



WORKSHOP:

LEGAL ISSUES IN THE DIGITAL AGE

in San Sebastian

September 23-24 2013



**DONOSTIA ZINEMALDIA
FESTIVAL DE SAN SEBASTIAN
INTERNATIONAL FILM FESTIVAL**

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PROGRAM

Conference Center: Kursaal – Industry Club Room 9

10h – 13h: How to take advantage of technical developments from a legal standpoint?

10:00 – 11:00:

Wendy Bernfeld, Rights Stuff, Netherlands: How to increase revenues online: overview

11:00-12:00:

Dan Boehnk, Rights Stuff, USA: Material and Technical aspects from a legal point of view (DRM, content protection, digital locker, security).

Coffee break – 15 min

12:15 – 13:00:

Ricardo Torres, Hubb Media & Entertainment, Spain: Review of years of evolution: technical developments and their impact on legal issues.

13h - 15h: Lunch Break at Restaurante Ikaitz

15h – 16h: Distributors' Feedback on common legal issues for a film release

Odile Reussner, Prokino, Germany

Jonathon Perchal, Artificial Eye, UK

Daniella Vidanovski, Cineart, Belgium

Coffee Break – 15 min

16h15-18h: Round tables on legal issues

The idea of these simultaneous round tables is to address the questions that distributors might have after the presentations of the day. We will have 2 tables:

Round Table 1: Business issues – moderated by Wendy Bernfeld, Rights Stuff, Netherlands

Round Table 2: Technical and Legal issues - moderated by Dan Boehnk, Rights Stuff, USA

8:30pm: Europa Distribution Dinner at Restaurante La Fabrica

With the support of the MEDIA Programme of the European Union



SPEAKERS – Monday Sept. 23



10:00 – 11:00:

Wendy Bernfeld, Rights Stuff, Netherlands

Wendy Bernfeld, founder/M.D. of Rights Stuff (www.rights-stuff.com), is a passionate film buff specialized in library & original content acquisition/distribution, & related international strategy/deal advice, for traditional media (film, TV, Pay TV), digital media (Internet, IPTV, VOD, mobile/tablets, OTT/connected devices, consumer electronics,) and web/cross-platform/transmedia production/distribution.

Originally from Montreal, Canada, then in Europe since '91, Wendy first devoted 15+ years as in-house movie buyer/senior exec in traditional pay tv, VOD, & distribution (including CEO Canal+Internat'l Acquisitions, MD Alliance-Atlantis, SVP Acquisitions Movie Network(Canada), before founding Rights Stuff in '99. (Earlier still she was an entertainment lawyer and Supreme Court law clerk.)

Rights Stuff sources and licenses content for VOD and other digital platforms, and helps producers/distributors/sales agents who want to sell to, or produce for, such platforms (including hybrid distribution and creative "windowing" so as to help maximize revenues across multiple windows and platforms.

Wendy also active on various film festival /institute/industry advisory boards (IDFA, Binger Film Institute, Seize the Night Outdoor FilmFest, FilmCollaborative, etc.) In Dec. 2010, she was named one of the "Brave Thinkers of Indie Film, 2010" by Oscar-winning producer Ted Hope, <http://trulyfreefilm.hopeforfilm.com/2010/12/brave-thinkers-of-indie-film-2010-edition.html>. See also her Sundance blog article on international digital platforms/opportunities:

<http://www.sundance.org/artistservices/distribution/article/brave-new-world-digital-distribution-beyond-the-old-world/>

@wbernfeld

#rightsstuffnews



11:00-12:00:

Dan Boehnk, Rights Stuff, USA:

American media/entertainment lawyer and business affairs consultant, formerly in EU now based in New York again, with more than 17 years of international entertainment, media and trademark law experience including: with RTL Television/Bertelsmann (RTL.de), MIH/Naspers (Naspers.com), and 7+ years New York law firm corporate transactional and intellectual property work.

Areas of practice include traditional media (Free TV and Pay TV) and digital media (VOD, Internet/IPTV/broadband, web hosting), tech law, trademarks and intellectual property licensing.

International business affairs/legal projects include:

- Major Studio Production/Distribution deals
- Digital distribution rights management and tech content protection negotiations with Hollywood studio, major sport and channel providers
- Sports Rights Contract Bids /negotiations
- Channel Carriage / Affiliation Agreements
- Format Licensing Agreements for Reality and Scripted TV
- Other legal: Trademark Prosecution; Mergers & Acquisition "due diligences; Anti-Trust reviews



12:15 – 13:00:

Ricardo Torres, Hubb Media & Entertainment, Spain:

Ricardo Torres is a business consultant specialized in the media & entertainment industry, who recently started Hubb Media & Entertainment, after serving as a full-time consultant to Sony Entertainment Network in content acquisition and strategy on a pan-European and ANZ level. Hubb is a company focused on consulting, projects and services in the media & entertainment industry, seeking to optimize monetization and content offering for both license holders and digital platforms. Having built a global network across North America, Europe, LATAM and ANZ, his experience covers both the digital platform perspective through Sony, as well as the content owner perspective through Spanish Vértice 360º. As former Head of Distribution for Portugal for independent film distributor Notro Films and as former Strategic Marketing Manager for EMI Music Brazil, he also holds a broad experience in film and music traditional distribution models, and over ten years of experience in the industry overall.

15h – 16h: Distributors' Feedback on common legal issues for a film release



Odile Reussner, Prokino Filmverleih GmbH, Germany

Odile Reussner is French and now lives in Germany. She completed a degree in Law and German in France and has been working at a German television channel before she joined Prokino as Head of Legal Department.

Prokino is a German independent film distribution company which exploits all rights (Theatrical, Home Video, Video-on Demand, Television) in German-speaking territories.

Odile Reussner is responsible for all contractual negotiations (in particular acquisitions and sales).



Jonathon Perchal, Artificial Eye, UK

Jonathon Perchal, Canadian by birth, has worked in the film industry in Canada, the US, Australia and Europe for over 25 years. He has been involved in many aspects of the film industry from film production and distribution to film financing, exec producing and working for a sales agent. His main interest is in independent and arthouse cinema. He has worked for PolyGram Film, Universal Pictures, Momentum Pictures, Icon and Content Films. He has been with Artificial Eye (now Curzon Film World) for over 4 years.



Daniella Vidanovski, Cineart, Belgium

After a Master Degree in Information and Communication, Daniella began her career in Internet Media then in European Communication Agency. She started to work for Cineart, leading Belgian independent distributor in 2004.

She first leads project in DVD and became, in 2006, Head of the DVD department for Belgium and further for Benelux. She is managing Cineart's catalogue in all his aspects from acquisition to release.

She also developed the VoD department at Cineart and follows the major debates on media chronology and cross-media releases.

EUROPE-LATIN-AMERICA CO-PRODUCTION FORUM
Tuesday September 24
Panel Europa Distribution & San Sebastian festival

Open to all Industry pass holders.

Venue: San Telmo Museum - Pza. Zuloaga, 1

Shuttle: The bus stop for the forum is **Paseo Nuevo** (see special itinerary & schedule p.13).

09.00-10.00 – Breakfast offered by Donostia-San Sebastian Film Commission (Cloister)

10.00-14.00 – Round Tables / Presentations (Function Hall)

10.00-11.30 – *How to maximize your revenues in the digital world?* (**panel ED – moderated by Jose Monleón, Wuaki.tv, Spain**)

- Ricardo Torres, Hubb Media & Entertainment, Spain : Overview on the international situation as regards new sources of income.

- Tom Abell, Peccadillo Pictures, UK : The risks and drawbacks of the digital world

- Laurence Gornall, The Works, UK : Point of view of a sales agent

- Jaume Ripoll, Filmin, Spain: Point of view of a VOD platform

12.00-13.30 – *Spanish-speaking films in the flow of international sales*

Round table fostered by [AMA](#) (Audiovisual Association from Madrid) and [IBAIA](#) (Association of Independent Audiovisual Production Companies of the Basque Country) from [FAPAE](#), Spanish Audiovisual Producers.

14.00-15.30 – Lunch offered by IMCINE (Mexican Film Institute) (**Cloister**)

15.30-20.00 – Networking, informal meetings (**Cloister**)

and one-to-one meetings with representatives of the selected projects (**Church**)

20.30-22.30 – **Ni Neu Restaurant**

“Conoce Panamá” cocktail – Panama Film Commission (With invitation)

EUROPE-LATIN-AMERICA CO-PRODUCTION FORUM
Wednesday September 25

Venue: San Telmo Museum - Pza. Zuloaga, 1

09.00-10.00 – Breakfast offered by [Arte France Cinéma](#) (Cloister)

10.00-14.00 – Networking and informal meetings (Cloister) and one-to-one meetings with representatives of the selected projects (Church)

11.00-12.30 – [FICOD](#) (International Forum on Digital Content) round table fostered by [Red.es: Digital content management models](#) (Function Hall)

13.00-13.30 – Presentation of the *Iberoamerican Audiovisual Report 2013* – [EGEDA](#) (Audiovisual Producer's Rights Management Association) (Function Hall)

14.00-15.30 – Lunch (Cloister)

15.30-16.30 – Networking and informal meetings (Cloister) and one-to-one meetings with representatives of the selected projects (Church)

21.00 – Industry Cocktail - Announcement of awards (Church and Cloister)

- *Europe-Latin America Co-production Forum Award 2013 for the Best Project* sponsored by [EGEDA](#)
- *Films in Progress 24 Industry Award*

LATIN-AMERICAN WORKS IN PROGRESS – Sept 24 & 25

Location: Príncipe Cinemas, Room 9

Tuesday September 24:

10.00 – *La comodidad en la distancia*, Jorge Yacomán Saavedra (Chile – 98 min.)

12.00 – *Nacimiento*, Martín Mejía Rugeles (Colombia – 117 min.)

Wednesday, September 25:

10.00 – *Matar a un hombre*, Alejandro Fernández Almendras (Chile/France – 95 min.)

12.00 – *Historia del miedo*, Benjamín Naishtat (Argentina/Uruguay/Francia/Alemania – 85 min.)

DOCUMENTARY CO-PRODUCTION FORUM – Sept 26

Location: Kursaal, The Industry Club, Room 8 and 9

Thursday, September 26:

10.00-14.30 : Pitching session.

IX Lau Haizetara Documentary Co-production Forum – IBAIA (Association of Independent Audiovisual Production Companies of the Basque Country)

USEFUL INFORMATION

ACCOMMODATION

Hotel San Sebastian

Avenida ZUMALACÁRREGUI, 20

Tel: +34 943 316 660

CONFERENCE CENTER

Centro Kursaal - Room 9

Avenida Zurriola

Tel: +34 943 00 30 00

MEALS

Lunch September 23: Restaurante Ikaitz

Paseo de Colon, 21

Tel : +34 943 290 124

Dinner September 23: Restaurante La Fabrica

Calle del Puerto, 17

Tel: +34 943 432110

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ACCREDITATION: where to pick up your badge?

Documentation should be collected from the accreditations desk, Other Guests section, in the **Kursaal Centre**. From Sunday 22, the desk will open **from 9:00 to 14:00 and 16:00 to 20:00**.

Don't forget to bring an ID with you.

TRANSPORTATION: How to reach San Sebastian / your hotel?

The festival organized pick-ups for the guests who gave us their arrival/departure information. Please refer to the information provided by the festival.

If you have any problem (delay, etc...) during your trip, please contact the festival transfer department's hotline: **+34 943 483 324** or **+34 639 739 533**.

For your information, **from the HENDAYE train station, you can reach San Sebastian** by the **EUSKOTREN** (on the car-park train station). The trip lasts about 40 min.

Departure every 30 minutes (all 3 and 33 of each hour: **7:03**, 7:33, 8:03... **22:33 – last train**).

You can get more information by following this link: www.euskotren.es/es/. The station to stop for San Sebastian is **Donostia/Amara**.

To get around in San Sebastian

There will be a shuttle service provided to the accredited to go from/to your hotels to/from the Kursaal or other festival places.

More info will be given to you with your welcome bag.

TAXIS:

- **Taxis Vallina** - Tel : +34 943 40 40 40 (www.vallinagrupo.com)

- **Radio Taxi Donosti** – Tel : +34 943 46 46 46

The public transportation system (The 'dBus'), will also take you quickly and cheaply from one point in the city to another. Locate the routes that suit you best on the dBus website: www.dbus.es (Tel : +34 943 000 200).

WHO IS WHO

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ABOUT EUROPA DISTRIBUTION

Europa Distribution, **with a membership of more than 130 leading independent distributors representing 27 countries**, serves as the voice of the European independent film distributor. It acts as a **lobby**, a **think tank** as well as a **network** and aims to develop a **strong European film industry**. **Cristian MUNGIU** is the President of Honour of the Association. The Board of Administration, chaired by **Annemie DEGRYSE (Lumière / Belgium) & Jakub DUSZYNSKI (Gutek Film / Poland)** is composed of 11 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity.

The list of current members is available on our website.

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



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