

30
Years

European
Audiovisual
Observatory

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE



Saturday 21 May 2022, 9.30 - 11.30 (CEST)

CIRCULATION OF EUROPEAN FILMS: IS AVAILABILITY ENOUGH?

[Access our conference here](#)

Conference programme

Opening

9.30 - 9.40: Opening and introduction to the conference and our panelists

Susanne Nikoltchev, Executive Director of the European Audiovisual Observatory

Meet our panel and moderators

- Sabine Chemaly, Executive Vice-President for International Distribution in TF1 Studio
- Mathilde Fiquet, Secretary General, European Audiovisual Production Association (CEPI)
- Joan Sala, Head of Programming at Filmin and Festival Manager at Atlàntida Film Fest
- Edith Sepp, Vice-President of EFAD
- Marc Smit, Co-CEO of Cinéart
- Amélie Leenhardt, Director for European Development, ARTE

Our moderators:

- Maja Cappello, Head of the Observatory's Department for legal information
- Martin Kanzler, Deputy Head the Observatory's Department for Market Information

Session 1 - The Market

9.40 - 10.15: Are national and European non-national films marketed in a similar way? To which extent do co-productions help for cross-border distribution? Are cinema releases a must for VOD distribution? Does VOD actually provide new outlets and for which films? Is AVOD a game changer?

Snapshot presentation by Patrizia Simone, Observatory Film Industry Analyst

Moderation by Martin Kanzler, Deputy Head the Observatory's Department for Legal Information

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Session 2 - The Policy Options

10.15 - 10.25: Fireside chat with Giuseppe Abbamonte,
Director of the Media and Data Directorate,
European Commission

Session 3 - The Way Forward

**10.25 - 11.00: How to transform the legal obligations under the AVMS Directive into a successful tool to improve access to European level?
What other public initiatives would be useful?
What examples of successful public policy can inspire us outside of Europe?**

Snapshot presentation by Sophie Valais, Observatory Senior legal analyst,
Panel discussion moderated by Maja Cappello, Head of the Observatory's
Department for legal information

Session 4 - Interaction with the audience

11.00 - 11.20: Q&A session

Closing remarks

Susanne Nikoltchey, Executive Director of
the European Audiovisual Observatory

