

EUROPA INTERNATIONAL

Europa International 6th Annual Conference

“ SET THE TREND! “

24 – 26 November 2017 @ Bucharest, Romania

With the financial support of



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And the help of



PRACTICAL INFORMATION

Accommodation

RADISSON BLU HOTEL

Calea Victoriei, 63-81
10065 Bucharest
Romania
+40 21 311 9000

Hotel check-in: from 2.00 pm
Hotel check-out: by 12.00 pm
A cloakroom will be available for
luggage storage on your day of
departure.

Conference Rooms

RADISSON BLU HOTEL

Friday: **Room ELECTRA**

Floor MEZZANINE (M in the lift)

Saturday: **Room MEROPE**

Connections between the airport & Radisson Blu Hotel

By bus

Bus 783 leaves every 40 min from the Arrival terminal and connects you to Piața Romană in about 30 minutes (departures from the airport from 00.30am to 11.45pm). From there, the Radisson hotel is a 10-min walk away down Blvd. Magheru and Strada George Enescu. One-way ticket: 3.5 RON (roughly 0.75 €).

By taxi

In the hall of the airport you will find touchscreen terminals for taxi requests (several languages are available). You will be able to choose your fare and order a taxi. You will receive a ticket indicating the company and car number that will arrive at the exit of the terminal. Ride costs between 30-60 RON (7-13 €). Payment only by cash. Uber and Taxify services work very well in Bucharest.

Accreditation

The Europa Cinemas team will be at the Radisson Hotel from Thursday 22 November at 17:00 to welcome you and give you your accreditation badge. You will find in the bag programs for Europa International and Europa Cinemas conferences.

Cinando Subtitles Dinner

RESTAURANT JOSEPH

by Joseph Hadad
Str. Dr. Ion Cantacuzino Nr.8
Sector 1, Bucharest

Saturday 25 November at 20:30
Departures from the hotel at 20:15
Note that this is a seated dinner and
confirmation is requested.

Contacts

Europa International Daphné Kapfer / Tel: +33 6 78 88 76 67

Europa Cinemas Fatima Djoumer / Tel: +33 6 74 03 46 37

OUTLINE PROGRAMME

Friday 24 November

Arrivals

- 14:45 - 16:00 **GENERAL ASSEMBLY part 1** (*closed, for EI members only*)
- 16:00 - 16:30 *Coffee Break*
- 16:30 - 18:30 **GENERAL ASSEMBLY part 2** (*closed, for EI members only*)
- 18:30 - 19:30 **Sexual harassment in the business: What can be done?**

Free evening and/or Europa Cinemas Award & Screening

Saturday 25 November

- 09.30 - 11.00 **CONFERENCE part 1**
- 11:00 - 11:30 *Coffee Break*
- 11.30 - 13.00 **CONFERENCE part 2**
- 13:00 - 14:00 *Lunch (with Europa Cinemas)*
- 14.00 - 16.00 **SHOWCASES**
- 14:00 - 14:20: ACM Distribution
 - 14:20 - 14:40: EclairPlay
 - 14:40 - 15:00: Europa Showcase
 - 15:00 - 15:20: Eye on Films
 - 15:20 - 16:00: Cinando Subtitles
- 16:00 - 16:45 **Europa Cinemas Slides' Arthouse Tales**
- 16:45 - 18:30 **GENERAL ASSEMBLY part 3** (*closed, for EI members only*)
- 18:00 - 20:00 ***Get Together*** (*Co-hosted by Eye on Films and Cinando*)
- 20:30 - 23:30 ***Cinando Subtitles Dinner*** (*closed, only on registration*)

Sunday 20 November

Departures

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, and especially about the **promotion and marketing** regarding theatrical and digital releases.

- What are the **new business models** for promotion on theatrical and digital releases? What are the **experimentations** for marketing tools on various releasing platforms?
- How do the **sales agents** position themselves, as **right holders**, along the classical cinematographic chain for the promotion and marketing of the films (work with distributors and producers *versus* work with exhibitors and VoD platforms)?
- How to improve **marketing strategies** during the life of the films: during the film's production, once the film is finished, when the film gets distributed?
- Is it possible to have a **market balance** between a **theatrical and digital release**? Is there a need to rethink the content windowing?

Moderator:

- ❖ Brian Newman, CEO @ Sub-Genre, US

Speakers:

- ❖ Rémi Burah, Deputy CEO & MD @ ARTE FRANCE CINEMA, France
- ❖ Russ Collins, Founding Director @ ART HOUSE CONVERGENCE, US
- ❖ Kim Foss, Managing Director @ CAMERA FILM, Denmark
- ❖ Joséphine Létang, Founder & Managing Director @ LA TOILE, France
- ❖ Darcy Heusel, VP Audience Engagement @ NEON, US
- ❖ Mirona Nicola, Marketing Lead @ GRUVI, UK
- ❖ Sarah Rashidian, Head of Business Development @ SPIDEO, France
- ❖ Roderik Smits, Academic Researcher @ UNIVERSITY OF YORK, UK

MODERATOR

BRIAN NEWMANN
CEO @ Sub-Genre, US

Brian Newman is the founder of Sub-Genre, a consulting company that blends content development, story editing, financing, distribution and marketing, research and strategy to help connect brands and filmmakers with audiences.

Clients include: Patagonia, New York Times, Sonos, Sundance Institute, Vulcan Productions and Zero Point Zero. Brian has consulted on numerous films, including: Big Sonia; DamNation; FishPeople; Racing Extinction; Wasted: The Story of Food Waste; and many shorts and episodic series.

Brian is also the producer of the upcoming The Wild; Love & Taxes (narrative) and executive producer of Shored Up, The Invisible World and Remittance (narrative). 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 Muse Film & Television and IndieCollect, and the advisory board of the Camden International Film Festival.

SPEAKERS PART 1

REMI BURAH

Deputy CEO & MD @ ARTE FRANCE CINEMA, France

After working as a banker in the audiovisual sector in London and Paris, Remi Burah joined Haut et Court as a partner, managing director and CEO of the communication agency, working there for 8 years.

He joined ARTE FRANCE CINEMA, the film branch of this European TV, in 2001. He has collaborated in features films coproductions of well-known filmmakers : Wim Wenders, Lars Von Trier, Wong Kar-wai , Alain Cavalier, Michael Haneke, Patrice Chereau, Aki Kaurismaki, Nuri Bilge Ceylan, Mathieu Amalric, Hou Hsiao Hsien, Luc et Jean-Pierre Dardenne, Bertrand Bonello, Marjane Satrapi, Maiwenn... among others.

He is also CEO of ARTE Cofinova, a finance company that he has initiated in 2004 through French tax system and President of ARTE KINO Endowment Fund started in 2016 to organize the ARTEKINOFESTIVAL, the first European film festival on line.

He also participated in the development of animation feature film as an associate producer (Persepolis, A Monster in Paris, The Prince and the 108 Demon kings...).

RUSS COLLINS

Founding Director @ Art House Convergence, US

Russ Collins is the CEO of the Michigan Theater Foundation which as an independent non-profit Arts organization operates four cinema-centric businesses: Two historic cinemas — a restored 1920s Movie Palace and a recently renovated 1940s Cinema Style theater; The Art House Convergence — a professional conference presented in association with the Sundance Film Festival; Cinetopia Festival — Detroit's Annual International Film Festival.

His makes his home is in Ann Arbor, Michigan, USA. Professional recognition includes: Being named to the first class of IndieWire "Influencers" of North America's independent cinema; Knighted by the Republic of Italy for promotion of Italian film culture in the USA. He holds a Bachelors and Master Degrees in Arts from the University of Michigan.

KIM FOSS**Managing Director @ CAMERA FILM, Denmark**

Started his career in the music business, running and curating independent film clubs and working as a freelance journalist.

He was hired to run and curate the newly established NatFilm Festival in 1993. He stayed with the event, turning it into the largest film festival in Denmark, for 13 years, simultaneously serving as critic and film journalist for the daily newspapers Det Fri Aktuelt and Jyllands-Posten.

He co-founded the sister festival CPH:DOX in 2003.

In 2006 he was hired as the managing director of the arthouse cinema Grand Teatret in Copenhagen as well as the company's distribution arm, Camera Film. In 2006 he received an honorary Bodil Award from the Danish Film Critics Association.

In 2010 he was named Chevalier de l'ordre des Arts et des Lettres by the French Minister of Culture.

JOSEPHINE LETANG**Founder & Managing Director @ La Toile, France**

After 10 years working for film festival organizations in Europe (Festival de Cinéma Européen des Arcs, Berlinale..), Joséphine Létang managed a multiplex cinema in Paris. In 2016, She founded Carbec Media to create LA TOILE.

LA TOILE is the VOD solution of the cinemas. Build as a one-stop solution, LA TOILE enables cinemas to propose a VOD offer on their own website.

SPEAKERS PART 2

DARCY HEUSEL

VP Audience Engagement @ NEON, US

Darcy Heusel is VP of Audience Engagement and Impact at NEON a new distribution company from Tom Quinn, the former head of Radius-TWC, and Alamo Drafthouse founder Tim League. Recent releases include “Beach Rats,” “Ingrid Goes West,” and “Colossal.”

Darcy is also co-head of SUPER LTD a boutique label under NEON that creates customized release strategies for films that seize on the cultural and political moment. Anthony Bourdain's Wasted! The Story of Food Waste is the first film on their distribution slate. She has worked on the acquisitions, distribution, and traditional and social impact marketing for independent films across the last decade. Before joining NEON, Darcy was Senior Vice President of Impact at Picture Motion, a marketing and advocacy firm for social issue films. In this role, she built and executed national social action campaigns for narrative and documentary projects including The Zookeeper's Wife, America Divided, FED UP, Fruitvale Station, and American Promise. Prior to Picture Motion, Darcy served as the Director of Programming and Marketing at Constellation.tv and the Director of Acquisitions and Marketing at Screen Media Films.

MIRONA NICOLA

Marketing Lead @ GRUVI, UK

Mirona Nicola is a film buff that was lucky enough to turn her passion into her job. She's an advocate of marketing as a flexible and transparent process in which creative and strategy are equally important.

Mirona Nicola obtained a bachelor in Audiovisual Communication: scriptwriting, advertising-media, film studies at the National Theatre and Cinema University in Bucharest, Romania. She also has a Masters degree in Media and Business from the Erasmus University in Rotterdam, The Netherlands.

She has worked in Paris for NISI MASA European Network of Young Cinema where she was involved as a project manager and assistant editor for Nisimazine- a film journalism workshop held during major European film festivals (Cannes, Berlin, Karlovy Vary, Venice, San Sebastian).

Mirona has also worked as International Partnerships Liaison for FEST New Directors | New Films Festival in Portugal. During the festival she has also been active as a moderator for masterclasses with film professionals such as producers Michael Katz and Iain Smith, director Fernando Trueba or production designer Alan Starski.

Mirona's collaboration with Gruvi started in 2015 when she started being involved in content marketing and the company's projects in the independent film sphere. Since 2016 Mirona is working full time with Gruvi, having been involved in marketing campaigns for theatrical and VOD releases all around Europe as well as in the US.

Together with Gruvi's CEO, Ben Johnson, Mirona Nicola is the co-author of *Winning Your Audiences - Marketing Movies in the Connected World* (<https://gruvi.tv/white-papers/movie-marketing-winning-your-audiences/>), a free ebook that analyses the current state of the film industry as well as what the challenges of the future are. The book also proposes solutions for mitigating these challenges through business model innovation and effective digital marketing strategies.

SARAH RASHIDIAN

Head of Business Development @ SPIDEO, France

Sarah Rashidian is Head of Business Development at Spideo, a Recommendation and Analytics company bringing innovative personalized experiences to Premium Online Video platforms around the world.

She received her Bachelors Degree in Human Sciences from the University Paris X Nanterre and two Masters degrees in Cinema Studies and Film Economy from the INHA (Institut national de l'histoire de l'art) and, jointly, the Sorbonne, the EHESS (Ecole des Hautes Etudes en Sciences Sociales), Paris Dauphine and the ENS (Ecole Normale Supérieure).

For her College Research Essay, she made a comparative study of movie critics and new marketing campaigns to understand the different impacts of these two promotional methods.

In 2012, she distributed the Documentary « Where to Israel? » in 45 countries on iTunes and Google Play.

She is the President of SWEN, Association for Art Mobility, creating bridges between artists and innovative projects around the world. She is the founder of Yougotskills, an upcoming skill-sharing marketplace.

When not working, Sarah enjoys traveling, Kung-Fu, Cooking, eating and watching Rick and Morty.

Publications:

- *Translation of Behind the 1953 Coup in Iran : Thugs, Turncoats, Soldiers, Spooks*, Cambridge University Press (Soon to be published by L'Harmattan)
- *Critique et Promotion : La Critique de cinéma face aux nouveaux procédés promotionnels des distributeurs*, ÉDITIONS UNIVERSITAIRES EUROPÉENNES

RODERIK SMITS

Academic Researcher @ UNIVERSITY OF YORK, UK

Roderik Smits works in the department of Theatre, Film and Television at the University of York (UK) as a teacher and researcher.

His research focuses on the changing nature of film distribution, and particularly the role of gatekeepers such as sales agents, distributors, content aggregators and online VOD services in that business. How, for instance, are films able to circulate in international markets, well beyond the national or domestic markets within which they originate, and what role play various types of gatekeepers in enabling that access? Further, how is the nature of film distribution and the role of gatekeepers changing with the rapid growth of online VOD platforms?

He has organised various academic-industry events about film distribution in recent years. For instance, he was the lead organiser of the one-day event The Changing Nature of UK Film Distribution at the Regent Street Cinema in London (June 2016), which was co-organised with Creative Europe UK. He also organised the workshop Distributing Films Online at The Farm Group in London (April 2017). In addition, he has moderated several panel discussions about sales and distribution at industry events and academic conferences.

He has also been involved with various research projects, including the EU-funded project 'Mediating Cultural Encounters Through European Screens' (MeCETES) and the UK-funded project 'How On-demand Culture is Changing the Business of Films and High-End Television Drama' ([link](#)).

In terms of his research profile, he is currently writing a monograph called 'Gatekeepers and Gatekeepers in the Film Distribution Business' for Palgrave Macmillan. Other publications include articles such as 'Film Distribution: What's Changing', and 'Gatekeeping and Networking Arrangements: Dutch Distributors in the Film Distribution Business'. He also produced shorter articles about specific changes and companies in the distribution business.

ACM DISTRIBUTION



The fund ACM Distribution is changing!

ACM Distribution is a fund designed to support and promote the international distribution and circulation of films co-produced with non-European countries. All companies (production, sales, distribution) can apply if they are right holders of an eligible film.

It was launched in 2015 in partnership with Europe Creative - MEDIA programme. Initially, it was only open to films supported by CNC's Aide aux cinémas du monde at production stage.

But starting December 2017, ACM Distribution will evolve and be open to any film involving European & non-European co-producers.

Contact us for more details: josephine.vinet@cnc.fr

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EUROPA SHOWCASE



Co-organized by the pan-European networks Europa International and Europa Cinemas, the pilot project “Europa Showcase” supports the circulation in the US market of European films not yet acquired by US distributors.

“Europa Showcase” aims to develop the access and visibility of EU movies on the US market, to test innovative ways of releasing EU movies in US film theatres and to encourage networking between US and EU industries.

➤ A program of films

“Europa Showcase” consists of **a program of EU films available to US theaters**. The program will include 10 films to be booked “à la carte” by US exhibitors, for a \$300 flat booking fee for up to two screenings per film. All films of the program will be available on EclairPlay and on all digital formats, mainly DCP but as well Blu Ray.

➤ A network of professionals

Europa Showcase encourages **the networking and exchange of best practices between EU and US** exhibitors in particular to improve skills in terms of audience development and innovative promotional activities between EU and US exhibitors and the competitiveness of venues on their own market.

- September 2017 Submission of films per the sales companies
- October 2017 Selection of 10 films for the program by a US expert
- **November 2017 Announcement of the films selection**
- January 2018 Launch of Europa Showcase program in the US

Europa International is the European network of sales agents providing the films. Europa Cinemas and Art House Convergence are the respective exhibitors networks for EU and for US. The program is launched during Art House Convergence. EclairPlay is the download platform that connects cinema exhibitors and content owners around the world, available in more than 200 venues in the US.

Europa Showcase is a project led by Europa International, with the support of the European Commission.



Developed in January 2011 by Wide with the support of the European Commission (Creative Europe MEDIA Program), Eye on Films is a label and a support platform dedicated to the promotion and circulation of first and second European films.

With a network of more than 153 film professionals (including 53 film festivals, 78 distributors and numerous exhibitors based in more than 50 countries), Eye on Films guarantees the promotion, exhibition and commercialization of independent films worldwide.

In this perspective, in 2017, the program provides our European and non-European distribution partners with visibility and marketing support for the release of first and second films.

We create Mini Markets for the industry inviting our distributors partners holding round tables and participating in show cases which focuses on the Independent European Cinema and its different distribution paths.

Within the frame of festival partnerships, we invite directors, actors and talents to meet the audience, present their films and introduce screenings, but also to participate in interviews, press conferences, debates and to lead masterclasses as we just recently did in November 2017 with Hollywood Star Orlando Bloom attending Festa di Roma – Alice nella Città for supporting its EoF UK work ROMANS by brothers Shammassian and supporting our Program as one of our Godfathers.

We also follow up the selection of their films in festivals official competitions creating EoF specific sections and awards.

We invite sales agents to share their line up and join our network, as a booster for the independent European Cinema.

We implement new digital access combining most traditional and innovative ways of releasing a film thanks to our VOD platforms partners.

By developing specific actions with our partners on given territories, we establish new business models for the promotion, circulation and distribution of first and second time director's films. Our initiative aims at increasing the exposure of independent cinema and new talents, notably through cooperation with strong magazines (ads and editorial contents in Screen International, Variety, Cineuropa, FilmNewEurope), as well as by supporting festivals/distributors that screen and release EoF titles, and by organizing our own Eye on Films events (mini-markets where we invite distribution partners, networking events and meetings with talents within the frame of festivals and markets, special EoF selections in various festivals around the world, etc.).



Cinando introduces **Cinando Subtitles**.

This game-changing online tool will boost the appeal and distribution of European films by promoting and sharing available subtitles. Cinando Subtitles allows industry players to easily store, promote, browse, find, buy and reuse existing subtitles.

Share & Monetize

- Share subtitles with more than 300 VOD platforms, 1.500 distributors and 1.700 festivals
- Monetize subtitles with no intermediaries and retain 100% of the revenues

Search & Find

- Browse referenced subtitles with advanced search tools
- Festivals & Distributors: find and acquire films subtitles in your language
- VOD platforms: find and acquire multi-language versions for a specific film

Check & Conform

- Subtitles providers approved by the Cinando team
- Quality check and conversion to TTML standard advanced format
- Unique ISAN number for each subtitle version

Archive & Protect

- Long-term, free and secure repository to archive subtitles
- Automatic notification to film rights-holders when subtitles are shared

Cinando Subtitles is a project led by Cinando, with the support of the European Commission.

In partnership with: Europa International – European Observatory of Audiovisual – Isan-Ia - Karlovy Vary Film Festival – SUBurbia.eu / WayFilm – Titrafilm – Under The Milky Way