

# Platform Deals: An Update

April 29, 2025 - 09:00-13:00 (CEST) - Online via Zoom

- 9:00 **Welcome and Introductions**  
**Babette Dieu**, Erich Pommer Institut
- 9:05 **Streamers – Overview, Landscape & Trends**  
The session explores the evolving streaming landscape, highlighting other opportunities beyond just the major platforms like Netflix and Amazon. It delves into various digital windows for content, including TVOD, SVOD, AVOD, and FAST, while shedding light on thematic niche platforms and international VOD trends.  
**Wendy Bernfeld**, Rights Stuff (Netherlands)
- 10:00 **Legal Considerations - Development & Production Deals**  
Dive into the complexities of development and production deals with streamers. Learn the key legal aspects of deal-making, including IP ownership, rights acquisition, and building strong agreements. Get practical tips on negotiating with studios and platforms, balancing creativity with business needs.  
**Stéphanie Berland**, DWF (France)
- 11:00 **Break**
- 11:15 **Licensing Deals with Streamers**  
Wendy Bernfeld provides a practical guide to VOD licensing deals with streamers, covering key contract points such as rights, windows, holdbacks, revenues (eg flat fee vs rev share, etc) for SVOD, AVOD/ FAST platforms. She also addresses some negotiation angles, common pitfalls and practicalities, and highlights some distinctions between major streamer deals (like AmazonPrime self upload) vs versus smaller more indie-friendly platforms.  
**Wendy Bernfeld**, Rights Stuff (Netherlands)
- 12:15 **Navigating Platform Deals – A Producer’s Perspective with Carlotta Calori**  
Join producer Carlotta Calori as she shares her behind-the-scenes take on what it's really like working with streaming platforms. From production challenges and the fast-changing business models to dealing with cultural differences, Carlotta will take you through the highs and lows of the streaming world.  
**Carlotta Carlori**, Indigo Films (Italy)