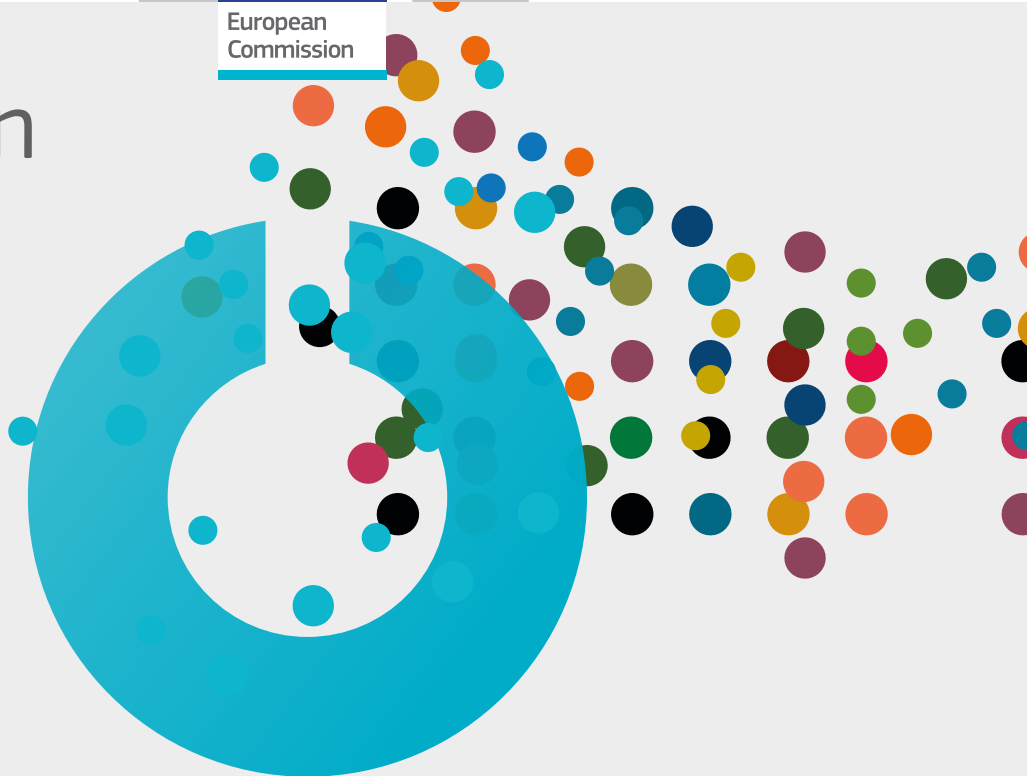




European
Commission

european
film
forum



DEVELOPING AUDIENCES

Audiences in Motion

SAN SEBASTIAN - SAN TELMO MUSEUM
Sunday, September 20th



DONOSTIA ZINEMALDIA
FESTIVAL DE SAN SEBASTIAN
INTERNATIONAL FILM FESTIVAL



Creative
Europe
MEDIA

Creative
Europe
MEDIA

EUROPEAN FILM FORUM: DEVELOPING AUDIENCES

Audiences in Motion

The European Film Forum is a platform facilitated by the European Commission for a structured dialogue between policy makers and stakeholders in the audio-visual sector. The aim is to develop a strategic policy agenda opening up new perspectives and contributing to changing minds in the European film sector in respect of the challenges and opportunities brought about by the digital revolution.

The main subjects covered by the European Film Forum are the financing and public support to content in the digital era, the changing relation between European films and their audiences and the support to talent and creativity.

The European Film Forum opened in Berlin this year and events to debate these issues have been and are currently organised within the most significant European Film Festivals and industry gatherings (Cannes, Sarajevo, Venice, Sans Sebastian, MIPCOM, etc.).

The European Film Forum will lead, by the end of 2016, to recommendations for Member States and the industry on how best adapt and coordinate the different European funding systems.

Audiences in Motion will deal with the profound changes brought by internet and digital technologies to existing models of creation, production, distribution and exhibition, and this powerful revolution is led by the audience, who demand a greatly enhanced active role in the new audiovisual paradigm.

The conference will address, from different points of view, the new part played by the audience in the creation, production, distribution and exhibition of audiovisual contents. Discussion will also revolve around innovative formulas emerging in relation to audience participation in the new audiovisual paradigm, offering a catalogue of new opportunities to share with professionals in the sector new audiovisual paradigm, offering a catalogue of new opportunities to share with professionals in the sector.

09.30 - 10.00 *Welcome Breakfast at the BOKADO - San Telmo*

10.00 - 10.15 Welcome and presentation
Lucia Recalde Langerica, Head of Media Support Programmes Unit, DG CONNECT (Communications Networks, Content and Technology), European Commission.

10.15 - 10.20 **Liz Rosenthal**, Power to the Pixel (United Kingdom) CEO

10.20 - 10.40 **Keynote speech**
Catalina Briceño, Canada Media Fund (Canada)
Director of Industry and Market Trends
The intervention introduces the main themes of audience-centric production and distribution and new trends that are emerging regarding prototyping culture, programmatic data driven distribution and editorial of content, new audience engagement strategies.

10.40 - 11.20 **PANEL 1 - CREATIVE AUDIENCE**
Néstor Hernández, HBO, (USA) Latin America, Original Productions Manager
How series have evolved around their interaction with the audience, to what extent do they have mechanisms of interaction with their community of followers.

Gustavo Taretto, Filmmaker (Argentina)
Based on his film Medianeras, selected for Berlinale's Panorama Section in 2011, the director is developing a TV series and transmedia project drawing on Medianeras and its core theme: the loneliness of the "online" human being in the big cities. This is a fine example of how to build a new project based on the connection between a movie and its community of followers. Its online distribution has had more than 200,000 users, many of whom interacted with the director by email and many social networks. Taretto plans to build his new project by interacting with that community and their identification with the movie characters.

María Yáñez, Embed.at (Spain)
Expert in digital practices and cultures.
The internet is changing, of course, the way we access content, and the way we produce content. But this revolution is not only about distribution or production: is about the way we tell stories through the internet: it is a new medium with its own language, rules and possibilities. It is social, it is interactive, it is immersive, it is procedural. Web and mobile technologies are empowering audiences who want more than being told a story: They want to experience it, be part of it and have an active role as users. In this talk we will see how web technologies are creating amazing interactive experiences to tell stories in many different ways, and how the industry is embracing those new formats to innovate and engage new users.

11.30 - 12.10 **PANEL 2 - PRODUCTION AUDIENCE**
Georges Schmalz, Kickstarter (USA)
Film Outreach Lead
A discussion centered on the intersection of the creator and backer audience on Kickstarter, where these groups intersect and how we continue to engage them on a daily basis.

Sophie Kuno, Touscoprod (France)

Director of partnerships

Reflection around "crowdfunding" in Europe as a counterpoint to the USA platforms like Kickstarter, and on the other hand the encouragement and engagement of the audience as part of a crowdfunding campaign.

Rasmuss Wiinstedt, Creative Business Cup (Denmark)

Founder, Creative Business Cup and Chairman, European Creative Industries Alliance

Creative Business Cup takes the innovative forces of creative startups globally and connects them with investors and companies. Innovation challenges with creative startups will give unique insight into the latest trends and developments in audiences and markets. Over 50 countries and 5000 creative startups participate.

12.20 - 13.00

PANEL 3 - DISTRIBUTION/PROGRAMMING AUDIENCE

Jaume Ripoll, Filmin (Spain)

Chief of Content and Co-Founder

Facilitating the users access even temporarily, generating recommendation algorithms and a new system of window releases are some of the requests made by Filmin clients in recent years. Addressing constantly emerging technological, design and publishing developments is necessary in order to meet the digital audience's constant demands.

Pablo González, Tugg (USA)

Co-Founder

"Tugg" is an innovative web-platform that enables individuals to choose the films that play in their local theaters. Through Tugg, individuals are empowered to select a film, screening time, and nearby theater, and then spread the word to their immediate and online community. Through its expansive network of national, regional, and local exhibitors, Tugg provides a platform for individually curated events showcasing a rich and ever-growing library of hundreds of studio and independent films. To date, Tugg has facilitated crowd promoted events in every US state and in Australia, New Zealand and Canada.

Alberto Tognazzi, Screen.ly (Spain)

Co-Founder of Screenly (Love Streams)

Recently created audience on-demand programming platform for cinemas in Spain, Screenly allows people to organise screening at their local cinema.

How the technological innovations could help the empowerment of the audience, foster the creators and improve the independent distribution for the Theatrical circuit. What can we learn from the DIY trends and the rising of the self organised audiences.

13.00 - 13.10

Wrap-up Summary

Lucia Recalde Langarica, Head of Media Support Programmes Unit, DG CONNECT (Communications Networks, Content and Technology), European Commission.

13.15 - 14.15

Cocktail at the BOKADO - San Telmo

SPEAKERS AND PANELLISTS



Liz ROSENTHAL

Founder & CEO of Power to the Pixel, helping creators and businesses to produce, finance and distribute stories that engage evolving audiences across multiple platforms through The Pixel Lab, Pixel Market, Conferences and Think Tanks. Liz regularly consults for international media organisations, funds and producers.



Catalina BRICEÑO

Director of Industry and Market Trend of Canada Media Fund, Catalina Briceño has over 17 years of experience in the audiovisual and new media industry. Her role is to ensure that the policies for supporting the production of Canadian television and digital media content are aligned with emerging developments in Canada and internationally.



Lucía RECALDE LANGARICA

Spanish born, Lucia Recalde Langarica is Head of the MEDIA unit in the Directorate-General for Communications Networks, Content and Technology of the European Commission. Lucia joined the European Commission 20 years ago and served also DG Employment and Social Affairs and DG Education and Culture. She started her career at the Directorate of European Affairs of the Basque Government.



Néstor HERNÁNDEZ

Original Production Manager of HBO Latin America, he has previously developed and produced several documentary and fiction projects for companies such as RTVE, Cuatro, Endemol, Telecinco, MySpace or Telefónica.



Gustavo TARETTO

Six shorts films and two feature films. Medianeras (Berlinale, 2011) was released in more than thirty countries. Twenty years working as Executive Creative Director in the best worldwide advertising network. Now he's working on brand content projects, a transmedia series and a new film script.



María YÁÑEZ ANLLO

Digital media maker and researcher. Producer and consultant in digital storytelling and online distribution for audiovisual projects. Co-editor of EMBED, a publication and laboratory about contemporary audiovisual and open culture. CEO at the web agency A Navalla Suíza.



George SCHMALZ

After receiving degrees in Communication from Bethany and in Film from San Diego State, George worked in film exhibition with Landmark, and in production with Kovarova and Wormwood. Moving to New York he shifted focus to distribution, working for both Oscilloscope and Kino Lorber before joining Kickstarter.



Sophie KUNO

Sophie Kuno is Director of Partnerships for Touscoprod, the first French crowdfunding platform exclusively dedicated to cinema and audiovisual arts. After graduating from Sciences-Po Paris, Sophie worked for 10 years in the cultural field and movie production companies in Paris. She joined Touscoprod in 2014.



Rasmus WIINSTEDT TSCHERNING

CEO at Creative Business Cup, www.creativebusinesscup.com. Managing Director at Center for Cultural and Experience Economy. Chairman of the European Creative Industries Alliance. Member of Boards for creative companies and organisations. Passionate about promoting entrepreneurship and growth in the creative industries and cross sector innovation.



Jaume RIPOLL VAQUER

Chief of Content and Co-Founder of Filmin, the main independent-film internet portal in Spain; Vice-President of EuroVoD, the first european association of video on demand and he is visiting professor in UAB, UB, UOC, ESCAC, Carlos III, Pompeu Fabra and Blanquerna University.



Pablo GONZÁLEZ

Pablo González is the Co-Founder of Tugg Inc., which specializes in cinema-on-demand releasing, allowing audiences to bring the movies they want to their local theaters. He is currently the COO and oversees the company's development and operations. He is also an engineer, holds an MBA, and resides in Austin, Texas.



Alberto TOGNAZZI

Partner Co-Founder Screenly, expert in new media projects and mobile technologies. Actually director of development for the School of Visual Communication and director of the Master in Interactive Apps Design at IED Barcelona. He has devoted all his life in the connexions between cinema and technology.

p r o g r a m m e

SCHEDULE, SUNDAY, 20TH SEPTEMBER 2015

- 09.30 - 10.00 **Welcome Breakfast** at the BOKADO - San Telmo
- 10.00 - 10.15 **Welcome and Presentation:** Lucía Recalde Langarica
- 10.15 - 10.20 **Presentation:** Liz Rosenthal
- 10.20 - 10.40 **Keynote Speech:** Catalina Briceño
- 10.40 - 11.20 **PANEL 1: Creative Audience** (40')
- 11.20 - 11.30 *Break*
- 11.30 - 12.10 **PANEL 2: Production Audience** (40')
- 12.10 - 12.20 *Break*
- 12.20 - 13.00 **PANEL 3: Distribution/Programming Audience** (40')
- 13.00 - 13.10 **Wrap-up Summary:** Lucía Recalde Langarica
- 13.15 - 14.15 **Cocktail** at the BOKADO - San Telmo.

Simultaneous translation into English, Spanish and Basque.

 #MEDIA63SSIFF

Audiovisual clip of the conference available on Tuesday 22 September via the following link: http://www.sansebastianfestival.com/2015/the_industry_club/1/5150/in and at the Industry Club Channel on the Festival website.