

ESSENTIAL LEGAL FRAMEWORK

European Co-Production: Legal and Financial Aspects

October 28-30, 2021, Budapest

PROGRAM SCHEDULE

Wednesday, 27. October _____ DAY OF ARRIVAL

18:00 ___ **Welcome Reception**

Reception with selected local producers in cooperation with the Creative Europe Desk Hungary.

19:00 ___ **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

19:45 ___ **Welcome Reception (continued)**

Reception with selected local producers in cooperation with the Creative Europe Desk Hungary.

20:30 ___ **Dinner at the Hotel Restaurant**

Welcome dinner for all workshop participants as well as the experts on location.

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Thursday, 28. October _____ DAY ONE

9:00 _____ Welcome // Introductions and Expectations

Dina Rubanovič, Erich Pommer Institut
Bernie Stampfer, International Film Partners

9:30 _____ 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

10:30 _____ Coffee Break

11:00 _____ The Legal Framework: Film

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. Wolfgang Brehm will explain the key points of these rules and regulations.

Wolfgang Brehm, Brehm & v. Moers

11:45 _____ The Legal Framework: Series

There is no European convention for TV and/or streaming productions, but 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

12:30 _____ Lunch Break

14:00 _____ Case Study I: NATURAL LIGHT (HU | LV | FR | DE 2021, D: Dénes Nagy)

The film, structured as a 4-country-co-production and with a dozen of financial sources, won the Silver Bear for Best Director at the Berlinale 2021. Sára László, Producer on the Move 2021 and Róbert Nagy, the legal brain behind the film, will present the case study of NATURAL LIGHT as a blueprint for a European co-production with international success.

Wolfgang Brehm, Brehm & v. Moers

Sára László, Campfilm

Róbert Gábor Nagy, Legal Again Attorneys At Law

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

15:30 _____ Coffee Break

16:00 _____ Intervention I: Banking – A Practical Run-Down (Virtual Session)

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 Druskei, DZ Bank

16:30 _____ Pulling the Financial Puzzle Together I: Introduction and Group Work

Participants are presented with a hypothetical project and the task to develop different financing plans, working with their 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. The results will be presented on Day 3.

Bernie Stampfer, International Film Partners

17:30 _____ End of Day One

19:00 _____ Meeting in hotel lobby for joint walk to dinner and dinner at restaurant Aszú

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Friday, 29. October _____ 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: COLD COURAGE (FI | BE | IE | IS 2020, D: Agneta Fagerström-Olsson, Kadir Ferati Balci)**

Co-producing a European 'streaming' series? Working with European platforms? Are there production opportunities off the beaten Netflix or Amazon-track? Peter De Maegd and his partners at Potemkino have done exactly that, both project-based and as a company. Follow him through the history and power dynamics of COLD COURAGE, dealing with Viaplay, Lionsgate and many other players.

Peter De Maegd, Potemkino

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

12:30 _____ **Lunch Break**

14:00 _____ **Intervention II: Looking into the Future (Virtual Session)**

Jonathan's company is an international creative industries consultancy, advising government ministries, public agencies and institutions as well as commercial entities, specializing in the worlds of film, television, video games and digital media. Its expertise is in planning, designing, and delivering sustainable growth in the fast-moving industry. Jonathan will deliver an intervention on what he sees as the currently most pressing issues to be conquered.

Jonathan Olsberg, Olsberg • SPI

14:30 _____ **Fireside Chat: Sustainability, Creativity and Market Focus**

Over the past years, Peter de Maegd and his colleagues have developed their initially small Belgian independent production company into a competitive, diversified and internationally operating company. Level K is an equally innovative sales and distribution enterprise, combining traditional and digital distribution and marketing. Peter and Debra Liang will discuss their experiences and strategies relevant for the continued success of their companies.

Peter De Maegd, Potemkino

Debra Liang, LevelK

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

15:30 _____ **Coffee Break**

16:00 _____ **Case Study III: HIVE (XK | CH | AL | MK 2021, D: Blerta Basholli)**

HIVE made history at the 2021 Sundance Film Festival by becoming the first film in its history to win all three main awards – the Grand Jury Prize, the Audience Award and the Directing Award in the World Cinema Dramatic Competition. Producer Valon Bajgora of Ikonë Studio and Debra Liang, of LevelK will talk us through this amazing success story.

Debra Liang, LevelK

Valon Bajgora, Ikonë Studio

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

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

19:00 _____ **Meeting in hotel lobby for joint walk to dinner and dinner at restaurant Mozata**

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Saturday, 30. October _____ DAY THREE

9:00 _____ Sales and Distribution for Film and TV

"We are working with edgy, original films that we can market worldwide and that will resonate with international audiences. Films must have strong festival potential, international marketability and digital possibilities as we work across all areas." Debra will give a deep insight into the inner structures and procedures of an international sales company. A definite 'must know' for anyone ever working with distribution and sales.

Debra Liang, LevelK

10:30 _____ Coffee Break

11:00 _____ Intervention III: Aggregating for Streamers and Platforms (Virtual Session)

So-called 'aggregators' specializing in the sales or licensing of movies and TV programs to the increasing number of streamers have been around for several years. Now, we are also seeing the 'classic' international sales companies responding to these marketing opportunities with hybrid business strategies: combining traditional markets with those of the streaming world. LevelK has embraced exactly this, and CEO Tine Klint will give an insight into her work.

Tine Klint, LevelK

11:30 _____ Working with a Leading European Streamer (Virtual Session)

Nordic Entertainment Group (NENT Group) is one of the world's fastest growing streaming companies. Its streaming service Viaplay is already available in nine countries, with at least seven more to come by the end of 2023. The company is the leading Nordic producer of premium drama and is set to premiere 60 Viaplay Originals next year in a wide range of languages. Sarah Micciché and Liz Rosilio share the strategies of this European streaming success story.

Sarah Micciché, NENT Group/Viaplay

Liz Rosilio, NENT Group/Viaplay

12:30 _____ Lunch Break

13:30 _____ Pulling the Financial Puzzle Together II: Group Work (incl. coffee break)

In this session, participants will continue working in small groups to draw up possible financing plans for a hypothetical project presented on Day 1. 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. The groups will be supported by the experts on location.

15:30 _____ Pulling the Financial Puzzle Together III: Presentations

Presentation of group work results with live expert feedback.

Peter De Maegd, Potemkino

Debra Liang, LevelK

Bernie Stampfer, International Film Partners

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 – with a view to overcoming the tectonic changes caused by the ongoing pandemic.

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 dinner and farewell dinner at restaurant DNB Budapest

Sunday, 31. October _____ DAY OF DEPARTURE