

14 / 02

Berlinale MEDIA Info Day

Ritz-Carlton Hotel – Potsdamer Platz 3 – Berlin

Please register
in advance at
infodesk@media.de

No confirmation will be sent.
Please remember to take
your visiting card with you.

10.00 Welcome and Coffee

10.30 Opening Remarks, Gilbert Gascard, Director EACEA
(Education, Audiovisual & Culture Executive Agency)

10.45 MEDIA Programme News Round-up – digital cinema, sales agents, new programmes: Costas Daskalakis, Head of MEDIA Unit EACEA and Aviva Silver, Head of MEDIA Unit, European Commission

11.15 MEDIA Production Guarantee Fund:

Introduced by Aviva Silver, with presentations by *IFCIC* and *SGR Audiovisual*

12.30 Support to Independent Producers

(Development, TV Broadcasting, i2i)
Latest updates on TV Broadcasting and i2i support: Eleni Chandrinou and Olga Sismanidi
Do's and Don'ts for a successful Development
Online Submission: Virve Indren and Soon-Mi Peten

13.15 Lunch



Participants in the NFTS Inside Pictures course get a chance to visit the studios of Paramount Pictures

14.45 New Media, New Frontiers, New Training Courses

MEDIA and MEDIA Mundus have selected four exciting new training courses for professionals exploring fresh opportunities
Panel discussion with Marit van den Elshout (Cinemart) and Arnaud Pasquali (MEDIA Training) with representatives of:

INSIDE PICTURES by NFTS

Inside Pictures consists of three intensive one-week modules, taking place in London and Los Angeles, with studio visits. The programme covers all aspects of the international film business – from development through production, financing, worldwide distribution, marketing and exhibition, and the latest digital developments. The course has a particular focus on the North American markets.

WITH *Benamina Mirnik, Head of Feature Film Acquisitions and Co-Productions, Universum Films, and Paul Moody and Jill Tandy, Course Directors*

CLOSING THE GAP: INVESTMENT FOR 360° CONTENT by Peacefulfish

This training programme focuses on educating European live-action and animation producers on how to approach and engage with equity investors for feature-film projects with technology-oriented transmedia components (internet, mobile, gaming platforms, etc.)
WITH *Frank Bonn, Equity Investment Manager, Servisen Investment Management, and Marc Robert, Course Director, Peacefulfish*

CROSSOVER COMMISSIONING LAB by Sheffield Doc/Fest

This course consists of three five-day workshops aiming at helping broadcasters better commission cross-media content. It will bring together web and traditional commissioning editors and focus on the development of services, projects and businesses for the emerging, digital media ecology. The three transmedia labs will take place across Europe and include the annual Crossover Summit in Sheffield in June.

WITH *Frank Boyd, Unexpected Media & Crossover, Course Director, and Marc Goodchild, BBC*

TIES THAT BIND by Friuli Venezia Giulia Film Commission, Pusan International Film Festival, Centro Espressioni Cinematografiche Udine, and EAVE

Ties that Bind enables ten experienced feature film producers from Asia and Europe to work together on their projects in two five-day workshops during the Far East Film Festival and during the Pusan International Film Festival.

WITH *Katie Holly, Managing Director, Blinder Films*

16.15 Tea and Coffee