



SSIFF - EUROPEAN FILM FORUM ONLINE BEYOND COVID -19, REVIVING THE EUROPEAN A/V INDUSTRY

Tuesday, the 22nd of September, 15.00 – 16.45

The COVID-19 pandemic has caused considerable changes in our lives, not just because of the compulsory lockdown to overcome the health and humanitarian crisis, but also because of the shutting down of non-essential business activities that has resulted in a large-scale economic and social crisis.

This situation has deeply affected the European A/V sector, which was already going through a transformation process in its structure and business models due to the digital revolution. The shut-down of film shooting, of the screening of films in cinemas and the cancelation of events and festivals, initially caused a collapse in the sector, to then immediately afterwards, trigger a more or less coordinated reaction on the part of institutions and professionals that led to measures to support the sector in order to overcome the situation and resume its activity.

However, this shutting down of activity has paradoxically meant an exponential increase in the demand for audiovisual contents from the public via streaming platforms. This is why, apart from these initial measures, the pandemic has created a huge opportunity for the European audiovisual industry to speed up its transformation process towards more competitive business models in digital environments.

In the context of this new crisis, the European Commission has reacted by launching an ambitious instrument, **the Next Generation EU European Recovery Plan**, aimed at the countries of the European Union, especially at those that have suffered the economic impact caused by COVID-19 the most. In order to implement the Plan, Europe has identified fourteen industrial ecosystems, among which the audiovisual sector is included. **Next Generation EU** provides for funds and loans for the various European countries depending on the National Reform Plans that they present to Brussels.

So as not to miss this opportunity, the various players would need to work side by side to identify key issues for the sector such as: tailoring public A/V support policies to meet cross-border business formulas, by preserving Europe's diversity and cultural heritage; promoting talent; empowering the A/V industry; reformulating the legal and tax framework to negotiate with global streaming platforms; or making a decisive commitment to technological development in order to generate more profitable and sustainable models and contents for the European industry in the digital ecosystem.

The proposal put forward by the forthcoming **European Film Forum** in San Sebastian would include two activities:

- A) An **analysis session**, which includes representatives from European and national funds and regulators, associations, *streamers* and independent professionals, who will set out their point of view and present possible recovery measures, as well as collaborative business solutions that they plan to implement in the medium term.



B) A **technological session**, through its support for Zinemaldia & Technology and Zinemaldia Startup Challenge, where European business projects based on the application of innovative and disruptive technologies in the A/V world will be presented. Master class on technology and cinema.

PROGRAMME

CREATIVE EUROPE MEDIA SPOT

WELCOME - Festival (Management Committee) (3')

PRESENTATION OF THE CONFERENCE - Moderator (5')

- [AC Coppens](#), Founder of Creative's Catalysts

PRESENTATION - THE IMPACT OF COVID-19 ON THE EUROPEAN A/V SECTOR (10')

Introduction to the state of the European A/V industry through an analysis of the latest official data from the European Audiovisual Observatory due to COVID-19.

- **Gilles Fontaine**, Head of the European Audiovisual Observatory Market Information Department (France).

PRESENTATION - NEXT GENERATION EU, THE EUROPEAN RECOVERY PLAN. A GREAT OPPORTUNITY FOR THE A/V SECTOR (10')

- **Miguel Gil Tertre**, Head of the Strategic Investment and Cohesion Unit, General Secretariat, European Commission

PANEL 1: INCENTIVES AND MEASURES FOR RECOVERY (30')

Representatives of A/V funding and regulatory institutions and organisations get together at this conference to present various measures that have been taken during the most critical phase of the pandemic; especially, those to encourage the creation and renewal of the fabric of the European audiovisual industry, with a special focus on the aspects pointed out in the Introduction.

Speakers:

- **Lucía Recalde** – Head of the Audiovisual Industry Unit and MEDIA Support Programmes, European Commission, (Belgium)
- **Peter Dinges.** CEO FFA – German Federal Film Board (Germany)
- **Beatriz Navas.** Director of the Institute of Cinematography and the Audiovisual Arts - ICAA (Spain)

PANEL 2 – TOWARDS A TRANSFORMATION OF THE EUROPEAN INDUSTRY (30')

After COVID 19, the crisis in the production and distribution structures of independent cinema is probably here to stay. In this second panel they will address certain questions that concern professionals such as: What scenario will European independent production operate in after the pandemic? Or, what new funding and distribution models can be consolidated from now on? Will this crisis be used to standardise more sustainable practices in line with the “green shooting” movement? What new opportunities may emerge after the increase in the consumption of audiovisual contents online?

The diversification of business models and audiovisual formats, the collaboration between the different links of the audiovisual value chain, experimentation and technological innovation or the capacity to adapt to different scenarios may be values on the rise in the future of the European audiovisual sector.

Speakers:

- **Álvaro Longoria.** President of the [European Producers Club](#). Producer and partner of Morena Films. (Spain)
- **François Yon.** Partner, sales and business development manager for the [Playtime group](#) (France).
- **Alex Martínez Roig.** Head of content at Movistar+ (Spain)

+ Q&A



CONFERENCE CONCLUSIONS (5')

ONLINE FORMAT

- The session is divided into 2 parts: two presentations regarding the European framework; and two panels with rounds of questions.
- Live streaming session will be available on the Festival web site in Spanish, English. Later, it will be also available in Basque.
- Open to the general public.