

Is VoD growing the film pie? The Impact of VOD on the Film Value Chain

Saturday 20th of May, 9.30 – 11.30 (doors open at 9.10)
Cinéma Olympia, 5 Rue de la Pompe, 06400 Cannes

Opening: Susanne Nikoltchev, Executive Director, European Audiovisual Observatory

Moderator: Michael Gubbins, Chairman, Film Agency for Wales and Partner at Sampomedia

During the event we will have **snapshot presentations** on

- **Market trends**

Gilles Fontaine, Head of Department for Market Information, European Audiovisual Observatory

- **EU rules affecting online distribution**

Maja Cappello, Head of Department for Legal Information, European Audiovisual Observatory

Our panellists will represent relevant industry players and regulators and we look forward to a lively as well as well-informed debate. We'll be announcing our speakers very soon!

Taking it from an economic as well as a legal angle, the conference will address the following key questions:

PUTTING VOD FILM EXPLOITATION IN CONTEXT

- How much can rightsholders expect to earn from TVOD or SVOD?
- How important is a theatrical release for films becoming available and being consumed on VOD?
- Is "direct to VOD" distribution a viable option?
- What is the economic impact of shrinking windows on exploitation potential?

A NEW FILM VALUE CHAIN

- Will the new EU rules have an impact on the traditional film distribution chain?
- Is the current value chain effective in creating a sustainable industry for the diversity of European films?
- Is there a new standard distribution model emerging in terms of window chronology and territory-by-territory exploitation?
- What are the challenges and tactics of the various players involved in film distribution?

A Q&A with the audience will follow!

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