



WORKSHOP IN SAN SEBASTIAN

The "Holy Grail" of right holders

*The availability and visibility of European films on
VoD platforms*

22-26 September 2019



With the support of the MEDIA Programme of the European Union



The availability and visibility of European films on VoD platforms
San Sebastian - September 22-26 2019

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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 22

ARRIVAL & FESTIVAL ACTIVITIES

MONDAY SEPTEMBER 23

***“The Holy Grail” of right holders:
The availability and visibility of European films on VoD platforms***

It is not always easy for independent distributors to have their independent and European films defended at best on VoD platforms. While DVDs were important in the life of a film, with distributors having control on their publishing and marketing – it is not yet the case with VoD releases. This is of course a concern and a key topic for independent distributors as none of them wants to see their films disappear from the radar once they have left the theatres.

The industry is active to solve this problematic and there are several answers making their way to enforce the availability and visibility of European and independent films online today, to ensure their circulation and diversity on all platforms.

At an institutional level, the AVMS directive and more specifically the quotas and the prominence tools will hopefully help, and with this workshop, we would like to create a discussion between professionals and institutional experts.

The panel will bring together different experts to have a look at what is the situation of the availability and visibility of European films online today, what is helping - including the directive- and where we could head in the future. It will be followed by a closed session on Tuesday morning with the distributors members of Europa Distribution.

10.00-11.30 EUROPA DISTRIBUTION PUBLIC PANEL

Venue: San Telmo Museum, Function Hall

SPEAKERS:

Anna Herold - European Commission - Chief of Unit AVMS (BE)

Martin Kanzler - European Audiovisual Observatory - Film Analyst (FR)

Julie-Jeanne Régnault - EFADs - Secretary General (BE)

Vit Schmarc - Artcam - European independent distributor (CZ)

Silvia Cibien – EUROVOD – Secretary General (FR)

MODERATOR: Michael Gubbins - Founder, SampoMedia (UK)

12.00 – 14.00 CINE EN CONSTRUCCIÓN

Venue: Cines Príncipe, 9

Os Caminhos do Meu Pai / The Paths of My Father by Mauricio Osaki (Brazil / Poland – 120')

14:10-15:20

The “Pintxos” Ice-breaker (= lunch): distributors to present each other - pairs exercise

Please note that we will only have a little bit of time this year for this session so hurry up to

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to the Kursaal!

Venue: Kursaal, Room 9

- 15.30 – 17.05 GLOCAL IN PROGRESS**
Venue: Cines Príncipe, 9
Les dues nits d'ahir / Yesterday's Two Nights by Pau Cruanyes Garrell, Gerard Vidal Barrena (Spain - 92')
- 17:00-19:15 European Film Forum**
Venue: San Telmo Museum, Function Hall
The forum will tackle the new financing and collaborative models to promote European works (financing tools, co-production funds, co-distribution...)
- 20.30 EUROPA DISTRIBUTION GET-TOGETHER DINNER**
Venue: Restaurant La Muralla, Calle Embeltrán, 3, San Sebastián

TUESDAY SEPTEMBER 24

- 09.30-11.45 EUROPA DISTRIBUTION CLOSED WORKSHOP - Think Tank session**
Venue: Kursaal, Room 9
Availability, visibility and prominence tools: brainstorm with the members, what are the best ideas and ways to get the EU films on top?
Round tables with the speakers of Monday public panel and EFDA's representatives.

MODERATOR: **Michael Gubbins** – Founder, SampoMedia (UK)
- 12.00 – 13.35 CINE EN CONSTRUCCIÓN**
Venue: Cines Príncipe, 7
El árbol rojo / The Red Tree by Joan Gómez Endara (Colombia / Panama / France – 92')
- 15.30 – 17.25 GLOCAL IN PROGRESS**
Venue: Cines Príncipe, 9
Emile by Andrei Gruzniczki (Romania – 115')

WEDNESDAY SEPTEMBER 25

- 09.30 – 11.45 EUROPA DISTRIBUTION CLOSED WORKSHOP: Case studies on recent releases (theatrical and VoD)**
Venue: Kursaal, Room 9

Our events are built to create a space of discussion and experience sharing with the ultimate scope of having independent European films seen. The Wednesday session will be dedicated to case studies on recent releases of European independent films by distributors from Europe's four corners.
- PART 1: CASE STUDIES**
FILM 1: BIRDS OF PASSAGE: AYSYE RACAITYTE, KINO PAVASARIS, LITHUANIA
MONICA FELEA, BAD UNICORN, ROMANIA
ULYSSE KELBERT, CURZON, UK

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FILM 2: THE SHINY SHRIMPS: JAKUB MRÓZ, TONGARIRO RELEASING, POLAND
KAHLOON LOKE, PECCADILLO PICTURES, UK

FILM 3 : GRÂCE À DIEU: CAROLA STERN, FILMCOOPI ; SWITZERLAND

PART 2: PRESENTATION OF THE COLLABORATIVE DATABASE DEVELOPED IN PARTNERSHIP WITH CINANDO

12.00 – 13.45 CINE EN CONSTRUCCIÓN

Venue: Cines Príncipe, 7

Sin señas particulares / Non Distinguishing Features by Fernanda Valadez (Mexico – 105')

15.30 – 16:45 GLOCAL IN PROGRESS

Venue: Cines Príncipe, 9

Galaktika e Andromedës / Andromeda Galaxy by More Raça (Kosovo / France / North Macedonia / Italy – 72')

THURSDAY SEPTEMBER 26

FESTIVAL ACTIVITIES & DEPARTURES

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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 festival welcome bag or by the hotel desk.

TAXIS:

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

On the 23rd, 24th and 25th of September, the accredited industry professionals are able to use **the shuttle service of the festival** to attend the Co-Production Forum, as well as the screenings of Glocal in Progress and Cine en Construcción. The bus route is as follows: San Sebastián Hotel - 8:45; Aránzazu Hotel - 8:47; Codina Hotel - 8:50; Costa Vasca Hotel (at the hotel parking) - 8:55; Amara Plaza Hotel and Astoria 7 Hotel (stop at the Amara Plaza Hotel) - 9:00; Paseo Nuevo - 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!

And note you will need your accreditation to enter our panel on Monday morning!

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	#67SSIFF

CHILDCARE SERVICE FOR FESTIVAL GUESTS

The festival provides childcare service for accredited guests. The service is offered in Spanish, Basque and English and will be available between 10 and 18 pm from September 20th to September 28th for children between six months and six years. The service will cost 50 euros per child for the whole Festival. Sixteen-hour vouchers will also be available at a cost of 30 euros. The service is hosted by the San Telmo Museum.

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CONTACTS ON-SITE

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

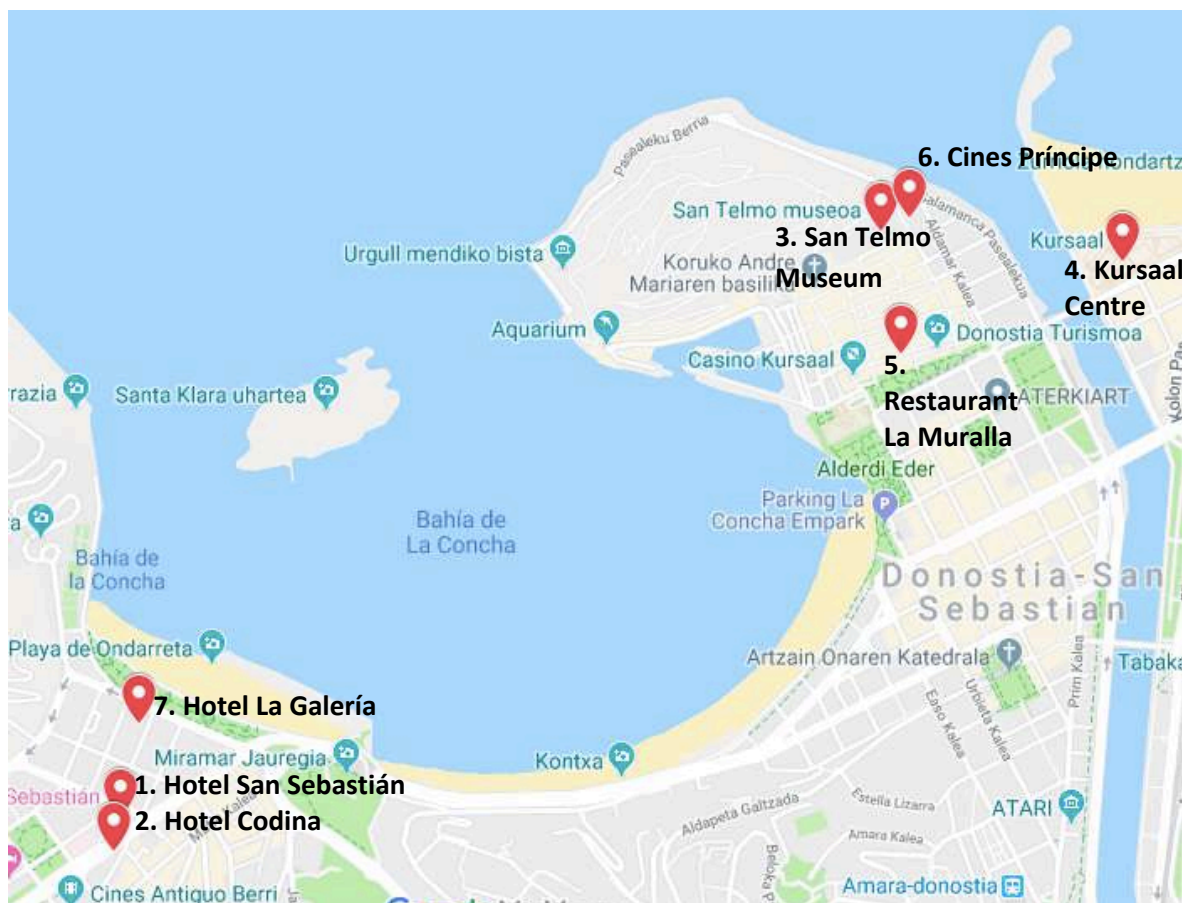
Industry Club +34 943 00 31 08.

FOR QUESTIONS RELATED TO THE ED WORKSHOP

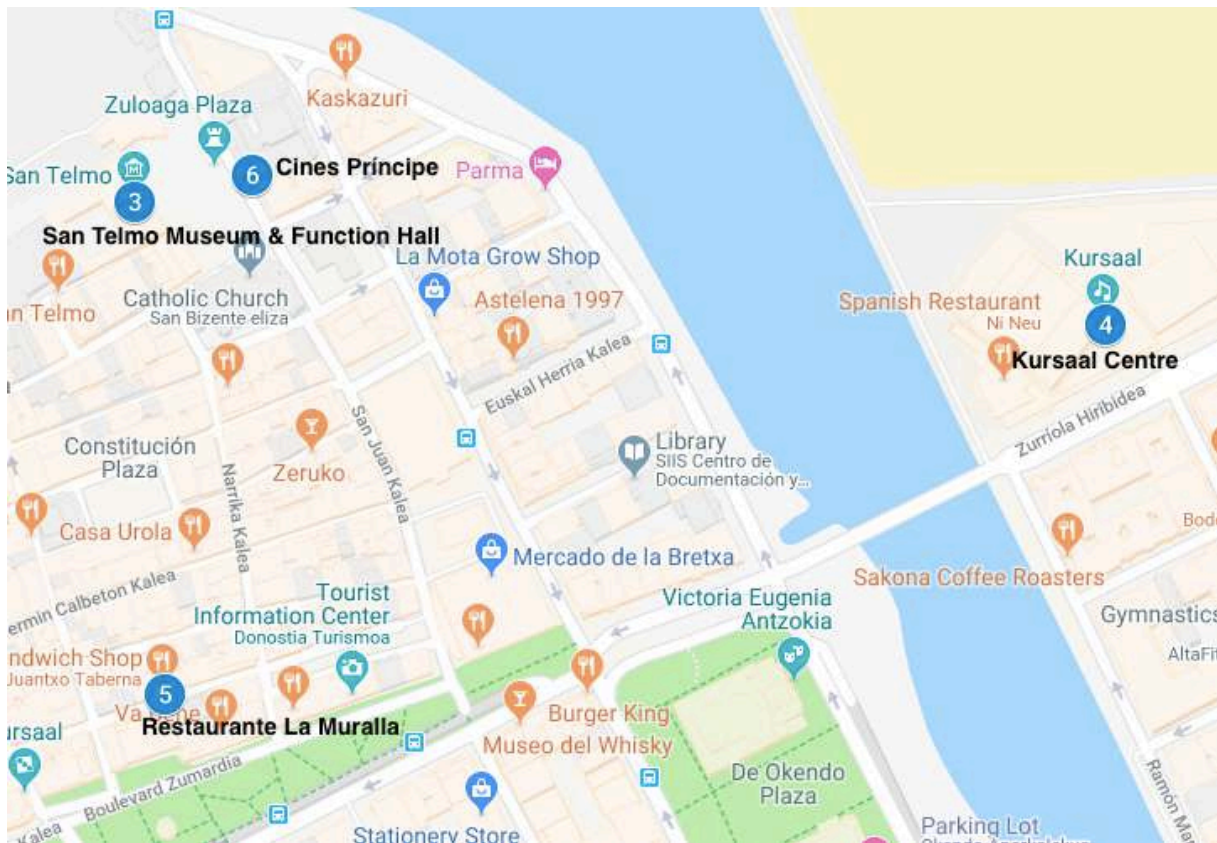
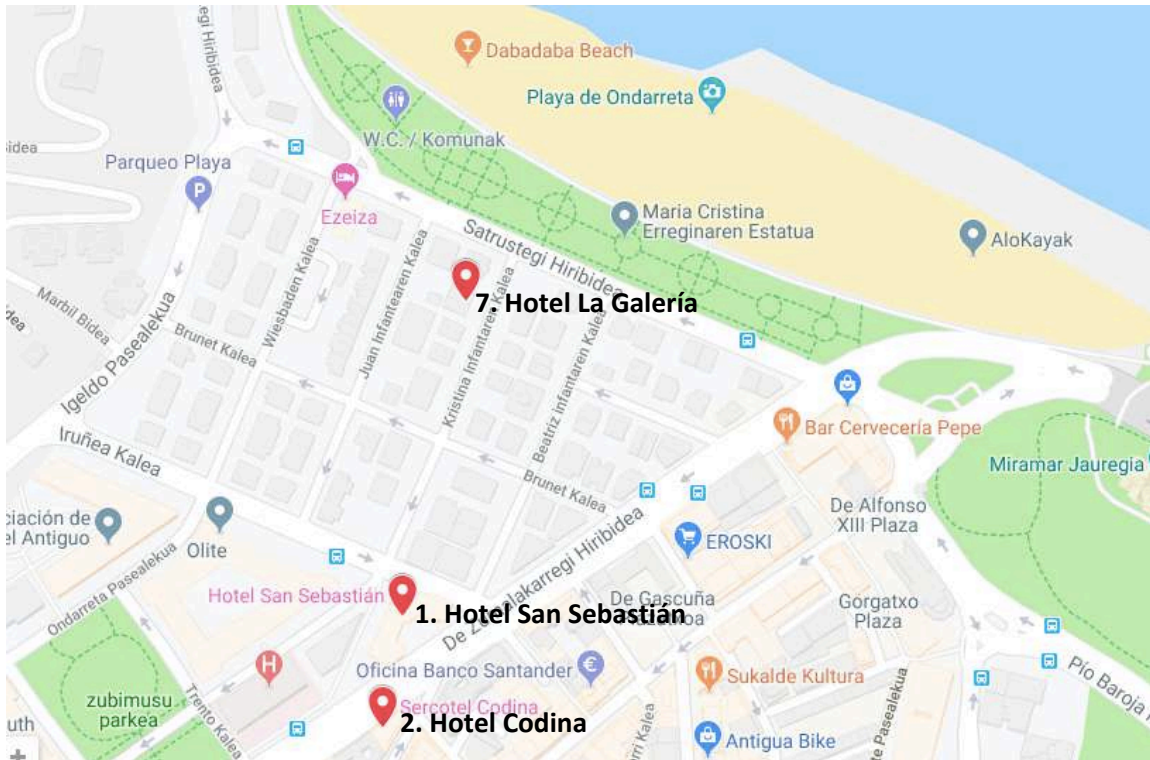
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MAPS



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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

7. Hotel La Galería

Kristina Infantaren Kalea, 1, 3
Tel: +34 943 31 75 59

WHO'S WHO

PANELISTS

MODERATOR



Michael GUBBINS
Founder, SampoMedia (UK)

Michael Gubbins is co-founder of the analysis and consultancy company SampoMedia and project leader of a major creative cluster development in the West Midlands of the UK. He was chair of film fund, Ffilm Cymru Wales until early 2019.

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



Silvia CIBIEN
EUROVOD, General Delegate (FR)

Italian, living in France, she has been working in the film industry since 2005: film programmer and Human Rights Film Fest coordinator (Cultural Center Boldù, Venice 2005-08), production assistant for 360DegreesFilm.it (2006-07), theatrical distribution at OfficineUbu.com (2007-08) and Insomnia World Sales/Cosmopolis Distribution in France (2012-13), cooperating with solarcinema.org since 2011.

In 2006 she joined the CICAIE - International Confederation of Art Cinemas, coordinating 10 editions of Art Cinema = Action + Management, international training course for arthouse film exhibitors co-financed by the MEDIA Programme.

Since 2013 she is an independent consultant for European business & affairs. She joined the VoD sector in March 2017, cooperating with LaCinetek.com and UniversCine.com for international development and European affairs, and coordinating the EUROVOD Network since then.

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Monica FELEA
Co-owner, Bad Unicorn (RO)

Monica Felea is co-owner of Bad Unicorn, movie distribution company in Romania. Bad Unicorn has started the distribution activity in 2017 with the movies *On Body and Soul*, *God's Own Country*, *Pororoca*, *L'Atelier*, *Dovlatov*, *Utoya: 22 July*, *The Guilty*, *Birds of Passage*, *Amanda* followed and, soon, are to be released, *Mo*, *God exist*, *her name is Petrunya* and *System Crasher*. With over 10 years of experience in promoting cinematographic events, Monica took on the marketing and promotion side of Bad Unicorn.



Anna HEROLD
European Commission, DG Communications Networks, Content and Technology, Head of Audiovisual and Media Policy Services Unit (BE)

Anna Herold is currently Head of the Audiovisual and Media Policy Unit at the European Commission. She was previously Member of Cabinet of Günther H. Oettinger, European Commissioner responsible for Digital Economy and Society.

Prior to that, she was Assistant to Deputy Director-General of DG Communications Networks, Content and Technology of the European Commission, Roberto Viola. She has worked for the European Commission since 2003, dealing with media, audiovisual and telecoms policy as well as competition law.

Anna holds a PhD in Law from the European University Institute in Florence and has written on media law and policy, international trade and competition law.



Martin KANZLER
Film Industry analyst at the Department for Market Information of the European Audiovisual Observatory (FR)

Martin Kanzler took up the post of Film Industry Analyst within the Department for Market Information of the European Audiovisual Observatory in September 2007. He is responsible for the field of film statistics and the LUMIERE database. Following his studies at the University of Vienna where he studied international business economics, he worked for five years for Ernst & Young Corporate Finance in Berlin as an M&A Advisor in the media and entertainment branch. He also holds an MA in TV & Film Production from the University of Krems (Donau-Universität) Austria.

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Ulysse KELBERT

Business Affairs & Financial Executive, Curzon Artificial Eye (UK)

After a Masters in Finance at Sciences Po Paris in 2014, Ulysse decided to move to the film industry and gather some experience in film production. In 2016-2017 he followed the Atelier Ludwigsburg-Paris, a one-year training program in Film Production, Financing and Distribution between La Fémis (Paris) and the Filmakademie Baden-Württemberg (Stuttgart). He then worked as a production assistant and press attaché in the Luxemburgish film production company Amour Fou, before moving to London to join the independent film distributor and exhibitor Curzon Artificial Eye, where he has been working for one year now as business affairs & finance executive.



Kahloon LOKE

Director, Peccadillo Pictures (UK)

Kahloon joined Peccadillo in 2003, he started working in the press department and has moved up to head of marketing and is in general the overall distribution manager of the whole company. Kahloon devises the publicity and marketing campaigns and works with media agencies and media owners to secure media slots. Peccadillo was awarded a “Highly Commended” at the 2014 Screen Awards for innovative campaign for the theatrical release of *Stranger by the Lake*. In 2013 campaign for *Our Children* was nominated for Best Foreign Language campaign and in 2012 *Weekend* was nominated for best theatrical campaign in the Screen Awards.

Peccadillo has twice been nominated as Distributor of the Year as a result of Kahloon’s marketing campaigns. Our campaign for *Embrace of the Serpent* won the Screen Award for Best Specialist Campaign of the year and Peccadillo nominated for 2016 Screen Award for the campaign for *The Levelling*.



Jakub MROZ

CEO, Tongariro Releasing (PL)

Jakub is co-founder and CEO of Tongariro Releasing, film distribution company focused on LGBT cinema. He is also co-founder of Outfilm, VOD platform for LGBT audience.

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Aistė Račaityte

Head of Sales and Acquisitions, Kino Pavasaris (LT)

Aistė Račaityte graduated from BA in Film studies at Lithuanian Music and Theatre academy and MA in Film Curating at Birkbeck College, University of London. She's been working as film critic and film curator since 2011. Currently she curates in the biggest Lithuanian film festival Vilnius IFF and is the Head of sales and Acquisitions in Lithuanian distribution company Kino Pavasaris Distribution.



Julie-Jeanne Régnault

EFAD, Secretary General (BE)

Julie-Jeanne Régnault is Secretary General of the EFADs, the Association representing 34 national Film Agencies in Europe. Previously she was leading on European Affairs at the Centre National du cinéma et de l'image animée (French Film Center), participating in particular in the negotiations of the revised Audiovisual Media Services Directive (AVMSD), the copyright reform and the implementation of MEDIA programme.

Specialised in EU affairs, Julie-Jeanne has started her career as a consultant and then as a policy officer at the European Commission. She holds Master's Degrees in EU law and in EU public policies and also graduated in International Relations. She is an EAVE graduate (Producers' Workshop 2017).



Vit Schmarc

Acquisition manager, Artcam (CZ)

Vit Schmarc is a literary historian and film critic turned film distributor in 2015. He previously worked for Film Europe Media Company and was responsible for development and marketing of specialized arthouse film branch of the company called Be2Can. From 2018 he is working for Artcam Films, where he is responsible for acquisitions, sales, distribution and marketing. Vit is still active as a film critic writing for various prestigious magazines, co-running a radio and TV show focused on films and pop culture.



Carola Stern

Board president, Filmcoopi (CH)

Carola Stern has worked in various fields of the film business: film funding, distribution, production. After her studies in Sociology, Psychology and German Literature at the Universities of Hamburg (DE) and Bristol (UK), some years in teaching and public relations, she joined the Swiss distributor Filmcooperative Zurich and was part of the collective management,

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responsible for marketing, promotion and media relations. As co-owner of Filmcoopi Zurich AG she presided the board for 10 years. Parallel to distribution, she has been in charge of training in the domain of distribution, exhibition and film marketing with FOCAL (the Swiss foundation for professional training in cinematic and audiovisual art). She is an active member of various national film commissions and associations.

DISTRIBUTORS (IN ALPHABETICAL ORDER PER LAST NAME)



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Jessica WYNS
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ABOUT EUROPA DISTRIBUTION

Europa Distribution is the association of independent film distributors. With **about 120 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 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>



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• let's •
TALK

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