

PROGRAMME SCHEDULE

Wednesday, October 19, 2016 ____ DAY OF ARRIVAL

19:00 _ **Welcome Reception at Hotel Bar**

20:00 _ **Welcome Dinner at Hotel Restaurant**

Thursday, October 20, 2016 _____ DAY 1 | Introduction, New Business Models, Marketing

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

Edgar Garcia Casellas, Catalan Institute for Cultural Industries

Àlex Navarro, Creative Europe Desk-MEDIA Catalunya

Dina Rubanovič, Erich Pommer Institut

10:00 _ **The Creative Paradigm Shift of the Digital Revolution**

The digital revolution is fundamentally changing our personal and professional lives. The traditional business models of the mass media are challenged by the personal media. Is this paradigm shift a threat or an opportunity for innovation?

Peter De Maegd, Potemkino

11:00 _ **Coffee break**

11:30 _ **New business models through audience engagement | Case studies**

Emmy nominated Film, TV and Transmedia 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 and the upcoming multiplatform series THE PLAYERS.

Nuno Bernardo, beActive Entertainment

13:00 _ **Lunch break**

14:30 _ **Transmedia | Funding sources and pitching**

In this session, Nuno Bernardo will inform about available funding sources for trans media projects throughout Europe and the best approach to secure funding for your multiplatform properties. Furthermore, he will provide hands-on advice on how to pitch and prepare a successful funding application.

Nuno Bernardo, beActive Entertainment

16:00 _ **Coffee break**

16:30 _ **Film marketing in the age of social media**

While traditional marketing used to be the prerogative of the distributor, the development of the web 2.0 has given a much more central role to the producer. However, how to identify the target audience and to define the right positioning is still key to any successful marketing campaign, alongside well planned activities, including advertising, PR, social media, viral marketing and creative partnerships.

Mathias Noschis, Alphapanda

18:00 _ **End of DAY 1**

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

19:30 _ **Dinner at Arume Restaurant**

Digital Strategies

Financing, Marketing and Distributing 2.0

October 19 – 23, 2016 in Barcelona



Erich Pommer Institut

Friday, October 21, 2016 _____ DAY 2 | New Distributors, Aggregators

9:30 _ **VOD and the digital media landscape | Part 1**

The session will be dedicated to the still developing structures of the digital market, particularly in contrast to traditional film distribution. We'll discuss some basic of the VOD market, like terms or business models of VOD platforms and how they work for rights holders and for the platforms themselves. In addition, some recent market numbers will be presented as well as an overview on the material requirements to exploit a film on VOD.

Philipp Hoffmann, Rushlake Media

11:00 _ **Coffee break**

11:30 _ **VOD and the digital media landscape | Part 2**

Philipp Hoffmann, Rushlake Media

13:00 _ **Lunch break**

14:30 _ **How to reach the distributors? Aggregators & other intermediaries**

The session will open with a brief overview on the video on demand landscape. Nicola Allieta will then go through the business model of digital distributors focusing specifically on their role and limits. He will then show provide concrete take-away tips for digital distribution scenarios by presenting different business cases and distribution models.

Nicola Allieta, Under The Milky Way

16:00 _ **Coffee break**

16:30 _ **Expert speed dating**

Expert meetings in small groups for individual questions

18:00 _ **End of DAY 2**

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

19:30 _ **Dinner at Fabrica Moritz Restaurant**

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Saturday, October 22, 2016 _____ DAY 3 | Distribution Agreements and DIY

9:30 _ **Digital distribution | Key deal points**

This session will look at digital distribution agreements from the point of view of both the content provider and the digital platform licensing the content. Digital distribution agreements can be lengthy and complex, but Karen will guide the audience through a typical agreement explaining the structure of the agreement and the meaning and purpose of key clauses from both a legal and business perspective. She will also provide some practical tips on negotiating those agreements.

Karen Braganza, Warner Bros. Entertainment

11:00 _ **Coffee break**

11:30 _ **Do it yourself: Practical guide to digital distribution**

Olivier Kaempfer of UK production company Parkville Pictures will be using the examples of his company's first two features – Borrowed Time and Appropriate Behaviour – to discuss the opportunities and practicalities of direct distribution and direct international sales in the digital landscape.

Olivier Kaempfer, Parkville Pictures

13:00 _ **Lunch break**

14:30 _ **Creating a DIY content distribution and audience engagement strategy // Group work**

Group work on selected participants' projects.

All

16:00 _ **Coffee break**

16:30 _ **Creating a DIY content distribution and audience engagement strategy // Presentation**

Presentation of group work results with live expert feedback.

All

18:00 _ **End of DAY 3 // End of workshop**

18:45 _ **Meeting in hotel lobby for joint walk to dinner**

19:30 _ **Dinner at Mussol Restaurant**

Sunday, October 23, 2016 _____ DAY OF DEPARTURE