

# EUROPEAN FILM FORUM



## BEYOND COVID-19: REVITALISING THE EUROPEAN AUDIOVISUAL INDUSTRY

TUESDAY, 22 SEPTEMBER 2020 - 15.00 > 16.45

## MASTERCLASS WITH TED HOPE (HOST: JOHN HOPEWELL, VARIETY)

THURSDAY, 24 SEPTEMBER 2020 - 18.00 > 19.00

## ZINEMALDIA & TECHNOLOGY

FRIDAY, 25 SEPTEMBER 2020 - 10.00 > 12.15

#EuropeanFilmForum



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International Film Festival

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## BEYOND COVID-19: REVITALISING THE EUROPEAN AUDIOVISUAL INDUSTRY

TUESDAY, 22 SEPTEMBER, 15.00 > 16.45

This edition of the European Film Forum at the San Sebastian International Film Festival will reflect on the challenges and opportunities faced by the European audiovisual industry in the context triggered by Covid-19. It will also make an in depth analysis of how this situation is affecting the European audiovisual sector, which was already undergoing a process of transformation in its business models and structure due to the digital revolution.

The discussion will start by analysing the effect of the crisis on the sector and by setting the scene for the new landscape. In addition, Next Generation EU – the recovery plan launched by the European Commission back in May – will be explored to see how the audiovisual industry can best benefit from it.

Along the same lines, the first panel will look at further incentives and measures for recovery. Representatives of audiovisual funding and regulatory institutions and organisations will present the different measures 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.

The second panel will focus on the transformation that the sector is experiencing. After COVID 19, the crisis in the production and distribution structures of independent cinema will probably require some changes. The panelists will address questions that concern the 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.

\* Simultaneous translation into English and Spanish

\* Live streaming will be available on [www.sansebastianfestival.com](http://www.sansebastianfestival.com)



## INTRODUCTION AND MODERATION

**AC Coppens**, Founder and CEO of The Catalysts, Germany

## WELCOME

**Joxean Muñoz Otaegi**, Department of Culture and Linguistic Policy Advisor – Basque Government, Spain

**Beatriz Navas**, Director of the Spanish Institute of Cinematography and Audiovisual Arts – ICAA, Spain

## PRESENTATION

### THE IMPACT OF COVID-19 ON THE EUROPEAN A/V SECTOR

**Gilles Fontaine**, Head of the Department for Market Information at the European Audiovisual Observatory, France

## PANEL 1 INCENTIVES AND MEASURES FOR RECOVERY

### SPEAKERS

**Lucía Recalde**, Head of Unit Audiovisual Industry and Media Support Programmes, European Commission, Belgium

**Luis Chaby**, President of EFAD (European Film Agency Directors Association) and President of the Board of Directors of ICA (Institute of Cinema and Audiovisual), Portugal

**Peter Dinges**, CEO FFA (German Federal Film Board), Germany

**Iole Maria Giannattasio**, Research Unit Coordinator, DG Cinema e Audiovisivo, MiBACT, Italy

### Q&A

## PANEL 2 TOWARDS A TRANSFORMATION OF THE EUROPEAN INDUSTRY

### SPEAKERS

**Álvaro Longoria**, President of the European Producers Club, Producer and co-founder of Morena Films, Spain

**François Yon**, Partner, Sales and Business Development Manager for the Playtime Group, France

**Álex Martínez Roig**, Content Manager at Movistar+, Spain

### Q&A

## FINAL CONCLUSIONS

# MASTERCLASS WITH TED HOPE\*

## (HOST: JOHN HOPEWELL, FROM VARIETY)

THURSDAY, 24 SEPTEMBER – 18.00 > 19.00

Few people know today's cinematic landscape in the same depth as Ted Hope. Having garnered 12 Academy Awards during his career, Hope has been a witness and leading light in the main transformations experienced by the film industry in recent decades.

In the 90s, his production company Good Machine played a key part in New York's indie movie boom. This is That, his second production company, promoted feature films that harvested nominations and awards from the Venice Festival to the Oscars. And after the crisis suffered by the indie scene and his spell as director of the San Francisco Film Society, Hope played an outstanding part in the world of digital content distribution and production.

Having directed the streaming platform Fandor, specialised in independent films, Hope became part of the team responsible for setting in motion, expanding and consolidating Amazon Studios between 2015 and 2020.

His masterclass in San Sebastian coincides with his return to the world of independent production and with the publication of a revised and extended edition of his book *Hope for Film* (Counterpoint Press), with two new chapters on his experience in the world of platforms and the dilemmas, successes and failures he faced in this new territory that has transformed today's film industry.

During the masterclass, Hope will talk about his perspective on independent film production and creation at the present time when the emergence of the OTT platforms has changed the traditional structures of the independent film landscape in both the USA, and more specifically, in Europe. His knowledge and experience as an independent producer and more recently, Head of Movies at Amazon Studios, will be both interesting and inspiring for creators and professionals in the film industry.

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# ZINEMALDIA & TECHNOLOGY\*

FRIDAY, 25 SEPTEMBER – 10.00 > 12.15

The audiovisual sector changes constantly given, among other factors, the emergence of new technologies, tools experimented with in other areas, such as the video games industry or medicine, and which are now finding their field of application in the cinema. Thus, initiatives such as blockchain, virtual and mixed reality, neurotechnology and language technologies are entering the cinema, creating a different narrative and new business opportunities in the audiovisual industry.

In this context, Zinemaldia & Technology represents a strategic commitment for the San Sebastian Festival, which aims to position itself as a benchmark space for technological and audiovisual innovation.

Given the situation caused by COVID-19, the complete third edition of Zinemaldia & Technology will run virtually. It will include a masterclass and presentation of the projects selected for the Zinemaldia Startup Challenge, the competition promoted by the Basque Government Department of Economic Development and Infrastructures, intended for entrepreneurs and recently created European startups proposing new business projects based on the application of digital technologies to the audiovisual field. The five finalist projects will defend their proposals online and the jury will decide the winner of the Zinemaldia Startup Challenge Award, revealing their names at the Industry Awards Announcement on the afternoon of Friday 25 September.

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## 10.00 PRESENTATION

INTRODUCTORY VIDEO BY INSTITUTIONAL PARTNERS

## 10.10 PITCHING SESSION

BY THE FIVE ZINEMALDIA STARTUP CHALLENGE FINALISTS

**Cinesmart**, Daniel Zacarias, Josep Molins, Spain

**FilmChain**, Maria Tanjala, Ruth Morris, United Kingdom

**La Quinta Pared**, Nicolás Britos, Pedro Hernández,  
Maximiliano Monzón, Germany

**PromoMii**, Louis Julien, Michael Moss, United Kingdom

**Visualyst**, Miguel Silva, Norway

## 11.15 MASTERCLASS

BY MARC ORTS: AUDIOVISUAL SOUND:  
FROM ITS ORIGINS UNTIL FULL IMMERSIVE

**Marc Orts** (Barcelona, 1973) is currently the head and creative director of sound at Deluxe and five-time winner of the Goya for Best Sound, as well as of six Gaudí awards in the same category. He is a professor at the ESCAC (Escola de Cinema & Audiovisuals de Catalunya) and the ECAM (Escuela de Cinematografía y del Audiovisual de la Comunidad de Madrid) and a member of the Hollywood Film Academy.

In the masterclass, he will look at the constant evolution of sound technology, from reproduction systems for cinema to those for home audiovisual consumption. As a specialist in completing audiovisual sound projects, he will address the process of creating a soundtrack depending on its reproduction format, taking a brief look at all of them.

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