

EUROPEAN FILM FORUM

Creative Europe MEDIA @ Transilvania International Film Festival

FRIDAY 7 JUNE 2019 - 10.00 > 13.30

HOTEL PLATINIA CONFERENCE HALL - CLUJ-NAPOCA



Creative
Europe
MEDIA

TIFF.18
Transilvania International
Film Festival Cluj-Napoca 31.05-09.06.2019

NEW TRENDS IN EUROPEAN FILMMAKING

This event will look at the wave of profound changes that rippling through the value chain of production, from scriptwriting to production and post-production.

Film technology is developing faster than our imagination can keep up with: Artificial Intelligence enhances creativity, content is filmed on mobile devices, 3D motion capture combines seamless animation and live action to offer new types of storytelling. Digital communication makes it easier for production teams to work with VFX teams in different countries and at the same time.

New software enables postproduction to be faster and more affordable, and to deliver better results than ever before.

The way stories are told and consumed has been impacted by the success of TV series. How has this wave of change, in turn, transformed the way scripts are written, projects financed and films edited? Are writers' rooms and collaboration becoming the new norm? Are the barriers between TV and feature films, animation and documentary becoming more blurred?

These discussions will feed the ongoing reflections on how Creative Europe MEDIA and other types of public funding could better accompany these developments.

MODERATOR:

Erwin M. Schmidt, Conference curator, Managing Director,
German Producers Association

9.30 WELCOME COFFEE

10.00 INTRODUCTORY REMARKS

Martin Dawson, European Commission, Deputy Head of Unit,
Audiovisual Industry and Media Support Programmes

10.05 SPEED INSIGHTS

Raymond van der Kaaij, Producer, Revolver Films
Johanna Koljonen Author, Media Analyst; CEO Participation
Design Agency (via video conference)

10.35 PANEL DISCUSSION

Denis Côté, Film Director, Producer
Jean-Colas Prunier, Founder, CEO and Product Architect,
PocketStudio
Antoine Simkine, Producer, Les Films d'Antoine;
President ACE Producers

11.35 COFFEE BREAK

NEW TRENDS IN REGIONAL DISTRIBUTION

When it comes to distribution, subscription streaming services have swept away the competition and are creating new consumption models.

This new business model will continue to impact not just filmmaking but the distribution ecosystem as a whole. But how is the industry adapting to these current changes? Global challenges are often coupled with regional challenges. In Eastern Europe, the complex picture of film distribution is dominated by the lack of funding for cinema infrastructure and low subscription figures for VOD platforms.

The most important distribution model is centered around festivals which have entered the distribution circuit and become crucial players.

This panel discussion will explore the challenges in distribution with a regional focus on Eastern Europe and will reflect on how public funding could better accompany these developments.

**In collaboration with
Atelier CineCreativ**

12.00 SPEED INSIGHTS

Ioana Dragomirescu, Programmer of Elvire Popesco, the cinema of the French Institute, Bucharest
Joanna Solecka, Marketing & Social Media expert;
Head of Alphasound Warsaw (via video conference)

12.25 PANEL DISCUSSION

Tudor Giurgiu, President, Transilvania International Film Festival;
Founder, TIFF Unlimited
Jan Naszewski, CEO, New Europe Film Sales
Ada Solomon, Producer, HiFilm

13.30 “MEET AND GREET” NETWORKING DRINKS

The aim of the European Film Forum (EFF) is to develop a strategic policy agenda, opening up new perspectives on the challenges and opportunities brought about by the digital revolution. It was set up as the result of a proposal by the European Commission in its 2014 Communication on “European Film in the Digital Era”. In the context of the Commission’s Digital Single Market Strategy, it is essential to discuss how the competitiveness, visibility and innovation capacity of the European audiovisual sector can be enhanced. The EFF is making a vital contribution to formulating European Commission thinking on key legislative initiatives and provided input for the proposal for the period 2021-2027. That included proposals for a significant increase in the future MEDIA budget.

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