

# EUROPA INTERNATIONAL

## EUROPA INTERNATIONAL ROUNDTABLE FESTIVALS MARRAKECH 2016

### INTRODUCTION

Thanks to Le Public System Cinema and Marrakech Film Festival, Europa International, the European organization for sales agents, sets up its 3<sup>rd</sup> worksession to continue the discussion engaged during the previous editions and to create a closer working relationship between two main actors in the industry, the sales agents and the festivals, key players for the career of the films.

Festivals are really important for the sales agent's business and international strategies. They help to get films recognition providing stamp to travel and raising awareness.

During this worksession, conclusions, concrete solutions and future projects will be presented, such as the common entry form between Europa International and Cinando, the Festival Box Office, the CineConductor delivery system and a new project regarding the subtitling.

### AGENDA

#### Thursday 8<sup>th</sup> December (day 1)

##### Arrivals

18:00 – 19:00: Get to know each other drink @ Manso Bar, Mövenpick

#### Friday 9<sup>th</sup> December (day 2)

10:00 – 13:00: Europa International Worksession Part 1

13:00 – 14:30: Lunch

14:30 – 17:30: Europa International Worksession Part 2

#### Saturday 10<sup>th</sup> December (day 3)

##### Departures

##### Note that:

- you are staying at Mövenpick Hotel Mansour
- the worksession takes place at Palace Es Saadi (Salle Royale 1<sup>st</sup> floor).

**There will be a pick up at Mövenpick Hotel at 9:30 am for your transportation to the Palace Es Saadi.**

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FRIDAY 9<sup>th</sup> DECEMBER 2016

09:30: Meeting point in the lobby of Mövenpick for pick up

## 10:00 – 13:00 Europa International Worksession Part 1

Moderated by Sten-Kristian Saluveer

### **General introduction**

Very brief individual presentation

### **SUBMITTING FILM // Common entry form**

#### ***Presentation of the Common entry form***

What has been done so far between Europa International members and Cinando regarding the development and implementation of the common entry form? What are the festivals involve in the project - Eventival festivals / other festivals? What are the conclusions of the first experimentation of the common entry form? What are the next steps?

### **GETTING INFO // Festivals Box Office**

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

FBO is a tool to get systematic feedbacks on the experience of the film at the festival such as pics, public reaction, material, critics, attendance audience and buyers list, tickets box office, etc.

After two years of technical development, FBO starts contacting and collecting data from various international festivals with European film funds. Besides, FBO also developed CRM - Customer Relations Manager in order to better control and simplify complex information flow.

## 14:30 – 17:30 Europa International Worksession Part 2

### **SENDING MATERIAL // CineConductor**

#### ***Presentation of CineConductor***

Eclair's CineConductor is an innovative and highly cost effective DCP Management & Delivery via Broadband platform designed specifically for the U.S.' Specialty Film &

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Event Cinema exhibition & distribution community. [http://www.ymagis.com/wp-content/uploads/2016/07/EclairCineConductor\\_Flyer\\_July2016.pdf](http://www.ymagis.com/wp-content/uploads/2016/07/EclairCineConductor_Flyer_July2016.pdf)

In short, think “DCPS without Hard Drives”. No shipping; ingesting; returning physical media; as well as No Custom clearance issues. Content is fully DCI compliant and can be offered with or without.

To date close, to one hundred of the U.S.’ most prestigious exhibitors and over three dozen leading rights holders - traditional distributors, national film boards and filmmakers themselves - have embraced CineConductor. As many of our venues are either owned by festivals; own festivals of their own; or rent to outside festival presenters they have begun to request that CineConductor be their preferred delivery

The presentation will further explain why Eclair's proposed Festival Services application for CineConductor can be of value to you and your U.S. Festival clients.

## **RE USING MATERIAL // Crowdsourcing Subtitling**

### ***Presentation of CinandoST***

CinandoST is a project aiming at studying legal and practical issues related to the use of existing subtitles of European films, and at developing an online tool, integrated to [cinando.com](http://cinando.com) platform, allowing the referencing and sharing of subtitles, in order to facilitate their creation and circulation. It includes partnerships with Europa International, Karlovy Vary Film Festival, TitraFilms and Under The MilkyWay, among others.

## **WRAP UP // Conclusions and next steps**

**Closed only for EI members**

<b>ATTENDANCE LIST</b>
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### Guests:

CINANDO MARCHE DE CANNES / Camille Rousselet – Project Manager (France)

LUXEMBOURG CITY FF/ Alexis Juncosa – Head of Programming (Luxembourg)

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

### Europa International Sales Agents:

AUTLOOK FILMSALES / Youn Ji – Festival Manager (Austria)

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

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

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EASTWEST FILMDISTRIBUTION / Octavia Peyrou – Festival Executive (Austria)  
FILMS DISTRIBUTION / Joris Boyer – Head of Festivals (France)  
LES FILMS DU LOSANGE / Lise Zpici – Festival Manager (France)  
LUXBOX / Anne-Sophie Trintignac – Head of Festivals (France)  
NEW EUROPE FILM SALES / Ewa Bojanowska – Festival Coordinator (Poland)  
PLUTO FILMS / Daniela Chlapikova – Festival Coordinator (Germany)  
PICTURE TREE INTL / Andreas Rothbauer – CEO (Germany)  
PREMIUM FILMS / Leslie Saussereau – Sales & Festivals (France)  
PYRAMIDE INTL / Ilaria Gomarasca – 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)  
WIDE MANAGEMENT / Matthias Angoulvant – Head of Festivals (France)