



2016 Cannes Conference

TICKET TO RIDE!

What makes European films travel?

Saturday 14th of May, 9.30 – 11.30,
Olympia cinema,
7, rue d'Antibes, 06400 Cannes

PROGRAMME

Opening: Susanne Nikoltchev, Executive Director, European Audiovisual Observatory

Moderator: Michael Gubbins, Chairman, Ffilm Cymru Wales and Partner at SampoMedia

Snapshot presentations by

- Martin Kanzler, Film Industry Analyst, European Audiovisual Observatory
- Maja Cappello, Head of Department for Legal Information, European Audiovisual Observatory

Our panellists:

- Ted Hope, Head of Motion Picture Production, Amazon Studios
- Stefano Massenzi, Head of Acquisitions and Business Affairs, Lucky Red
- Daniela Elstner, Board member, Europa International
- Andrew Lowe, Producer, Director of Element Pictures

The conference will address the following key questions:

Round 1: THE BIG PICTURE – HOW IMPORTANT IS EXPORT FOR EUROPEAN FILMS?

For example:

- What's the current market potential for European film exports along the value chain?
- What are the trends in pre-sales?
- Will exploitation of European films outside of their domestic markets become more important?

Round 2: THE DEMAND SIDE – What makes European films travel?

For example:

- For which European films does demand already exist and where?
- How to create more demand for European films?
- What are the main challenges in exporting European films?

Round 3: THE SUPPLY SIDE – Structural changes and public policy measures

For example:

- How does the Digital Single Market or the AVMSD affect the circulation of European works?
- How is digital changing the export value chain? How should film policy / business models adapt?

Audience participation will be welcome!

This conference will take place in English and French with translation provided.

