

JAMIE LANG

Swiss artificial intelligence and data analytics company LargoAI won Sunday's first-ever San Sebastian Film Festival Zinemaldia & Technology Startup Challenge.

LargoAI's software provides data-driven filmmaking strategies, similar to those used by major VOD platforms which aggregate and often hoard their own user-driven data. From early in the screenwriting process through development and production, the software can help predict audience responses. Evaluated on a country-by-country basis, it can also be used in distribution planning.

"We are creating a tool that takes decision making beyond a human response to individual experiences and bases it on the performance of hundreds of films across many markets," said Largo's Javier Krause after accepting the award.

Addressing concerns that using data to make development and production decisions could be viewed as anti-artistic, Krause explained that, "Cinema never stops being a business, and the key is to make a movie that is profitable so that creators can continue filming and producing new art."

"If we can provide one more element that helps them find success, I don't see that as getting in the way of art," he said.

The company won €10,000 (\$11,200) cash, a year's free access to an incubation space within the Basque technology park network and potential investment funding of up to \$560,000.

Other pitches came from Irish startup Volograms, which transforms video taken from various angles into volumetric holograms which can then be inserted into 3D production.

Spanish Shield by Brave is an AI age verification system which integrates into digital content distribution platforms and uses device cameras to limit age-restricted content.

AR software which allows for studio-level post-production inside a virtual setting, Flow Cut removes the need for equipment beyond a computer and VR headset.

And Scenso.tv is an already-running SVOD platform which uses blockchain to ensure that copyright holders of streamed content are compensated when their content is viewed.

Rapid-fire presentations followed the pitches from 2deo, the audiovi-

# LargoAI Tops Zinemaldia & Technology Startup Challenge



The winners of Zinemaldia Startup Challenge, José Garrido and Javier Krause from LargoAI.

GORKA ESTRADA

sual laboratory of San Sebastian's Tabakalera; Gosho, a 3D and VFX company; Tecnalia, a local tech company with more than 1,800 employees; Victoria-based communications company Alegria Activity; Vicomtech, a local graphics, visual computing and multimedia research center; and San Sebastian TV producers Pausoka.

Dibulitooon, the Basque production company behind the upcoming 3D animated feature *Elcano & Magellan: The First Voyage Around the World* provided a VR presentation of their transmedia strategy for the film.

After a brief merienda, a Spanish not-yet lunch break, Deluxe Spain lead matte painter Lucía Peralta, a veteran

of productions like *Game of Thrones* and *Aquaman*, gave an in-depth Masterclass on her artform.

Finally, jury head Vanessa Ruiz Larrea, communication director at Deluxe Spain, announced LargoAI as the day's big winner.

"We were three jurors; one from research and technology, one from the business side and me from audiovisual sector," she explained to *Variety*. "While all five projects were fantastic, when considering each point of view, this project best addressed issues in all three areas."

"Platforms already have all this info, and we saw this as a democratization of that data," she added.



MONTSE CASTILLO

## EL TALENTO DE LAS ISLAS

Ayer tuvo lugar en el Kursaal el acto Canarias Crea Cine organizado por Canary Islands Film. En él participó el técnico audiovisual Pedro Carballido, la coordinadora Natacha Mora y el presidente del Clúster Audiovisual de Canarias, José Ángel Alayón. El objetivo del mismo era poner en valor el enorme potencial que tiene el cine canario.

# Glocal in Progress, Poland

JAMIE LANG, CHRISTOPHER VOURLIAS

A pix-in-post focus on cinema in a non-major European language, San Sebastian's 3rd Glocal in Progress features the latest from Romania's Andrei Gruzsniczki whose *Quod Erat Demonstrandum* played in *Variety's* 2014 Critics' Choice: Europe Now! *Emil* weighs in as a dark comedy tracking its elderly titular character belated comprehension of the complexity of human relations.

A Kosovo, France, North Macedonia and Italy co-production, *Andromeda Galaxy*, from Kosovo's More Raça, tracks an out-of-work middle-aged man who decides to sell a kidney to fund a move to western Europe.

A Catalan title, *Yesterday's Two Nights*, from directorial duo Pau Cruanyes and Gerard Vidal, follows three friends on a life-changing adventure after the death of a friend.

Meanwhile, San Sebastian's Europe-Latin America Co-production

Forum dedicates this year's sixth Focus On to Poland. The Focus comes at a promising time for the Polish industry, boosted by the success of filmmakers like Academy Award winner and multiple nominee Paweł Pawlikowski (*Ida, Cold War*), as well as the introduction of a 30% cash rebate earlier this year. Polish Film Institute general director Radosław Smigulski described the incentive scheme as a "game-changer" for the local biz.

## AGENDA

### INDUSTRIA

#### VIII FORO DE COPRODUCCIÓN EUROPA-AMÉRICA LATINA (Acreditados industria)

MUSEO SAN TELMO- SALÓN DE ACTOS

#### 10:00-11:30 Mesa redonda:

El "Santo Grial" de los propietarios de derechos: accesibilidad y visibilidad de películas europeas en plataformas VoD - Europa Distribution (Con acreditación)

**Moderador** - Michael Gubbins | SampoMedia (Reino Unido)

**Ponentes** - Anna Herold | European Commission (Bélgica)

Martin Kanzler | European Audiovisual Observatory (Francia)

Julie-Jeanne Régnault | EFADs (Francia)

Vit Schmarc | Artcam (R. Checa)

Silvia Cibien | EuroVod (Italia)

**10:00-14:00** - Networking y reuniones informales (Claustro) y citas one-to-one con los proyectos seleccionados en el Foro e Ikusmira Berriak (Iglesia)

**12:00-13:00** - **Presentación:** Focus on Poland: planes de financiación, talentos y oportunidades de coproducción - Polish Film Institute (Con acreditación)

**Moderador** - Chris Evans | Screen & KFTV

**Presentación** - Polish Film Industry & Funding Schemes - Anna Ewa Dziedzic | Polish Film Institute

**Estudio de caso** - *Under the Tree* by Hafsteinn Gunnar Sigurðsson

Klaudia Smieja-Roztworowska | Madants (Polonia)

Marcin Łuczaj | New Europe Film Sales (Polonia)

**15:30-19:30** - Networking y reuniones informales (Claustro) y citas one-to-one con los proyectos seleccionados en el Foro e Ikusmira Berriak (Iglesia)

**17:00-19:30** - **European Film Forum:** Nuevos modelos de financiación y colaboración para impulsar el cine europeo - Coorganizado con Creative Europe MEDIA (Con acreditación) (Salón de Actos)

**Moderador de la jornada:** Rafael Lambea | CREA SGR (España)

**Bienvenida** de Maialen Beloki | Festival de San Sebastián (España)

**Bienvenida** de Emmanuel Joly | Creative Europe MEDIA (Bélgica)

**Presentación** de Laoura Ntziourou | Fondo de Inversión Europeo - EIF (Luxemburgo)

**Panel I** - Fórmulas de cofinanciación para una mejor explotación de los derechos

**Ponentes** - Álvaro Longoria | European Producers Club (España)

Laoura Ntziourou | Fondo de Inversión Europeo - EIF (Luxemburgo)

Denis Fèvre | Polkatulk / Scenso.tv (Francia)

**Estudio de caso:** Xavier Font | Miramira (España). **O que arde / Fire will come** de Oliver Laxe

**Panel II** - Cofinanciación y codistribución de películas. El papel de los fondos de coproducción

**Ponentes**

Roberto Olla | Eurimages (Francia)

Mathieu Fournet | CNC - Aide aux Cinemas du Monde (Francia)

Paula Gastaud | Sofa Digital (Brasil)

**Estudio de caso:** Thimothée Prudhomme | Playtime (Francia). **Grâce à Dieu / By the Grace of God** de François Ozon

**19:00-20:30** - **Happy Hour Focus on Poland** (Con acreditación de industria) (Claustro)

**CINE EN CONSTRUCCIÓN 36** (Acreditados industria)

CINES PRÍNCIPE

**09:30** - Sala 7

**Nudo Mixteco**, Ángeles Cruz (México - 92')

**12:00** - Sala 9

**Os Caminhos do Meu Pai (The Paths of My Father)**, Mauricio Osaki (Brasil / Polonia - 120')

**GLOCAL IN PROGRESS** (Acreditados industria)

CINES PRÍNCIPE, SALA 9

**15:30** - **Les deux nuits d'ahir / Yesterday's Two Nights (Las dos noches de ayer)**

Pau Cruanyes Garrell, Gerard Vidal Barrena (España - 92')

**13:30-16:00** - **KURSAAL, CLUB DE PRENSA Mesa redonda y cóctel.** China / España: iniciativas de la Nueva Ruta de la Seda. Una Nueva Era para la Coproducción (Con acreditación)

**14:15-15:45** - **KURSAAL, SALA 9**

Taller Europa Distribution (Cerrado)

**20:30-22:30** - **RESTAURANTE NI NEU**

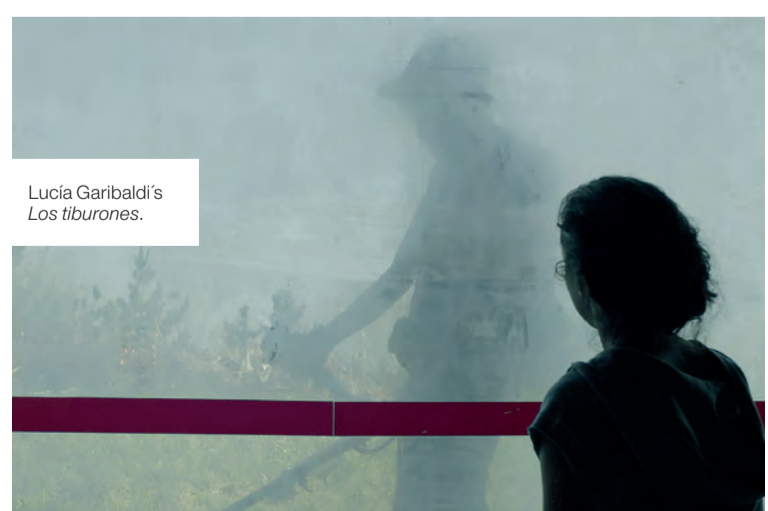
**Cóctel:** Andalucía Film Commission, 20 años de actividad (Con invitación)



KARLOS CORBELLA

## COCTEL DE LA INDUSTRIA

El Departamento de Industria del Festival de San Sebastián celebró una Copa de Bienvenida en el restaurante ni neu para los colaboradores y equipos de los proyectos y películas seleccionadas.



Lucía Garibaldi's *Los tiburones*.