

# European Co-Production: Legal and Financial Aspects

November 23-25, 2023, Berlin

Wednesday, November 22 \_\_\_\_ DAY OF ARRIVAL

19:00 \_\_\_\_ **Welcome Reception and Dinner at the Hotel Restaurant *Upside Down***

Thursday, November 23 \_\_\_\_ DAY ONE

9:00 \_\_\_\_ **Welcome // Introductions and Expectations**

**Judith Klein**, Erich Pommer Institut

**Joanna Szymanska**, Shipsboy

9:30 \_\_\_\_ **Co-Produce or Perish: The European Film and TV Industry between Eurimages and Netflix**

The European co-production has been instrumental for creating a sustainable, independent, and competitive European film and TV industry. But the advent of international streaming services and their growing appeal to European audiences and filmmakers are disrupting the European co-production model as we know it. For independent producers in Europe, the platforms now present a completely new collaborative business model that is still (at least in part) uncharted territory. This lecture will address the key issues that European content creators should be mindful of when interacting with streamers and how they can strike a balance between collaborating with streaming platforms and producing traditional European co-productions. The lecture builds on the research in European co-production that Petar conducted over the past decade at the University of Copenhagen and Charles University Prague, as well as a policy consultant for several public film agencies.

**Petar Mitric**, University of Copenhagen

**Joanna Szymańska**, Shipsboy

10:30 \_\_\_\_ **Coffee Break**

11:00 \_\_\_\_ **Sales Perspective: Pluto Films I**

As Managing Director and responsible for Sales at world sales and festival distribution company Pluto Film, Benjamin knows how to develop successful strategies for their titles, moving beyond the window system by combining theatrical, online and TV. In this session, we will conduct a comparative case study of EMPTY NETS (Germany/Iran, 2023) and FOREVER-FOREVER (Ukraine/The Netherlands, 2023), examining their festival, sales, and marketing strategies.

**Benjamin Cölle**, Pluto Film

12:45 \_\_\_\_ **Lunch Break**

14:00 \_\_\_\_ **Sales Perspective: Pluto Films II**

Based on the previous session presented by Benjamin, participants will work on their own sales and marketing group exercise developing effective approaches to engage sales agents with their respective projects.

**All**

16:00 \_\_\_\_ **Coffee Break**

16:30 \_\_\_\_ **Case Study: SWEET DREAMS**

SWEET DREAMS (D: Ena Sendijarevic) is the Dutch entry in the Best International Feature Film category for the 96th Academy and a co-production between the Netherlands, Sweden and Indonesia. Erik from Lemming Film will share how the production came into existence and what problems occurred.

**Erik Glijnis**, Lemming Film

18:00 \_\_\_\_ **End of Day One**

19:30 \_\_\_\_ **Dinner at Restaurant *Stiege***

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Friday, November 24 \_\_\_\_\_ DAY TWO

9:00 \_\_\_ **The Legal Framework: Film and Series**

With the *European Convention on Cinematographic Co-Production*, the EU has created a set of rules that provides a legal framework for cooperation between producers in the feature film sector. Similarly, co-production agreements are now largely standardized, but their statutes must be redefined for each individual film. While there is no European convention for TV and/or streaming productions, such productions take place within the framework of the *Audiovisual Media Services Directive* and are also legally agreed in co-production contracts. Wolfgang Brehm will explain the key points of these rules and regulations.

**Wolfgang Brehm**, Brehm & v. Moers

11:00 \_\_\_ **Coffee Break**

11:30 \_\_\_ **Introduction: Council of Europe Pilot Programme for Series Co-Production**

The newly launched Council of Europe pilot programme for series co-productions aims to achieve the goal of promoting cross-border collaborative ventures in series production, contributing significantly to the evolving narrative of international co-productions. Alex, its programme manager, will give an introduction into how the programme works.

**Alex Traila**, Council of Europe

12:15 \_\_\_ **Lunch Break**

14:00 \_\_\_ **Fireside Chat: International Strategies of European Producers - Beyond Europe**

Leading European experts, moderated by Joanna, will discuss strategies of European producers to go beyond traditional pathways of European Co-Productions.

**Erik Glijnis**, Lemming Film

**Christine Guenther**, FIREGLORY PICTURES

**Alex Traila**, Council of Europe

Moderated by **Joanna Szymańska**, Shipsboy

15:30 \_\_\_ **Coffee Break**

16:00 \_\_\_ **Practicalities of International Line Production**

Line producers are often more involved in the daily work of a production than anybody else from the production side, so their insight is invaluable. Krystyna, who has worked as a line producer on many co-productions, will share her view on co-productions from an “on the ground” perspective.

**Krystyna Kantor**, Shipsboy

17:30 \_\_\_ **End of Day Two**

19:30 \_\_\_ **Dinner at Restaurant *The Social Hub***

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## Saturday, November 25 \_\_\_\_\_ DAY THREE

### 9:30 \_\_\_ Case Studies: GREEN BORDER & DISCO BOY (Virtual Session)

Maria will give exclusive insights into the making of the successful and award-winning films GREEN BORDER (D: Agnieszka Holland) & DISCO BOY (D: Giacomo Abbruzzese),

**Maria Blicharska Martin-Lacroix**, BLICK PRODUCTIONS

### 11:00 \_\_\_ Coffee Break

### 11:30 \_\_\_ A Proactive Approach to Mental Health in Film

As film professionals we work under constant pressure, in a competitive and ever-changing landscape. How does this affect us as individuals and companies, and how can we better our awareness and skills towards healthier work environments. In a safe setting and in dialogue with your international peers, we will work hands-on with case studies that reflect your own experiences and challenges today.

**Louise Højgaard Johansen**, Sane Cinema

### 13:00 \_\_\_ Lunch Break

### 14:30 \_\_\_ Pulling the Financial Puzzle Together: Group Work and Presentation (incl. coffee break)

Participants are presented with a hypothetical project and the task to develop different financing plans, working with their fellow peers. Working in smaller groups, they will get the opportunity to apply their knowledge as well as the new insights gained in this workshop and draw up a realistic financing plan for the project. This will be followed by a presentation of the group work results with live expert feedback.

**All**

### 17:00 \_\_\_ Workshop Summary and Industry Outlook

In the last session of the workshop, Joanna will quickly summarize the last three days and what has been discussed.

**Joanna Szymańska**, Shipsboy

### 17:15 \_\_\_ Final Evaluations

### 17:30 \_\_\_ End of the Workshop

### 19:30 \_\_\_ Farewell Dinner at Restaurant *Agora*

## Sunday, November 26 \_\_\_\_\_ DAY OF DEPARTURE