

# European Co-Production: Legal and Financial Aspects

October 20-22, 2022

Wednesday, October 19 \_\_\_\_\_ DAY OF ARRIVAL

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

Thursday, October 20 \_\_\_\_\_ 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**

12:00 \_\_\_ **Intervention I: 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.

**Andre Druskeit**, DZ Bank

12:30 \_\_\_ **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**

Amanda Livanou will present a case study of her recent feature, the European co-production BROADWAY, and the challenges she encountered.

**Amanda Livanou**, Neda Film

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

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Friday, October 21 \_\_\_\_\_ 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**

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

11:00 \_\_\_ **Case Study II: HIDDEN ASSETS**

Peter De Maegd will present a case study of his recent European co-production, the series HIDDEN ASSETS, and the challenges he 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**

**Angus Finney**

**Tba**

Moderated by **Bernie Stampfer**

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

16:00 \_\_\_ **Case Study III: FILM**

**Tba**

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

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## Saturday, October 22 \_\_\_\_\_ DAY THREE

9:00 \_\_\_ **Insights from a Leading European Sales Company**

**Katarzyna Siniarska**, New Europe Film Sales

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**

**Tba**

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.

**All**

15:30 \_\_\_ **Pulling the Financial Puzzle Together III: 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**

17:15 \_\_\_ **Final Evaluations**

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

## Sunday, October 23 \_\_\_\_\_ DAY OF DEPARTURE