



5.9.2019

Creation, Innovation and Promotion – Competitiveness of European Audiovisual Industry

10–11 September 2019, Finlandia Hall, Helsinki, Finland

Monday 9.9.2019

- 18.30 Registration at Helsinki Central Library Oodi
(<https://www.oodihelsinki.fi/en/>)
- 19.00–21.00 Welcome drinks at Oodi (optional)
Hall of Kino REGINA, first floor
- Hosted by Director-General *Riitta Kaivosoja*,
Department for Art and Cultural Policy, Ministry of Education and
Culture

Day 1 – Tuesday 10.9.2019

Conferencier: *Ms Lotta Backlund*, Chair of Audiovisual Producers Finland

Rapporteur: *Mr Philippe Kern*, CEO, KEA European Affairs

9.00 Registration at Finlandia Hall

9.30 Welcoming address

- Minister of Science and Culture *Hanna Kosonen*
- Director *Giuseppe Abbamonte*, DG CONNECT, European Commission
- Unlocking the potential of Cultural and creative industries in Europe: opportunities and challenges ahead, *Dr. Christian Ehler* MEP

10.00

First Session: The right environment for creativity and talent**Moderator:** Vice President *Anna Valtonen*, Art and Creative Practices, Aalto-university

How to create an appropriate and attractive environment for talent and skills development? How to combine high-quality research, science, art, technology and business? Possibilities of interdisciplinary, multi-actor, and cross-sectorial practices in Europe.

- Future Competitiveness; Vice President *Anna Valtonen*, Aalto University
- Director *Manuel José Damásio*, University of Lusofana, Portugal
- Innovation Manager *Maria Carmen Fernández Tallón*, Mediapro

11.00–11.30

Coffee Break

11.30

Breaking silos: new mindset in innovative storytelling**Moderator:** Designer, game developer *Jaakko Kemppainen*, Arts Promotion Centre Finland

Modern success stories are built across different media, understanding and utilizing the strengths of the technologies used by different audiences. Games industry as the forerunner of digital shift and driver of technological innovation in creative storytelling.

- Marrying creativity with data: case Angry Birds; CEO *Kati Levoranta*, Rovio
- New storytelling practices in the immersive and interactive media landscape, VR Curator, Venice Biennale International Film Festival Head of Studies, Venice Biennale College *Michel Reilhac*
- Managing Director *Erik Robertson*, Nordic Games

12.30–14.00

Lunch at Helsinki Music Centre (another building)

14.00–17.15

Parallel sessions at Finlandia Hall and Helsinki Central Library Oodi (Kino Regina)

Finlandia Hall

14.00

Second session: Changing markets and value creation: need for more clarity and transparency

Moderator and the first speaker of the session: CEO and Media Expert *Johanna Koljonen*, Participation Design Agency

Where is European audiovisual industry going? How to safeguard and boost European diversity? Overlook on the latest industry trends and movements in the streaming market. What should be the role of public funding? What are the challenges that producers are facing? *Johanna Koljonen* presents the 2019 Nostradamus report "*Relevance in a new reality*".

Discussion: In a marketplace dominated by global companies, what opportunities to innovate production, financing and distribution do blockchain and other developing technologies offer to European audiovisual industry?

- CoFounder *Maria Tanjala*, FilmChain
- Director *Ani Korpela*, Head of Content and Applications Business, Elisa Corporation
- *Edith Sepp*, Head of Estonian Film Institute and vice president of European Film Agency Directors (EFADs)

15.30 Coffee break

Helsinki Central Library Oodi Kino Regina

14.00–17.00

Parallel session on Media literacy: Towards good life in 2020s - Enhancing citizenship and social cohesion through media literacy

Sustainable competitiveness in the audiovisual sector calls for quality content and audiences, who find it meaningful. By enhancing citizenship and social cohesion, media literacy is key in building the basis for democratic societies and competitive content industry of the future.

Conferencier: Director of Department of Media Education and Audiovisual Media, National Audiovisual Institute

14.00 Welcoming speech, National Audiovisual Institute

14.10 Deputy Head of Unit *Audrius Perkauskas*, DG CONNECT, European Commission

14.20 Keynote: David Buckingham, UK
The keynote will examine the emergence of media education and media literacy as established disciplines and policy priorities in Europe.

14.50 Comment: Päivi Rasi, University of Lapland, Society of Media Education, Finland.

Finlandia Hall

16.00

Third session: Core European values: what about diversity and gender balance?

Moderator: CEO *Petri Kempainen*, Nordisk Film & TV Fond

Discussion: Pursuing quality through gender equality and diversity

Numbers are important, but in this panel discussion panellists are challenged to look beyond them and discuss the issue of diversity – including gender balance – from the content perspective. What are the stories that are being told, who are the protagonists, what are the themes and issues.

- Film producer, president *Helene Granqvist*, the WIFT International
- CEO *Laura Houlgatte*, International Union of Cinemas
- Executive Director *Roberto Olla*, Eurimages Fund
- Photographer, media artist and film director *Marja Helander*

Helsinki Central Library Oodi Kino Regina

15.10 Panel discussion: Media Educational Competences in the 2020s

In the panel discussion European experts will reflect on the future competences relating to media education in different sectors.

Panellists:

- *Kristiina Kaihari*, National Agency for Education, Finland
- *Guna Spurava*, University of Latvia, Latvia
- *Niels Brüggem*, JFF - Institut für Medienpädagogik in Forschung und Praxis, Germany
- *Alessandra Falconi*, Zaffiria, Italy

16.00 Coffee break

16.20 Futures of Media Literacy in Europe

"What is the best scenario for media literacy in the future Europe?" In this session the futures of media literacy in Europe will be discussed based on video presentations by international media literacy experts. Audience have the opportunity to participate in the discussion via digital interactive tools. Future views and discussions will be reflected by experts from member states.

Finlandia Hall

17.00

Greetings from ECBN and the ECBN Summit under the auspices of the Finnish presidency of the Council of the European Union, Director *Bernd Fesel*, European Creative Business Network

Video presentations:

- *Paul Mihailidis*, Emerson College
- *Divina Frau-Meigs*, Université Sorbonne Nouvelle
- *Nicoleta Fotiade*, Mediawise Society

Comments from member states:

- *Robert Tomljenović*, Agency for Electronic Media of the Republic of Croatia, Croatia
- *Saara Salomaa*, National Audiovisual Institute, Finland

17.10 **Concluding remarks**, Director *Jorma Waldén*, Department for Art and Cultural Policy, Division for Copyright Policy and Audiovisual Culture, Ministry of Education and Culture, Finland

19.00

Visit & Dinner: The Cable Factory <https://www.kaapelitehdas.fi/en>

European Creative Business Network (ECBN) organizes The European Creative Industries Summit 2019 at the Cable Factory in Helsinki on 11 September. Joint evening programme with members of this European network in the largest cultural centre in Finland.

Day 2 – Wednesday 11.9.2019

10.00 **Fourth session: Promoting European cultures in the transformed media environment within Europe and beyond**

Quotas and Prominence

Moderator and first speaker: Head of the Department for Legal Information *Maja Cappello*, European Audiovisual Observatory

How does the European landscape look like as regards the promotion of European works? How is the prominence of European works promoted in VOD services? What about new players? How does the financing of European film look like? What is the role of public financiers?

Comments by:

- *Luis Chaby Vaz*, President of European Film Agency Directors (EFADs) and the Board of Directors of the Institute of Cinema and Audiovisual of Portugal
- CEO *William Page* filmdoo.com & fassoo.com, EUROVOD

10.45-11.45 **Let's talk alliances and partnerships!**

Moderator: Executive Producer *Liselott Forsman*, Finnish Broadcasting company YLE, Head of the EBU Fiction Expert Group

- Secretary General *Henrik Hartmann*, Nordvision
- Director General *Noel Curran*, EBU
- Digital Chief Policy Officer *Anthony Level*, TF 1

11.45 Coffee break

12.15-13.15 **Wrap-up discussion: working together to increase European competitiveness**

Moderator: Executive Producer *Liselott Forsman*, Finnish Broadcasting company YLE, Head of the EBU Fiction Expert Group

What can EU do to strengthen the European competitiveness? How can we promote European works while retaining rights in Europe? Let's solve some challenges together.

- CEO *Jan Mojto*, Beta Film GmbH
- CEO *Håkon Briseid*, Monster Scripted
- Managing Director *Alexandra Lebret*, European Producers Club
- Head of Media Unit *Lucia Recalde Langarica*, DG CONNECT, European Commission
- Director of European Affairs *Charlotte Niklasson*, Nordic PSM

13.15 ***Closing of the Conference***

Permanent Secretary *Anita Lehikoinen*, Ministry of Education and
Culture, Finland

13.30 Buffet Lunch