

PROMOTION AND PROMINENCE OF EUROPEAN AUDIOVISUAL CONTENT

6 APRIL 2017 – 10.00 > 15.30 – KEMPINSKI HOTEL, CATHEDRAL SQUARE, UNIVERSITETO STREET 14, VILNIUS

VERSION 2 – 30 MARCH 2017

10.00 > 10.10 Opening speeches by **Liana Ruokytė-Jonsson**, Minister of Culture of the Republic of Lithuania, and **Antanas Guoga**, Member of the European Parliament

10.10 > 10.20 Keynote speech by **Lucia Recalde**, Head of the “Audiovisual Industry and Media Support Programmes” Unit, DG CONNECT, European Commission

10.20 > 10.40 **SETTING THE SCENE**

FILM INDUSTRY IN THE REGION: PROGRESS AND OBSTACLES

by **Martin Blaney**, Eastern Europe Correspondent, *Screen International*

The opening presentation will set out the context for development in the region, assessing the current state of film in terms of audiences, market share and industry developments. The presentation will offer a snapshot of production levels, box office, audience demand, theatrical reach and other key information, including numbers of exported films or levels of piracy. In addition, it will look at the growth of VOD and other new forms of digital exploitation, on which new opportunities might be built.

The analysis will look at the differences between countries with bigger and smaller production capacities in the audiovisual sector.

10.40 > 11.50 **PANEL 1 BREAKING BARRIERS: HOW FILMS FROM SMALLER SCALE MARKETS CAN MAKE AN IMPACT AT HOME AND ABROAD**

The region’s film industries have reasserted themselves over the last quarter of a century and, to a greater or lesser extent, have created strong platforms on which to build. Yet, the large players from the United States still have a powerful hold over the box office in many countries and the European films which successfully travel beyond their national borders tend to come from so-called high production capacity countries. However, a changing audiovisual landscape with rapidly evolving digital distribution models might offer new ways for the voices of smaller capacity countries to find their audience and create a growing appetite for European content to ensure cultural and linguistic diversity across the continent. This panel will look at strategies to increase the cultural and commercial impact of films at home and abroad, enhancing their potential to travel across borders and reach larger audiences. It will consider how to develop innovative strategies for the distribution of EU works and build sustainable businesses through promotion, while retaining identity and diversity.

SPEAKERS

Aitziber Atorrasagasti, Director for the Promotion of Culture, the Basque Government (Spain)

Markéta Hodoušková, Industry Expert (France/Czech Republic)

Julie-Jeanne Régnauld, Head of European Affairs,
Centre national du cinéma et de l’image animée (France)

Edith Sepp, CEO, Estonian Film Institute (Estonia)

Arben Zharku, Director, Kosova Cinematography Center (Kosovo)

Moderated by **Michael Gubbins**, Sampomedia (UK)



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11.50 > 12.10 Coffee break

12.10 > 12.30 **KEYNOTE SPEECH:**
NEW TRENDS IN FINDING AUDIENCES FOR EUROPEAN FILMS
by **Joanna Solecka**, Alphapanda (Poland)

12.30 > 13.40 **PANEL 2 ROADMAPS TO SUCCESS:**
NEW DIRECTIONS IN TALENT DEVELOPMENT

A focus on talent development is creating a new generation of filmmakers with huge potential and some of the most compelling voices in global cinema have emerged from the countries with a smaller scale audiovisual sector and non-dominant languages.

Yet, challenges are also increasing in the very demanding European film market where established brands have a strong advantage. Succeeding in this competitive environment may require fresh thinking, determination and an entrepreneurial spirit. In particular, emerging brands might need to re-think the relationship between audience and content.

This panel will look at the state of the “career ladder” today and consider a range of new opportunities for filmmakers, beginning at the earliest stages of development. In particular, equipping new talents with the right technological, managerial and entrepreneurial skills should further fuel their creativity and help them find their way in the industry.

SPEAKERS

Karolis Kaupins, Young Film Director (Lithuania)

Tereza Nvotová, Young Film Director (Slovakia)

Erwin M. Schmidt, Propellor Film Tech Hub (Germany)

Kristina Trapp, CEO, European Audiovisual Entrepreneurs (EAVE) (Luxembourg)

Fernando Vasquez, Artistic Director, FEST – New Directors Film Festival (Portugal)

Moderated by **Michael Gubbins**, Sampomedia (UK)

13.40 > 13.50 **WRAP UP**
by **Martin Blaney**, Eastern Europe Correspondent,
Screen International

13.50 > 15.30 Networking Lunch



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