

**WEDNESDAY, JUNE 11****DAY OF ARRIVAL**

19:30 **Welcome Reception and Dinner** at “Max und Moritz”, Oranienstrasse 162, 10969 Berlin

**THURSDAY, JUNE 12****DAY ONE**

09:00 **Welcome, Introductions and Expectations**  
**Nuno Bernardo**, *beActive Entertainment*

09:45 **How to increase the Value of your Catalogue?**  
In a year where cinemas are still struggling to get the cinemagoers into seats, VoD platforms are cutting their commissions, reviving existing catalogue of previous works seems a solution for small and medium production companies in these uncertain times. This paradigm shift changed the distribution landscape, generating new business opportunities while also creating an abundance of content. Nuno will reflect on the role of the TV and film producer in this exciting new world.  
**Nuno Bernardo**, *beActive Entertainment*

11:15 **Coffee Break**

11:30 **International Distributor or Sales Agent: Passion for eQuality or Being Ari Gold**

Surviving the changes of the industry has meant staying a start-up for more than 25 years – Esther van Messel will tell the inside story of how her company grew from a one-person brokering firm to the mini studio it is today, entailing theatrical distribution in several language regions for fiction and non-fiction, international distribution of documentaries, and production.  
**Esther van Messel**, *First Hand Films*

12:30 **Lunch Break**

13:30 **New Business Opportunities in Today's Digital Marketplace - Part 1**

Wendy Bernfeld will provide an overview of the multiple digital opportunities and windows for library as well as current/new productions in international VOD: Going beyond just the Big 5 of Netflix, Amazon, Hulu et. al. to their thematic and regional competitors, including telecoms, cable, OTT players, etc., who buy and fund around the world. She will also highlight the recent explosion of AVOD/FAST channels, short-form video, and other trends such as middlepersons, hybrid distribution and creative “windowing”.  
**Wendy Bernfeld**, *Rights Stuff*

14:30 **Break**

14:45 **What Worked (and What Didn't): Case Studies in Digital Film Marketing & Promotion**

The stories behind the marketing and promotion of titles generating significant income online including smart social media campaigns and the return of the content, always.  
**Esther van Messel**, *First Hand Films*

16:00 **New Business Opportunities in Today's Digital Marketplace - Part 2**

Wendy will continue her lecture.  
**Wendy Bernfeld**, *Rights Stuff*

17:00 **Group Work : Creating a Digital Marketing & Distribution Strategy - Part 1**

Group work on fictional projects with experts available for questions.  
**Nuno Bernardo**, *beActive Entertainment*

18:00 **End of Day One**

19:30 **Meeting for Dinner** at “Agora”, Annenstr 13, 10179 Berlin

## FRIDAY, JUNE 13

## DAY TWO

- 09:00 **Summary Day 1 & Introduction Day 2**  
**Nuno Bernardo**, *beActive Entertainment*
- 09:15 **Show Me the Money: VOD and SVOD Practicalities**  
Wendy continues from yesterday's detailed overview sessions, to focus today with the more practical side: She will discuss how to get out there to reach the platforms, pitches/slant and do deals in VOD, SVOD, AVOD/FAST, whether in licensing or alternative funding.  
**Wendy Bernfeld**, *Rights Stuff*
- 10:45 **Coffee Break**
- 11:00 **Legal: Digital Distribution Agreement | Key Deal Points**  
This session will grant a deep dive into distribution agreements with a special focus on digital content utilisation. The classification of latest forms of exploitation (e.g. fast channels vs. VoD) in the copyright system, licence strategies from the perspective of content owners and customary revenue-sharing models are presented. Guido will guide us through the most important clauses of sales and distribution agreements, highlighting common pitfalls and negotiation points using examples from his professional practice.  
**Guido Hettinger**, *Brehm & v. Moers*
- 12:30 **Lunch Break**
- 13:30 **How Streamers Think: Subject to Change without Notice**  
The decision-making processes of the Big 5 streamers are subject to constant change. But it still exists, the direct commissioning of a series or movie from development to streaming.  
How should a story be presented so that it has a chance of fulfilling the needs of the streamers? And what are they anyway? What are the formal criteria for a good pitch? What are the no-gos? How can the uniqueness of the idea be presented? And how can you actually recognize a positive answer, even if it sounds stalling?  
Drawing upon his understanding of the inner workings of streamers, practical examples and real success stories (and some failures), Steffen offers insight into streamer's decision-making world.  
**Steffen Kottkamp**, *Independent Producer and Consultant*
- 15:00 **Coffee Break**
- 15:15 **From Pitch to Stream: a Case Study of two Successful Projects and their Coincidences and Obstacles.**  
Using the case studies of an unfiled IP-based series and a reality concept from the YouTube universe, in this session Steffen analyzes the various steps from first pitch to successful streaming.  
**Steffen Kottkamp**, *Independent Producer and Consultant*
- 16:45 **Break**
- 17:00 **Creating a Digital Marketing and Distribution Strategy // Group Work Part 2**  
Group work on fictional projects with experts available for questions.  
**Nuno Bernardo**, *beActive Entertainment*
- 18:00 **End of Day Two**
- 19:30 **Meeting for Dinner at "Zur Gerichtslaube", Poststraße 28, 10178 Berlin**

# Digital Distribution - Maximizing Reach and Revenues

June 12-14, 2025, Berlin

## SATURDAY, JUNE 14

## DAY THREE

- 09:45 **Summary Day 2 & Introduction Day 3**  
**Nuno Bernardo**, *beActive Entertainment*
- 10:00 **Artificial Intelligence (A.I.) for producers**  
Nuno Bernardo will explore the convergence of artificial intelligence (AI) and the entertainment industry, with a specific focus on TV and film, production marketing and distribution. From utilising AI-driven analytics to understand audience preferences and optimise marketing campaigns, to embracing shifting distribution paradigms, producers can unlock new avenues for business growth and content creation in this dynamic and exciting era of entertainment production and distribution. This will be a hands-on experience where Nuno will showcase some of the most popular A.I. tools and their uses in a film and TV production environment.  
**Nuno Bernardo**, *beActive Entertainment*
- 11:30 **Coffee Break**
- 11:45 **IP Development from the ground up**  
In this presentation, Triona will outline her unique approach to development of audiovisual IP from the ground up. This will include her perspective on the market, her innovative use of technologies and new platforms, her approach to testing IP with an audience in advance, building communities and fanbases and the challenges of exploiting IP across multiple platforms.  
**Triona Campbell**, *Roundstone Media*
- 13:15 **Lunch Break**
- 14:15 **Digital Campaigns for Films: Maximizing Social Media Success from Festivals to Theatrical Releases**  
In this presentation, Charlotte Voillequin will share strategies for using digital tools, particularly social media, to maximize film promotion from festival premieres to theatrical releases. With concrete examples, the session will provide insights on creating engaging content, building awareness, and driving audience interest.  
**Charlotte Voillequin**, *Alphapanda*
- 15:45 **Coffee Break**
- 16:00 **Group Work: Creating a Digital Marketing and Distribution Strategy - Part 3**  
Group work on fictional projects with experts available for questions.  
**Nuno Bernardo**, *beActive Entertainment*
- 16:45 **Group Work: Creating a Digital Marketing & Distribution Strategy - Presentation**  
Presentation of group work results with live expert feedback.  
**Nuno Bernardo**, *beActive Entertainment*
- 17:15 **Where do we go from here?**  
This roundtable discussion will focus on the future of TV, film and documentary production and distribution. Will the industry go back to a world where windows and territories were still applied to the distribution of audio-visual content? Will day-and-date (simultaneous release on cinemas and VoD) be the new normal for movies of different sizes and budgets? How will funding adapt to this new reality?  
**Nuno Bernardo**, *beActive Entertainment*  
**Triona Campbell**, *Roundstone Media*  
**Charlotte Voillequin**, *AlphaPanda*
- 18:15 **Final Evaluations & End of workshop**
- 19:30 **Meeting for Dinner** at "Tapas y Más", Neue Grünstraße 17-18, 10179 Berlin

## SUNDAY, JUNE 15

## DAY OF DEPARTURE