

European Co-Production: Legal and Financial Aspects

March 2-4, 2023

Wednesday, March 1 _____ DAY OF ARRIVAL

19:00 __ **Welcome Reception and Dinner at the Hotel Restaurant**

Thursday, March 2 _____ DAY ONE

9:00 __ **Welcome // Introductions and Expectations**

9:30 __ **Workshop Introduction and Industry Overview: Where are We Now and Why Co-Produce?**

Covid has descended upon the entertainment industry like an autumn storm churning the waters. Existing business models have been shaken to their foundations, consumers have permanently changed their behavior and new technologies have been introduced. Perspectives that were deeply pessimistic just a short time ago are clearing, and the chances of post-pandemic business are looking good. But many things are no longer as they were before. Rebuilding the old will not be enough; the way must be paved for the new. Head of Studies Bernie Stampfer will present the current state and challenges of the industry and illustrate how co-productions fit into this new world order.

Bernie Stampfer, International Film Partners

10:30 __ **Coffee Break**

11:00 __ **Financial Framework I: Project Financing**

The financing jigsaw puzzle for national and European feature film and television productions has hardly changed in recent years, but we are experiencing considerable shifts in the size of the various building blocks. Bernie will look at the complex chain of available public and private funding.

Bernie Stampfer, International Film Partners

12:00 __ **Banking – A Practical Run-Down**

If content is king, then cash flow is emperor and, as in real life, there are very few of them. Since there's always a lot of money at stake, the standards are high and the rules strict. André is a senior banker and brings years of experience as CFO and CEO of an international distribution company to the table. Insights are guaranteed.

André Druskeitt, DZ Bank

12:45 __ **Lunch Break**

14:00 __ **The Legal Framework: Film & 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

15:30 __ **Coffee Break**

16:00 __ **Case Study I: BROADWAY (GR|FR|RO)**

Amanda will show how to complete a European co-production during Covid & survive financially and mentally. BROADWAY was scheduled to start shooting on March 20, 2020. Need we say more? A lot has happened since then, but the team did indeed manage to finish the film and (almost) complete its various administrative obligations to the funds involved, such as Eurimages. Amanda will present a model of a tri-partite European co-production where the delegate country has limited funds & was able to draw funds and cashflow from minority co-producer France, as well as setting up a third country with very, very limited contributions to ensure the attractiveness of the project as a European co-production. Lastly, she will discuss the complications caused by Covid, the stop to the production on the eve of principal photography & the chaos caused by the fact that, being a co-production, travel between the countries was imperative for the film to claim its co-production status.

Amanda Livanou, Neda Film

17:30 __ **End of Day One**

19:00 __ **Meeting in Hotel Lobby for Joint Walk to Dinner at Restaurant MasliNovo at 19:30**

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Friday, March 3 _____ DAY TWO

9:00 ___ **Financial Landscape Part II: Financial Management**

Putting together the financial building blocks already requires a great deal of financial and legal knowledge. However, the actual "financial management" only starts with the execution of the contracts and lasts well and far beyond the completion of the project. Bernie outlines the broader structures of such management challenges.

Bernie Stampfer, International Film Partners

10:30 ___ **Coffee Break**

11:00 ___ **Case Study II: HIDDEN ASSETS (IR|BE|CA)**

While co-productions for films are a usual occurrence, it is still a rarity for series. But with HIDDEN ASSETS, Peter De Maegd and his partners have done just that. Peter will present a case study of the series, a co-production between Ireland, Belgium and Canada, how the series came into existence and the problems they have encountered.

Peter De Maegd, Potemkino

12:30 ___ **Lunch Break**

14:00 ___ **Fireside Chat: Sustainability, Creativity and Market Focus**

Leading European experts and producers will discuss the uncertain future of the industry, their outlooks and hopes as well as their experiences and strategies that ensure the continued success of their companies.

Peter De Maegd, Potemkino

Amanda Livanou, Neda Film

Azra Osmancevic, Viaplay

Moderated by **Bernie Stampfer**, International Film Partners

15:30 ___ **Coffee Break**

16:00 ___ **Case Study III: LAMB (IS|SE|PL)**

Sara will provide insight into the making of the successful co-production between Iceland, Sweden and Poland and share the challenges and learnings of making the film. She will walk participants through from first idea to the premiere at Un Certain Regard in Cannes 2021. The timeline she will present ranges from development, financing, principal photography, post-production, to the promotion of the film.

Sara Nassim, Go to Sheep

17:30 ___ **End of Day Two**

19:00 ___ **Meeting in Hotel Lobby for Joint Walk to Dinner at Restaurant Salumeria Gusto at 19:30**

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Saturday, March 4 _____ DAY THREE

9:30 ___ **Insights from a Leading European Sales Company**

Katarzyna will present an overview of the main trends in the current international distribution landscape (BO situation, patterns of consumption, secondary markets). She will give an introduction to positioning your film in the global market in collaboration with your international sales partner - basic workflow and timelines, creation of key deliverables and set of international marketing and promotional assets, and how to work together on creating efficient transnational distribution and marketing strategies.

Katarzyna Siniarska, New Europe Film Sales

11:00 ___ **Coffee Break**

11:30 ___ **Working with a Leading European Streamer**

Azra Osmancevic, Head of Business Development Content at Viaplay Group, will share insights from Viaplay's ongoing journey from the Nordic region to becoming an international and sustainable entertainment provider.

Azra Osmancevic, Viaplay

12:15 ___ **Lunch Break**

13:30 ___ **Pulling the Financial Puzzle Together I: Group Work** (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.

All

15:30 ___ **Pulling the Financial Puzzle Together II: Presentations**

Presentation of group work results with live expert feedback.

All

17:00 ___ **Workshop Summary and Industry Outlook**

In the last session of the workshop, Bernie will summarize the facts, opinions and hopes of the experts and participants alike.

Bernie Stampfer, International Film Partners

17:15 ___ **Final Evaluations**

17:30 ___ **End of the Workshop**

19:00 ___ **Meeting in Hotel Lobby for Joint Walk to Farewell Dinner at Restaurant Feinberg's at 19:30**

Sunday, March 5 _____ DAY OF DEPARTURE