

DIGITAL DISTRIBUTION

Maximizing Reach and Revenues

December 5 – 9, 2018 in Berlin

PROGRAMME SCHEDULE DRAFT

Wednesday, December 5 _____ DAY OF ARRIVAL

19:00 _ **Welcome Reception at HOTEL BAR**

20:00 _ **Welcome Dinner at HOTEL RESTAURANT**

Thursday, December 6 _____ DAY ONE

9:30 **Welcome and introduction of participants and trainers**

Dina Rubanoviš, Erich Pommer Institut

Nuno Bernardo, beActive Entertainment

10:00 _ **How Digital Distribution is Impacting the Entertainment Business**

Digital distribution of content has allowed independent producers to skip traditional gatekeepers and connect directly with audiences and fans. That has changed the distribution landscape, generating new business opportunities, but also creating a world with an abundance of content. Nuno will reflect on what is the role of the TV and Film producer in this exciting new world.

Nuno Bernardo, beActive Entertainment

11:30 _ **Coffee break**

12:00 _ **New Business Opportunities in Today's Digital Marketplace**

Wendy Bernfeld, MD Rights Stuff, will provide an overview of the multiple digital opportunities and windows for library and current and new productions, in international VOD: Going beyond 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 cover short form video and trends as well as creative "windowing".

Wendy Bernfeld, Rights Stuff

13:30 _ **Lunch break**

15:00 _ **New Business Models for Creating and Distributing Content | Case studies**

Emmy-nominated Film, TV and Digital producer Nuno Bernardo will present his pioneering approach to engaging audiences and maximizing revenues through securing IP for his content. Nuno's presentation will cover case studies of his cutting-edge fiction and non-fiction projects, including Emmy®-nominated COLLIDER and BEAT GIRL as well as his recent multiplatform series THE PLAYERS and AMNESIA.

Nuno Bernardo, beActive Entertainment

16:00 _ **Coffee break**

16:30 _ **Show me the Money: VOD and SVOD Practicalities**

Wendy continues on from the morning session detailed overview with the more practical side of how to actually get out there to reach the platforms, pitches or slant as well as doing deals in VOD and SVOD, whether in licensing or alternative funding.

Wendy Bernfeld, Rights Stuff

18:00 _ **End of DAY ONE**

19:00 _ **Meeting in hotel lobby for joint walk to dinner**

19:30 _ **Dinner at nearby restaurant**

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Friday, December 7 _____ DAY TWO

9:30 _ **Intro | DAY TWO**

9:45 _ **Legal: Digital Distribution Agreement | Key Deal Points**

This session will look at digital distribution agreements from the point of view of the content provider / rights holder and the direct distributor (e.g. digital platform licensing the content). Ralph will guide the audience through several agreements explaining the structure of the agreement and the meaning and purpose of key clauses from both a legal and business perspective. He will also provide some practical tips on negotiating those agreements.

Ralph Oliver Graef, GRAEF Rechtsanwälte

11:30 _ **Coffee break**

12:00 _ **Hybrid and DIY Distribution**

Arash T. Riahi, Golden Girls Filmproduction & Filmservices

13:00 _ **Lunch break**

14:00 _ **Creating a Content Distribution and Audience Engagement Strategy / PART 1**

Introduction, pitches and group work on selected participants' projects.

15:30 _ **Coffee break**

16:00 _ **Blockchain is coming!**

Constantin von Jascheroff, Cinemarket

17:00 _ **Branded Content: Business Realities and Case Studies**

Branded content has exploded over the last few years. TV Consumer habits have changed and no longer the ads between the shows are effective. So brands need to be inside the show. From *Lexus* to *Adidas*, the top brands are investing millions in producing content for the new digital platforms so independent producers have now news sources of funding. Nuno and Claudia will talk about their experiences showing cases where branded collaborated with fictional and documentary projects, including Claudia's webseries LUCIE MARSHALL in collaboration with Škoda and YAMAHA GENOS PROFILE.

Claudia Lehmann, maz&movie

Nuno Bernardo, beActive Entertainment

18:00 _ **End of DAY TWO**

19:00 _ **Meeting in hotel lobby for joint walk to dinner**

19:30 _ **Dinner at nearby restaurant**

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Saturday, December 8 _____ DAY THREE

9:30 _ **Intro | DAY THREE**

9:45 _ **Digital Marketing and Promoting to Niche Communities**

The development of the digital media landscape has given a much more central role to the producer. Producers are now in control of the marketing of their creative work, a task that needs to be carefully planned and started as early as possible. One of the tools available to producers is connecting with pre-existing online and offline communities that exist around a specific topic, theme or personality. Early engage with already existing fans could be a way to start generating buzz around your next production.

Nuno Bernardo, beActive Entertainment

10:30 _ **Case Study EVERYDAY REBELLION et. al.**

Arash T. Riahi, Golden Girls Filmproduction & Filmservices

11:30 _ **Coffee break**

12:00 _ **Creating a Successful Marketing Strategy | Tips and Tricks**

Understanding your audience in order to devise an effective marketing strategy for your film.

Daniel Diaz, Marketing Strategy, Social Media & Digital Distribution

13:30 _ **Lunch break**

13:30 _ **Creating a Content Distribution and Audience Engagement Strategy / PART 2**

Group work on selected participants' projects.

15:30 _ **Coffee (no break)**

16:00 _ **Creating a Content Distribution and Audience Engagement Strategy / PART 3**

Presentation of group work results with live expert feedback.

All

17:30 _ **Summary and Evaluations**

18:00 _ **End of workshop**

19:00 _ **Meeting in hotel lobby for joint walk to dinner**

19:30 _ **Dinner at nearby restaurant**

Sunday, December 9 _____ DAY OF DEPARTURE