

Digital Distribution – Maximizing Reach and Revenues

December 1 - 3, 2022 in Berlin

PROGRAMME SCHEDULE

Wednesday, November 30 _____ DAY OF ARRIVAL

19:30 __ Welcome Reception and Dinner at Drei Schwestern

Thursday, December 1 _____ DAY ONE

09:00 __ Welcome // Introductions and Expectations

Nuno Bernardo, beActive Entertainment

Dina Rubanovitš, Erich Pommer Institut

09:45 __ How Digital Distribution is Saving the Entertainment Industry

In a year where cinemas are still struggling to get the cinemagoers into seats, VoD platforms are now the leading distributors of all types of film, documentaries, and TV series. Digital distribution allows producers and studios to skip traditional gatekeepers and connect directly with audiences and fans. This paradigm shift changed the distribution landscape, generating new business opportunities, but also creating a world with 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

11:00 __ Coffee Break

11:30 __ B2B Marketing in Digital Distribution (Virtual Session)

Tine Klint will show how to prepare and package your project to present it to the marketplace.

Tine Klint, LevelK

12:45 __ Lunch Break

13:45 __ Staying Agile: Finding Your Audience in a Shifting Theatrical & VOD Landscape

In this session, Avalon will explain how the company's innovative approach to hybrid release models allows them to remain agile, maximizing the potential for their theatrical and VOD releases in today's rapidly changing landscape.

Avalon Lyndon, MUBI Releases

15:15 __ Coffee Break

15:45 __ Case Study: Drive my Car, Crimes of the Future, Aftersun

Avalon will explore how MUBI created a blueprint for maximizing the impact of their international acquisitions, which was further developed for the later releases of Ryusuke Hamaguchi's DRIVE MY CAR, David Cronenberg's CRIMES OF THE FUTURE and their recent theatrical campaign for Charlotte Wells' AFTERSUN.

Avalon Lyndon, MUBI Releases

16:45 __ Break

17:00 __ Creating a Digital Marketing and Distribution Strategy // Group Work Introduction

Introduction of the fictional projects in different stages of development/production.

Nuno Bernardo, beActive Entertainment

17:15 __ Creating a Digital Marketing and Distribution Strategy // Group Work 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 in Hotel Lobby for Joint Walk to Dinner at Stiege

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Friday, December 2

DAY TWO

08:45 __ **Summary Day 1 // Introduction Day 2**

Nuno Bernardo, beActive Entertainment

09:00 __ **Legal: Digital Distribution Agreement | Key Deal Points (Virtual Session)**

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 us through several agreements, explaining their structure as well as the meaning and purpose of key clauses from both a legal and a business perspective. He will also provide some practical tips on negotiating those agreements.

Ralph Oliver Graef, GRAEF Rechtsanwälte

10:00 __ **Aggregators and Digital Distribution (Virtual Session)**

Tine Klint from LevelK will talk about aggregators and their role in digital distribution.

Tine Klint, LevelK

11:00 __ **Coffee Break**

11:30 __ **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 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

12:30 __ **Lunch Break**

13:30 __ **New Business Opportunities in Today's Digital Marketplace // Part 2**

Wendy will continue her lecture from the morning.

Wendy Bernfeld, Rights Stuff

14:30 __ **Break**

14:40 __ **Show Me the Money: VOD and SVOD Practicalities**

Wendy continues from the morning session's detailed overview with the more practical side: She will discuss how to actually get out there to reach the platforms, pitches/slant and do deals in VOD and SVOD, whether in licensing or alternative funding. Includes 30min of 1:1 meetings.

Wendy Bernfeld, Rights Stuff

16:10 __ **Coffee Break**

16:40 __ **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

Wendy Bernfeld, Rights Stuff

18:00 __ **End of Day Two**

19:30 __ **Meeting in Hotel Lobby for Joint Walk to Dinner at Tapay y Más**

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Saturday, December 3

DAY THREE

09:00 __ **Summary Day 2 // Introduction Day 3**

Nuno Bernardo, beActive Entertainment

09:15 __ **How to Sustain Your Business with a Hybrid and DIY Approach**

Nowadays independent producers live in the most diverse and somehow also the least hierarchical media landscape ever. In this session, we will guide you through some opportunities and pitfalls that a hybrid and DIY approach can offer us to be more resilient in times of change. Through the analysis of several examples of ideas that worked or did not work, we will provide an honest insight into the evolving business of independent audiovisual production.

Nuno Bernardo, beActive Entertainment

11:00 __ **Coffee Break**

11:30 __ **Digital Distribution and B2C Marketing**

Dean will be presenting tools and of B2C marketing for different kinds of digital distribution.

Dean Nielsen, Gruvi

13:00 __ **Lunch Break**

14:00 __ **Where Do We Go from Here?**

This roundtable discussion will focus on the future of TV, film and documentary production and distribution, in a post-COVID-19 world. 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?

Wendy Bernfeld, Rights Stuff

Avalon Lyndon, MUBI Releases

Dean Nielsen, Gruvi

Moderated by **Nuno Bernardo**, beActive Entertainment

15:30 __ **Coffee Break**

15:45 __ **Creating a Digital Marketing and Distribution Strategy // Group Work Part 3**

Group work on fictional projects with experts available for questions.

Nuno Bernardo, beActive Entertainment

Wendy Bernfeld, Rights Stuff

Avalon Lyndon, MUBI Releases

16:15 __ **Creating a Digital Marketing and Distribution Strategy // Group Work Presentation**

Presentation of group work results with live expert feedback.

Nuno Bernardo, beActive Entertainment

Wendy Bernfeld, Rights Stuff

Avalon Lyndon, MUBI Releases

17:30 __ **Digital Distribution Wrap Session**

Nuno will be attempting to summarize the facts, opinions and hopes of the experts and participants alike and give an outlook into the future of the industry.

Nuno Bernardo, beActive Entertainment

17:45 __ **Final Evaluation & End of Workshop**

Katarzyna von Matthiessen, Erich Pommer Institut

19:30 __ **Meeting in Hotel Lobby for Joint Walk to Dinner at The Social Hub**

Sunday, December 4

DAY OF DEPARTURE