



Observatoire européen de l'audiovisuel
European Audiovisual Observatory
Europäische Audiovisuelle Informationsstelle



Tuesday 13 July 2021, 15.00 - 17.00 (CEST)

FROM CINEMA TO SOFA: IS COVID ACCELERATING A PRODUCTION SHIFT FROM THEATRICAL TO NON-THEATRICAL?

[Access our conference here](#)

Conference programme

Moderation: Guy Bisson, Research Director, Ampere Analysis

Opening

15.00 - 15.05: Opening and introduction to the conference

Susanne Nikoltchey, Executive Director of
the European Audiovisual Observatory

Session 1 - Industry shifts

15.05 - 15.15: A shift towards series production?

Gilles Fontaine, Head of the Observatory's
Department for market information sets the scene

Panel discussion with interaction from our audience

15.15 - 15.55:

- Burkhard Althoff, Head of Das Kleine Fernsehspiel, ZDF
- Christian Bräuer, President, CICAÉ
- Gudny Hummelvoll, CEO, Hummelfilm, & President, EPC
- Alejandra Panighi, Strategic Relations with EU Institutions, MediaPro
- Neil Peplow, Director of Industry & International Affairs, BFI
- Greg Polad, Director General, ACT

Session 2 - Policy shifts

15.55 - 16.05: Regulation and policy related to theatrical and non-theatrical production

Maja Cappello, Head of the Observatory's
Department for legal information sets the scene

Panel discussion with interaction from our audience

16.05 - 16.55: The panel members remain the same as for panel 1

Closing

16.55 - 17.00: Closing remarks

Susanne Nikoltchey, Executive Director of
the European Audiovisual Observatory

