



EUROPA DISTRIBUTION - PRESS RELEASE

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**DISTRIBUTION WORKSHOP
ANNECY INTERNATIONAL FILM FESTIVAL /MIFA
JUNE 5-7 2012**

For the 5th Year in a row, Europa Distribution is hosting a workshop at the Annecy International Animated Film Festival and Market on the challenges faced by distributors releasing animated movies. 20 indie distributors' members of the network will participate in this workshop.

The discussion on June 5 - open to delegates to the Annecy MIFA market - will be a chance to focus on the identity of European animated films: how can we create a European animation film brand so that European animation films can compete against their American counterparts on European screens?

Europa Distribution, which now represents nearly 120 independent distributors, has created the workshop as a chance to take a hard, practical look at the opportunities and challenges faced by the distributors releasing European animated films.

The session at the Centre De Congres (Verdi Room) in Annecy will combine market data on animation movies, producer's and distributor's feedbacks on their release and marketing strategies, expert opinion on viral marketing and merchandising, and case studies on emblematic European animated films, like *Moonman*. Speakers include Marc Vandermeyer from Cartoon Movie (Belgium), Stephan Schesch, Producer of *Moonman* (Germany), Frank Johnsen, Distributor at EuropaFilm (Norway), Anne Sanchez from the communication agency Mercredi (France) and Quentin Molina from Studio Canal (France). The panel will be moderated by Jean-Paul Commin.

The conference on the distribution of European animated films is part of a two-day Europa Distribution workshop. Day two will bring together members of the network to discuss case studies of animated feature releases, including *The Tales of the Night* (Michel Ocelot – France) presented by Kate Gerova (Soda Pictures – UK), *The Great Bear* (Esbén Toft Jacobsen – Denmark) presented by Adeline Margueron (Le Parc – Belgium) and *Colourful* (Keiichi Hara – Japan) presented by H  l  ne Vasdeboncoeur & Chantal Burg (Eurozoom – France). This marketing workshop will be followed by line-up presentations by 2 European sales agents with a focus on their animated titles : Marina Fuentes from 6Sales (Spain) and Camille Neel from Le Pacte (France)

Europa Distribution was founded in 2006 and has rapidly grown to its current 117 members in 26 countries. It has become a key voice championing Europe's independent film industry. The body has also created an invaluable database of promotional and technical information on hundreds of European films called CIDINET, supported by the MEDIA Programme.

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For more on Europa Distribution, go to www.europa-distribution.org / www.cidinet.eu

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