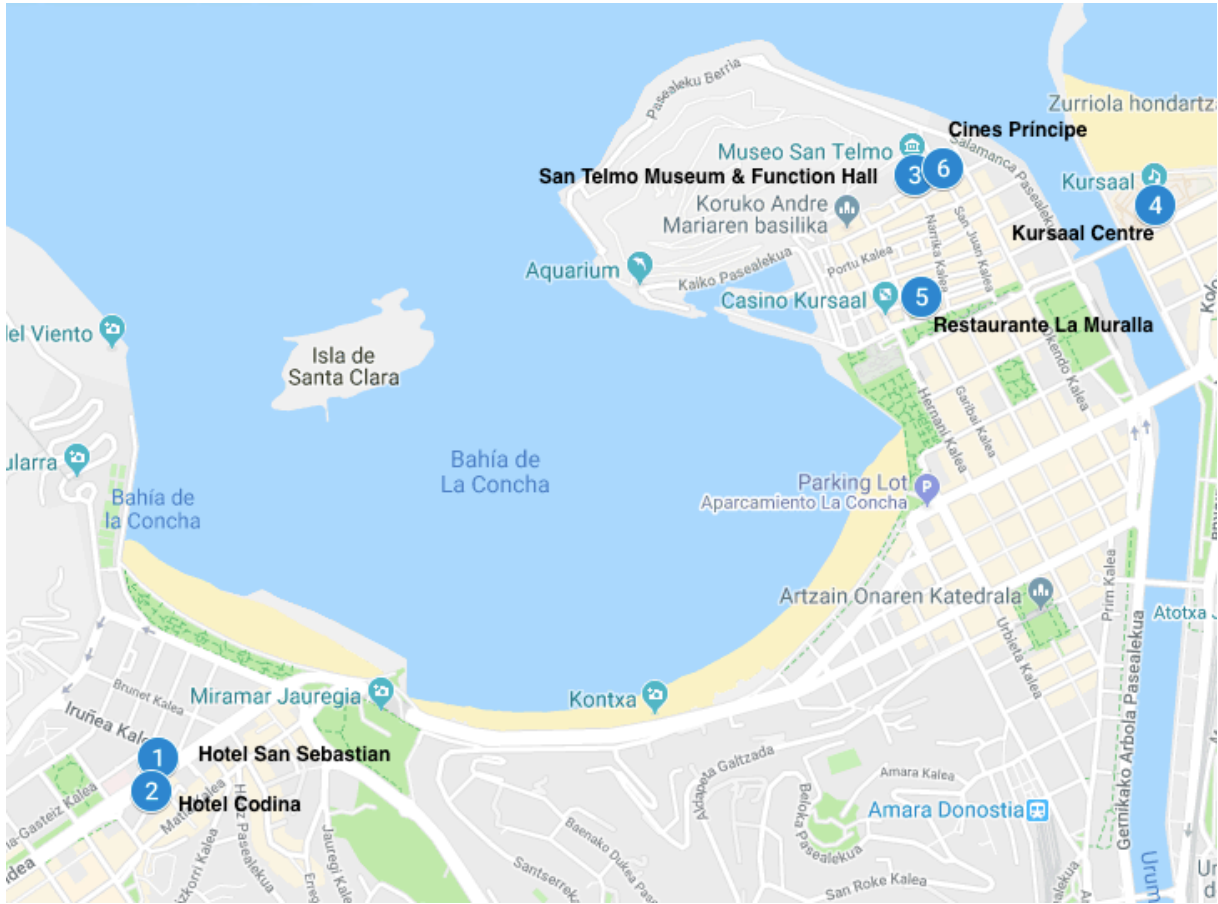
#### FOR QUESTIONS RELATED TO THE ED WORKSHOP

**Sandrine Pujar** +32 483 43 17 38

**Christine Eloy** +32 496 20 86 22



MAPS





## Addresses & Contact details

### 1. Hotel San Sebastián

Avenida Zumalacárregui, 20  
Tel: +34 943 316 660

### 2. Hotel Codina

Avenida Zumalacárregui, 21  
Tel: +34 943 21 22 00

### 3. San Telmo Museum

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

### 4. Kursaal Centre

Avenida Zurriola, 1

### 5. Restaurante La Muralla

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

### 6. Cines Príncipe

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

**WHO'S WHO**

**PANELISTS**

**MODERATOR**



**Michael Gubbins**

**Founder, SampoMedia; Chair, Ffilm Cymru Wales (UK)**

Michael Gubbins is co-founder of analysis and consultancy company SampoMedia, chair of film fund, Ffilm Cymru Wales and project leader of a major creative cluster development in the West Midlands of the UK.

Gubbins was editor of titles, including Screen International and Screen Daily, and Music Week in a 25-year career in newspapers and magazines.

He writes influential reports on the changing media and cultural environment in Europe; and is a sought-after and experienced moderator, keynote speaker and organiser of conferences, Think Tanks and events around the world.

In the last six years, Gubbins has worked in more than 30 countries with clients interested in the changing on-demand, always-on converged economy.

He is an Honorary Visiting Fellow of the University of Exeter, a member of the West Midlands Film Bureau, and sits on the advisory boards of Power to the Pixel and Met Film School.

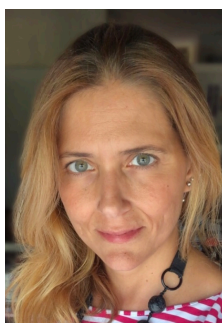
**SPEAKERS**



**Wendy Bernfeld**

**Founder/CEO, Rights Stuff (NL)**

A former Montrealer, Wendy is a passionate film buff with more than 25 years in film /pay TV /VoD channel start-up, business development and content/programming experience in N.A. and EMEA/international. This includes (before Rights Stuff) prior multi-region roles as CEO of Canal+ International, MD Alliance Atlantis and earlier on as entertainment lawyer. Since founding Rights Stuff in 1999, she provides content strategy and pragmatic licensing, including curation, acquisition, distribution (digital and hybrid) and development, to maximise rights/windows/audiences across an evolving digital landscape. Key expertise is international PAY/SVOD/OTT licensing and Originals deals – whether traditional, digital-first/web series, cross platform and/or VR. Going beyond just the big5 to other thematic and regional services – the new buyers and funders - who competes with and complements them.



**Margherita Chiti**

**Head of Acquisitions & TV Sales, Teodora (Italy)**

Film Buyer with a long-standing experience both in distribution and production. After a Bachelor Degree in History of Cinema from Università degli Studi di Bologna, and 4 formative years in distribution at Mikado Film, Margherita joined Warner Bros Italy Production Team and then, in 2007, Nanni Moretti's Sacher Distribuzione as Head of Distribution. At the same time she worked as Productions Assistant for Luigi Musini's and Roberto Cicutto's

production companies On My Own and Cinemaundici. In 2012 Margherita joined Teodora Film Distribuzione as Head of Acquisitions and TV Sales. For over 10 years she's been working as an expert for the EU Creative Europe Agency in production, distribution and access to markets funding schemes. Since April 2018 she's the Co-Founder and Vice President of Women in Film, TV & Media Italia.



**Barbara Dias**

**Senior Sales Manager TV & Digital, Curzon Artificial Eye (UK)**

Barbara has worked in content distribution for over 10 years, specialising in TV, Digital and Home Video sales. She has a degree in Communication Sciences, Journalism and Audiovisuals. She is a bilingual native speaker of English and Portuguese, and fluent in French and Spanish.



**Eduardo Escudero**

**Business Manager, A Contracorriente Films (ES)**

Eduardo graduated from the University of Barcelona with a degree in Law and a MBA of Audiovisual Companies (Universitat Ramon Llull). From 1998 to 2000, he was Head of Business Affairs at Filmax and was involved in 2000 - 2001 in the start up on the international sales division of FILMAX INTL. From 2001 to 2004, he worked at DeAPlaneta, first as Head of Business affairs and then as Head of TV sales, handling the DeAPlaneta's catalogue for TV Operators. From 2004 to 2009 he moved to Notro Films, where he was partner of the company, Head of the Theatrical sales until 2006, and VP of Notro Films in 2006-2007. In 2008 he was named Managing Director of NOTRO FILMS and VP of Film Distribution at Vértice360º. Since December 2009, he is Business Manager (and partner) of A Contracorriente Films.



**Anna Harding**

**Head of Communication - Web & Digital, Folkets Bio (SE)**

Anna Harding is Head of Communication at Folkets Bio. At the forefront of independent and art house distribution in Sweden since 1973, Folkets Bio acquires, distributes and exhibits around 25 Swedish and international films per year. It has its own cinemas with 30 screens in 20 locations, as well as distributing through other cinema chains. Folkets Bio picks up titles on the festival circuit, regularly distributing Palme d'Or and Golden Bear winners in Sweden.





**Joséphine Létang**  
**Founder & Managing Director, La Toile (FR)**

After 10 years working for film festival organizations in Europe (Festival de Cinéma Européen des Arcs, Berlinale...), Joséphine Létang managed a multiplex cinema in Paris. In 2016, she founded Carbec Media to create La Toile. La Toile is the VOD solution of the Cinemas. Build as a one-stop solution, La Toile enables cinemas to propose a VOD offer on their own website.



**Karoline Mennecken**  
**Acquisitions Manager, Prokino Filmverleih (DE)**

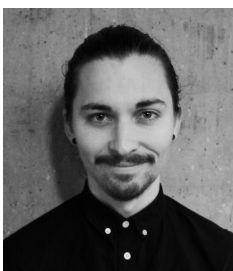
Born and raised in Munich (Germany) by creative parents who worked in advertising, Karoline's desire for storytelling grew early. After school she started working in a production company in Vienna. A year later she decided to go back to study theatre science, literature and art history in Munich. But after a short time her love for film made her enroll for the Diploma studies of film production and media economics at the University for Television and Film in Munich. There she founded her own production company with a colleague. For three years they produced several shorts and commercials. After obtaining her final degrees she started to work as an acquisitions manager for the film distributor Prokino.



**William Page**  
**Co-Founder, FilmDoo (UK)**

William is an entrepreneur with a diverse background in film, media, innovation and legal. He is the co-founder of FilmDoo, which is a diversified media company utilising disruptive technology to deliver the best in entertainment, cultural and language learning content. He recently co-led FilmDoo's efforts into establishing Fassoo, which is a Berlin based company focussed on helping content owners to create and automate their entire metadata infrastructure through the utilisation of A.I. and machine learning technologies.

William is an adjunct lecturer at University Technology Sydney and at the University of Sydney teaching across various areas of entrepreneurship and law. He speaks regularly at conferences, events and film festivals, primarily on innovation and utilising disruptive technologies in media, on the topic of corporate governance and start-up legal issues, entrepreneurship, the film industry and on the distribution of content.



**Fredrik Scholze**  
**Marketing, Arthaus (NO)**

Fredrik has been part of Arthaus' marketing division since early 2015. He graduated from BI Business School with a bachelor degree in Creative Industries Management, and later a programme in Media Sciences at the University of Oslo. His main working tasks are marketing campaigns (including social media and event planning), coordinating home entertainment

releases and in-house graphic designs. Arthaus is Norway's leading theatrical distributor of independent quality films, releasing 12-14 films annually.



**Adrienne Van den Berg**  
**Sales Manager Digital & TV, Cinemien (NL)**

Adrienne van den Berg graduated in 2009 with a Master of Arts including a training in Arts Policy and Management and following a Bachelor in film science. After a short career as a freelancer in the audiovisual industry, she started in film distribution at the Benelux distributor Lumière. Since the end of 2015 she has been working as head of all home video rights at Cinemien. As one of the oldest distributors of the Benelux with its 43 years of existence, Cinemien has also developed some expertise on the consumer market by launching two consumer videoplatforms, an agency and a ticketing platform. In addition to managing the digital, TV and DVD rights of the catalogue and newly acquired titles, Adrienne is currently focusing on the digital development of the video platforms, Innergy and Cinemien Online.



**Anke Van Diejen**  
**Co-Founder, Picl (NL)**

After working in Cinemas as programmer and marketer for many years, Anke van Diejen became co-owner of Herrie Film & TV, a boutique PR and distribution agency in Amsterdam. In 2016 she started, together with co-owner Noortje van de Sande, Picl – Bringing your arthouse cinema into your living room. With Picl, arthouse cinemas are able to offer their local audiences a personal hand-picked selection of new films for home viewing through Video on Demand, in their own online screening room, via Picl. And by doing so Picl offers these films a real, high-profile opportunity to reach (bigger, new) audiences.

**DISTRIBUTORS (IN ALPHABETICAL ORDER PER LAST NAME)**



**Luis APOLINARIO**  
Alambique - PT  
luis.apolinario@alambique.  
pt



**Neuza BAGORRO**  
Epicentre Films - FR  
neuza@epicentrefilms.com



**Claudia BEDOGNI**  
Satine Film – IT  
cbedogni@satinefilm.com



**Marco BRAZEROL**  
Filmcoopi Zürich - CH  
mb@filmcoopi.ch



**Ileana CECANU**  
Freealize - RO  
ileana@freealize.com



**Margherita CHITI**  
Teodora Film - IT  
margherita.chiti@teodorafilm.com



**Barbara DIAS**  
Curzon Artificial Eye - UK  
barbara.dias@curzon.com



**Eduardo ESCUDERO**  
Acontracorriente - ES  
eduardo@acontracorriente  
films.com



**Allison GARDNER**  
CineFile - UK  
aligardner@blueyonder.  
co.uk



**Alessandro Giacobbe**  
Academy Two - IT  
a.giacobbe@academytwo.  
com



**Anna Harding**  
Folkets Bio - SE  
anna.harding@folketsbio.se



**Alexis HOFMANN**  
BAC Films – FR  
a.hofmann@bacfilms.fr



**Michael Höfner**  
GMfilms – DE  
gmfilms@gmfilms.de



**Karoline MENNECKEN**  
Prokino Filmverleih - DE  
karoline.mennecken@  
prokino.de



**Xénia PUIGGROS**  
Segarra Films - ES  
Xenia.puiggros@  
segarrafilms.com



**Fredrik SCHOLZE**  
Arthaus - NO  
fredrik@arthaus.no



**Christian THOMAS**  
Imagine - BE  
c.thomas@imaginefilm.  
be



**Adriënnë VAN DEN BERG**  
Cinemien – NL  
adrienne@cinemien.nl



**Anne VIERHOUT**  
Cinema Delicatessen - NL  
anne@cinemadelicatessen.  
nl



**Michael Zippermayr**  
Xenix Filmdistribution - CH  
michael.zippermayr@  
xenixfilm.ch

**OBSERVER**



**Jean BARTH**  
European Commission - EU  
Jean.BARTH@ec.europa.eu

**NOTE-TAKER**



**Isabella WEBER**  
Communication Consultant  
isabella.weber@europa-  
distribution.org  
+39 338 255 4040

**EUROPA DISTRIBUTION TEAM**



**Christine ELOY**  
Managing Director  
christine.eloy@europa-distribution.org  
+32 496 20 86 22



**Sandrine PUJAR**  
Project Assistant  
Sandrine.pujar@europa-distribution.org  
+32 483 43 17 38



**ABOUT EUROPA DISTRIBUTION**

**Europa Distribution** is the association of independent film distributors. With **over 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 2006, Europa Distribution has been creating new bridges for its members to share knowledge and mutualise experience. Through dedicated brainstorming and training sessions, open panels, informal gatherings, the Association's aim is to enhance the circulation of information and ideas and to improve the curation, promotion and distribution of independent films.

**Ursula Meier** is the President of Honour of the Association. The Board of Administration, chaired by **Laurent Dutoit (Agora Films / Switzerland)** and **Stefano Massenzi (Lucky Red, Italy)** is composed of 12 independent European distributors, representative of all members in terms of nationality, type of structure and cultural diversity. The list of current members is available on our website: <http://www.europa-distribution.org>



[Europa Distribution](#)



[@ EurDist](#)

• let's •  
TALK

*With the support of the MEDIA Programme of the European Union*

