

EUROPA INTERNATIONAL

Europa International 5th Annual Conference

“ SET THE TREND! “

17 – 20 November 2016 @ Tallinn, Estonia

With the support of



Creative
Europe
MEDIA

And the help of

YMAGIS



CoPeerRight Agency
Fights Online Piracy

OUTLINE PROGRAMME

Thursday 17 November

Arrivals

Friday 18 November

10.30 - 12.30: GENERAL ASSEMBLY (*for EI members only*)

14.30 - 16.00: SHOWCASE Eye on Films

20:30 - 23:00: Europa International & Eye on Films 5th Birthday Cocktail Buffet

Saturday 19 November

10:00 - 13:00: CONFERENCE

15:00 - 18:30: WORKSESSIONS (*for EI members only*)

Sunday 20 November

Departures

20:00 – 22:00: Eye on Films Award Ceremony

***EI General assembly @ Room Acturus, Nordic Hotel Forum
EoF Showcase @ Room Acturus, Nordic Hotel Forum
EI Worksessions @ Room Acturus, Nordic Hotel Forum***

EI Conference @ Room Sirius, Nordic Hotel Forum

***EI & EoF Birthday Cocktail Buffet @ Manna La Roosa
EoF Award Ceremony @ Cafe Mademoiselle***

DETAILED PROGRAMME

Thursday 17 November

Arrivals

Friday 18 November

10.30 - 12.30: GENERAL ASSEMBLY (for EI members only)

12.30 - 14.30: Free lunch time

14.30 - 16.00: SHOWCASE Eye on Films

20.30 - 23.00: Europa International & Eye on Films 5th Birthday Cocktail Buffet

Saturday 19 November

10:00 - 11:15: CONFERENCE Panel 1

11:15 - 11:45: Coffee break

11:45 - 13:00: CONFERENCE Panel 2

13:00 - 15:00: Free lunch time

15:00 - 16:30: WORKSESSION 1

16:30 - 17:00: Coffee break

17:00 - 18:30: WORKSESSION 2

Sunday 20 November

Departures

20:00 - 22:00: Eye on Films Award Ceremony

Eye on Films screenings @ Apollo Kino Solaris, Saal 7

17.11 18:30 *Go Home*

18.11 10:00 *Who Is Oda Jaune* 18:00 *Exiled*

19.11 14:00 *Those Who Jump* 17:00 *Glory*

20.11 13:30 *Mellow Mud* 15:30 *Clean Hands* 18:00 *El Gusto*

CONFERENCE “SET THE TREND! “

"Broaden the minds means engage, provoke, inspire, and ultimately connect"
Robert Redford, President and founder of Sundance Institute.

In this spirit, Europa International - sales agents' organization - conference “Set The Trend!” is curating and nurturing the film community by exploring new digital business models that give more value and lead to a win-win situation for all players from the cinematographic chain, to rethink and reboot films distribution due to the digital age.

“Set The Trend!” calls the European and American industries to question themselves about international distribution in digital age:

- What is the impact of the digital platforms on distribution?
- Is it possible to have a market balance between a theatrical release and a VoD release?
- What are the new business models and experimentations for digital distribution?
- How to improve distribution and festival life of the films in the digital world?
- Is there a need to rethink the content windowing?
- What are the new deals for the role of sales agents in the digital era?
- How do the sales agents position themselves, as right holders, along the classical cinematographic chain in the new digital world (work with distributors and producers vs work with exhibitors and VoD platforms)?

CHAIRMAN & MODERATOR

BRIAN NEWMANN **CEO @ Sub-Genre, U.S. A**

Brian Newman is the founder of Sub-Genre, a boutique consulting company that blends curation, original content development, distribution and marketing, research, and event strategy to help connect brands and filmmakers with audiences and that focuses on developing and implementing new business models for film and new media.

Current and former clients: Patagonia, developing film strategies and marketing and distribution for numerous films, including *DamNation*, *The Fisherman's Son*, and *Jumbo Wild*; Sundance Institute on the *Transparency Project*; Vulcan Productions on *Racing Extinction*; Imprint Projects on two films for Levi's and several filmmakers on fundraising, distribution and marketing.

Brian is also the producer of *Love & Taxes*, and executive producer of *Shored Up*, *The Invisible World* and *Remittance*.

Brian has served as CEO of the Tribeca Film Institute, president of Renew Media and executive director of IMAGE Film & Video. Brian serves on the boards of Rooftop Films, Muse Film & Television and IndieCollect and the advisory board of the Camden International Film Festival.

He authored "Inventing the Future of the Arts: Seven Digital Trends that Present Challenges and Opportunities for Success in the Cultural Sector" for the book *20 Under 40: Reinventing the Arts and Arts Education for the 21st Century*.

SPEAKERS

MISSY LANEY

Film Strategist // Formerly Director of creative initiatives @ BitTorrent, U.S.A

Missy Laney has worked in independent film as a producer, festival programmer, and marketing and distribution strategist. An advocate for artist sustainability, champion of diverse storytellers, and a supporter of advancing technology for the film market, Laney guided over 125 digital film releases with projects from Laura Poitras, Paul Thomas Anderson, Shane Carruth, Heidi Ewing and Rachel Grady, Penny Lane, Tiffany Shlain, among others.

Additionally, she has advised over 250 artists through successful crowdfunding campaigns including Andrea Fine's Oscar Award-Winner *Innocente*, Adam Nimoy's documentary, *For the Love Of Spock*, and David Alvarado's record breaking Kickstarter campaign *Bill Nye Documentary*.

Laney previously worked at the Sundance Institute growing their #ArtistServices Initiative, a program that focused on how technology is changing the way audiences interact with films, and at BitTorrent Inc leading their film strategy where she launched The Discovery Fund, BitTorrent's first ever artist granting initiative. Laney has presented salons, panels, and workshops around the world, working with collaborators such as Sundance Film Festival, Knight Foundation, San Francisco Film Society, Festival Internacional de Cine de Morelia, Oaxaca Film Festival, IFP, Sheffield Doc Fest, and SXSW.

Her presentations and content have been featured on *Variety*, *Indiewire*, *Filmmaker Magazine*, and *NoFilmSchool.com*. She studied film at California's Chapman University, where she was an award-winning producer with honors from Clermont-Ferrand International Short Film Festival, Provincetown International Film Festival, Hamburg International Short Film Festival, among others.

MIRVA HUUSKO

Sales Executive TV and Digital rights @ NonStop Entertainment, Sweden

Mirva Huusko graduated in 2012 from Stockholm University with a Master of Arts degree, majoring in cinema studies. Since 2013 she works at NonStop Entertainment a Stockholm based distributor of quality films, documentaries and classics. NonStop has since it was founded in 1998 widened the concept of independent cinema and developed new forms for distribution of film in the Nordic and Baltic region.

At NonStop Mirva works as sales executive focusing on digital distribution and tv sales and she has been one of the driving forces in launching experimental distribution strategies for the company such as day & date releases for films like *Dior* and *I and Black Coal, Thin Ice*.

IVO ANDRLE

CEO @ Aerofilms, Czech Republic

Ivo Andrle is a Czech cinema operator and film distributor.

He graduated in international trade from the University of Economics in Prague. With 15 years' experience, he is an internationally recognized specialist and consultant in the fields of cinema operation and film distribution. He is part of a unique domestic team that takes inspiration from innovative approaches and then tries, with greater or lesser success, to implement them in the Czech cultural sphere.

Since 1999 he has co-managed Aero, Prague's cult movie theater, eventually adding four other art cinemas in the territory. Cofounder and CEO for Aerofilms, one of the Czech Republic's leading art-house distribution companies.

Aerofilms is a Czech film distribution company that extends the activities of the art-house cinemas Bio Oko, Aero and Svetozor in Prague, Bio Central in Hradec Kralove and Kino Scala in Brno.

It is a distributor with a focus on high quality and attractive films, including documentaries. We exploit all type of rights in the territories of the Czech and Slovak Republics. The Aerofilms' lineup is open to productions from any territory of the world, and is not limited to any date of production.

The films we distribute are the same we would like to see in the cinemas ourselves.

Aerofilms is also a prime distributor of alternative content. This includes representation of the METinHD series in our territory, ballets, concerts and live transmissions from the National Theater London (NT Live) etc.

Our event distribution brand is called Cinema Royal (www.cinemaroyal.cz) and Aerofilms also runs its own VOD platform (www.aerovod.cz).

Besides that, Aerofilms is working in the field of film education with the Aeroschool project (www.aeroskola.cz/).

It also holds large representative collection of classic film posters (www.terryposters.com).

MICHAEL GUBBINS

Co-founder @ SampoMedia, United-Kingdom

Michael Gubbins is the chair of Ffilm Cymru Wales and co-founder of analysis and consultancy company SampoMedia. Gubbins was editor of titles, including Screen International and Screen Daily, and Music Week in a 25-year career in newspapers and magazines.

He writes influential reports on the changing media environment in Europe; and is a sought-after and experienced moderator, keynote speaker and organiser of conferences, Think Tanks and events around the world. SampoMedia clients have included Film4, Canadian Media Fund, CineRegio, Europa Cinemas, Europa Distribution, Telefilm, BFI, Curzon Film World, Film London, MEDIA programme, the Marche du Film at Cannes, and Cinemart (Rotterdam) and the Media Business School. He is on the experts committee of Europa Cinemas and the advisory boards of Power to the Pixel and the Met Film School.

DAVID WHITE

CEO @ SHIFT72, Germany

David is a leading expert in digital film distribution and the CEO of Video On Demand platform provider, SHIFT72.

SHIFT72 provides secure Video On Demand platforms to the entertainment industry. SHIFT72's technology is used by world leading Broadcast TV channels, Digital VOD retailers and Film festivals.

With years of experience in building film technology companies, David has become a leading authority on VOD distribution, digital film marketing and the film industry's paradigm shift from physical to digital. David regularly advises filmmakers, distributors and festivals on digital distribution, security, sales and marketing strategies.

David brings a unique mix of technical knowledge and online marketing expertise to help rights-holders maximise digital revenue. David has a wealth of inside knowledge on how VOD platforms rank films, online audience behaviour and optimising marketing assets for higher sales conversions.

BARRY REBO

Managing Director @ Direct Cinema North America (DCNA), U.S.A

Barry Rebo started his professional career in New York as a documentary director/cameraman in the early 1970s.

He founded four internationally respected companies, known for their innovative usage of moving picture technologies, all of which changed the way television & film was produced, distributed, and exhibited as well as revisited the underlying business models of these activities.

They include

1975 - Rebo Associates embraced portal video systems to challenge 16mm film for television news and documentary film production.

1986 - Rebo Studio introduced high definition television (HDTV) production to the United States and the international filmmaking community.

2000 - Emerging Cinemas & Emerging Pictures created the U.S.'s first, pre-DCI, digital cinema network for Specialty Film & Event Cinema exhibitors and distributors.

2015 - In partnership with Paris based Ymagis Group he Co-Founded & currently serves as Managing Director of Direct Cinema North America (DCNA), Inc. d.b.a. Eclair USA. Based in New York Eclair USA's CineConductor DCP Management & Delivery via Broadband Platform - www.ymagis.com/wp-content/uploads/2016/07/EclairCineConductor_Flyer_July2016.pdf - has already attracted close to one hundred of the U.S.' most prestigious Specialty Film exhibitors to the innovative platform. Eclair USA also services over three dozen prominent international rights holders, including independent filmmakers, foreign sales companies, traditional distribution companies and international film advocacy groups.

Rebo is currently developing a bouquet of services based on the CineConductor platform for the international film festival community and the companies that supply them with their programming.

JAUME RIPOLL

Cofounder Editor-in-chief Development Manager @ Filmin, Spain, VP @ EuroVoD

After initiating his career directing music videos and documentaries, he started writing articles for newspapers and magazines on trends and videogames while working for Manga Films during 6 years.

On 2005 he became part of Cameo, the prestigious distribution company of independent cinema, acting as Editor-in-chief.

On 2007 he became one of the founders of Filmin, a reference website for independent cinema in Spain that has over 350,000 users, in which he serves as Editor-in-chief and Development Manager. On 2015, Filmin initiated an international expansion that has led the company to be an available platform in Mexico and Portugal.

Filmin has won the Ciutat de Barcelona Award, the Sant Jordi Award, El Mundo Tendencias Award, the Time Out Award for most innovative company in the country, and two Proyecta Awards for Best Marketing Campaign for Films.

Jaume Ripoll is also the vice-chair of EUROVOD, the first European association that manages online film distribution, present in 11 countries.

On 2010, Jaume Ripoll created Atlántida Film Fest, the first film festival offering the entire programme online. Its 6th edition exceeded the 140,000 viewers in the three areas in which it was hosted: Internet (Filmin), open air cinemas (Palma de Mallorca) and Television (Ib3Tv). The quality of the selected films and the innovative aspects of its proposal have led Atlántida Film Fest to be appointed one of the 10 best film festivals in Spain by ICAA (Ministry of Culture).

Jaume Ripoll has participated as jury member in Berlin, In-Edit, Cinergia, or Sitges film festivals, among others. Likewise, he has given lectures and workshops in Locarno, Rotterdam, San Sebastián, EuropaCinema Prague, Unifrance Paris, DocsLisboa, Docs Barcelona, FicValdivia festivals, as well as in the Seville European Film Festival, CinemaJove, the Oursense Independent Cinema Festival, and many more.

As a teacher, since 2013 he serves as director of the Master on Online Distribution at *Universitat Oberta de Catalunya*, apart from being guest lecturer at UAB, UB, UPF, ESCAC, Carlos III, and Camilo José Cela universities.

On 2015 he made his début as producer in “Barcelona, nit d’hivern” (Barcelona, Christmas night), a great blockbuster in Spain that had over 65,000 viewers and 7 Gaudí Awards nominations.

He has also participated in the screenwriting of “Somos Gente Honrada”, feature film directed by Alejandro Marzoa that competed in the Malaga’s Festival Official Selection and that also won 6 Mestre Mateo Awards.