



## EUROPA INTERNATIONAL ROUNDTABLE FESTIVALS MARRAKECH 2015

### INTRODUCTION

A film needs a stamp to travel, and the festivals are really important for the sales agents' business and international strategies. Festivals help to get films recognition providing a stamp of differentiation and raising awareness.

Thanks to Le Public System Cinema and the Marrakech Film Festival, Europa International, the European organization for sales agents, sets up the 2nd edition of a work session on festivals, to continue the discussion engaged 2 years ago, to find some solutions, and to create a closer working relationship between the 2 main actors in the industry, the sales agents and the festivals.

### AGENDA

Thursday 10<sup>th</sup> December (day 1):  
Arrivals

Friday 11<sup>th</sup> December (day 2):  
10:00 - 13:00: Europa International Worksession "Submitting a film"  
13:00 - 15:00: Lunch @ Palace Es Saadi  
15:00 - 18:00: Europa International Worksession "Promoting a film"

Saturday 12<sup>th</sup> December (day 3):  
12:00 – 14:00: Professional Meeting with Moroccan producers  
14.00 – 15:00: Lunch @ Hotel Méridien  
15:00 - 17:30: Europa International Worksession

Sunday 13<sup>th</sup> December (day 4):  
Departures

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FRIDAY 11<sup>th</sup> DECEMBER 2015

Moderated by Sten-Kristian Saluveer

## **General introduction**

Very brief individual presentation

**10:00 – 13:00 EI WORKSESSION // SUBMITTING A FILM**

*Location: Palace Es Saadi*

## **Common entry form**

### ***Presentation of the common entry form with Cinando***

Striking a balance between the two sides, sales agents and festivals: What are the needs on behalf of the sales agents? What are the minimum requirements from the festivals (metadata, credits, possibility to deliver screeners, media image, and so forth)? What are the steps in the process?

## **Regulations**

- Standards versions: To which degree regulations differ across the festivals? Except for premiere status is there any reason for diversified general regulations? What kind of obligations shall regulations entail in the case of cancelled screenings and reimbursements in the case of broken DPCs and other technical errors (as well as force majeure) that fall out of the jurisdiction of the sales agents and festivals?
- Unifying premiere status: How to track the premiere status and what's the classification i.e. is a world premiere the first premiere in the native country or an international festival premiere?

## **Material**

- New types of sending: DCP, Backup copies, BluRay, HD digital archives without physical material, Use of non physical material (Smartjog or Aspera): Will be sales agents ready to provide a HD quality alternative to KDM DCP? Can agreements regulate and secure screenings of non KDM DCPs? Trust versus technical security?
- Traffic: Negotiation of the transportation costs, Returning material, Ingestion of the film before the start of the festival
- Subtitling: Who will create the subtitling (festivals and/or sales agents)? Who will pay? What is the access to the subtitles? What is the interest of festivals to hand over local subtitles if there is no financial agreement on this?

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## **Screening fees**

Differentiation between AAA festivals and other festivals  
Beneficiaries, from the producer to the sales agents

## **15:00 – 18:00 EI WORKSESSION // PROMOTING A FILM**

*Location: Salle Royale, Palace Es Saadi*

### **Talents invitation**

Relationships between festivals & directors / producers, festivals & sales agents:  
Festivals' strategy versus sales agents' strategy  
Invitations regulations: Accommodation and transportation costs

### **Box Office**

#### ***Presentation of the project FBO Festival box office***

Systematic feedbacks on the experience of the film at the festival and requested material: Pics of the screenings, public reaction, material used, critics, attendance audience and buyers list, tickets box office, etc.

#### ***Presentation of ICE by Ymagis Content Services Provider***

## **SATURDAY 12<sup>th</sup> DECEMBER 2015**

## **12:00 – 14:00 Professional Meeting with Moroccan producers**

*Location: Salle Royale, Palais des Congrès*

### ***Moderated by Vincent Melilli (director ESAV, Cinema school of Marrakech)***

Meeting with Moroccan producers, during which they will present their productions. The discussions will aim at improving the exchanges between Moroccan and international professionals, as well as improving the circulation of films.

## **15:00 – 18:00 EI WORKSESSSION // DISTRIBUTING A FILM**

*Location: Salle Royale, Palace Es Saadi*

### **Distribution**

New rules, new challenges, new actors  
Day-and-date: How to handle same day online screenings? Is this possible at all (such as Venice online / MUBI online)?  
Festivals distribution labels

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Festivals touring i.e. to buy the film for distribution but they won't distribute the film regularly but they will tour the film in the country

## Online platforms

### *Presentation of the streaming platform Draken Film*

Use and state of play of the online platforms

Identification of platforms, Making films available on industry platforms such as Festival Scope, Cinando, etc,

Follow up - any easier process via online or other method?

Impact of big platforms such as Netflix?

Online premieres versus real festivals

## Conclusions

Next steps

### Guests:

KARLOVY VARY / Karel Och – Festival Director (Czech Republic)

GÖTEBORG / Marit Kapla – Head of Programming & VoD (Sweden)

CPH PIX / Jacob Neiiendam – Festival Director (Denmark)

ROTTERDAM INTL FILM FESTIVAL / Laura Talsma – Intl PR (Netherlands)

TALLINN / Sten-Kristian Saluveer – Industry Director (Estonia)

YMAGIS / Arnaud Denoual – Post Production Sales Manager (France)

### Europa International Sales Agents:

AUTLOOK / Youn Ji – Festival Manager (Austria)

BE FOR FILMS / Pamela Leu – CEO (Belgium)

BE FOR FILMS / Claire Battistoni – Sales Assistant (Belgium)

DOC & FILM INTL / Hannah Horner – Festival Manager (France)

EASWEST FILMDISTRIBUTION / Octavia Peyrou – Festival Executive (Austria)

EUROPA INTERNATIONAL / Daphné Kapfer – Managing Director (Belgium)

FANDANGO SALES / Alessandra Angelucci – Material & Festival Manager (Italy)

FILMS BOUTIQUE / Valeska Neu – Festival Manager (Germany)

FILMS DISTRIBUTION / Sanam Madjedi – Head of Festivals (France)

FORTISSIMO FILMS / Jindra Span – Festival Services Manager (Netherlands)

GAUMONT / Ariane Buhl - Festival Manager – Digital Sales (France)

LES FILMS DU LOSANGE / Marine Gaulois – Festival Manager (France)

LEVEL K / Gerda Binkyte – Digital Manager (Denmark)

NEW EUROPE FILM SALES / Ewa Bojanowska – Festival Coordinator (Poland)

PYRAMIDE INTL / Ilaria Gomasca – Festivals & Markets Manager (France)

REEL SUSPECTS / Alberto Alvarez Aguilera – Festival Manager (France)

SOUL FOOD / Miroslav Mogorovic – CEO (Serbia)

TRUSTNORDISK / Ida Storm – PR & Marketing (Denmark)

URBAN DISTRIBUTION INTL / Arnaud Belangeon-Bouaziz – Festivals (France)

VERSATILE / Alexandre Moreau – Festival Manager (France)

WILD BUNCH / Esther Devos – Festivals & Markets Manager (France)

WIDE MANAGEMENT / Matthias Angoulvant – Head of Festivals (France)