

# EPC Calls for 25% Streamer Investment Quota

JOHN HOPEWELL, JAMIE LANG

The European Producers Club has called on European Union governments to ensure that global OTT services are obliged to invest at least 25% of their European Union turnover into European works.

80% of that should be reserved for independent producers, it added.

Presented by Alvaro Longoria, EPC President, the call came during a 2020 San Sebastian European Film Forum on Tuesday where the European Audiovisual Observatory's Gilles Fontaine put losses to Europe's film and TV sectors induced by COVID-19 at €10 billion (\$12 billion), just for 2020. That figure did not include mark ups in production costs due to halted or postponed shoots, he added.

Global streamers' potential industry investment proved, however, to be the biggest through-line in debate.

"We will need to make sure that U.S. streamers, VOD platforms, will fairly contribute to financing and promotion of European creations and to supporting European independent production. That's crucial for us," said Luis Chaby, President of Efad, AN Europe's state film-TV agency assn.

"A key for 2021 is how we handle negotiation with digital studios and their obligation to invest in local production," agreed François Yon, at Paris-based Playtime Group.

"We are committed to investment obligations. There must be a change when it comes to operators working in Spain but operating from abroad," added Beatriz Navas, director general of Spain's ICAA state film agency.

For Alex Martínez Roig, content manager at the Telefonica-backed Movistar+ in Spain, what is at stake is no less than "European cultural sovereignty." There's a danger, he ar-



Lucia Recalde.

gued, that what is produced out of Europe is decided by U.S. companies.

Certainly, recovery funds will be made available. When it comes to the E.U.'s Next Generation Europe €750 billion (\$840 billion) recovery plan, announced in July, the European Commission has "made it clear the money is not just to weather the storm

but to transform the European economy and society. It thinks this offers a wonderful opportunity to have the industry reinvent itself and thrive in the years to come," said Lucía Recalde, head of unit, audiovisual industry and media support programs, European Commission.

The mood at the Forum was not totally upbeat, however. The major concern of Peter Dinges, CEO of the German Federal Film Board (FFA), was to take care of Germany's exhibition sector which is currently running at 20% capacity. There is a danger of companies going to the wall, he added.

Caused by sectoral transformation compounded by COVID-19, Europe's current crisis is a "perfect storm," Fontaine concluded. One large question is whether SVOD revenues could compensate for the risk of decline from other sources when it came to pre-financing European films. Fontaine doubted it. According to EAO estimates, E.U. film pre-finance, worth just under €2.0 billion (\$2.4 billion) in 2019, would plunge to just over €1.5 billion (\$1.8 billion) in 2021, the major hit coming from imploding cinema theater distribution.

# San Sebastian Launches WIP Latam

ED MEZA

San Sebastian's new Works in Progress Latam program will unveil from Sept. 22 six film productions from Latin America to potential production partners and sales agents.

Examining militant activism, the relationship between leaders and followers, employers and employees, identity, devoutness and belief systems, this year's projects reflect universal subject matter in films from Argentina, Colombia, Paraguay and Uruguay.

WIP Latam, which runs Sept. 22-24, replaces San Sebastian's Films in Progress event after its 18-year run.

This year's works include *The Fossilized Remains*, Jerónimo Quevedo's Argentine drama about young militants in Buenos Aires; Manuel Nieto's *The Employer and the Employee*, an Uruguayan-Argentine-Brazilian-French co-production about



Jesús López.

NELE WOHLATZ

the relationship between two young men, a boss and his worker, and the convoluted relationship of both with work, freedom and happiness; and *Boreal*, Federico Adorno's Paraguayan-Mexican co-production about the followers of a Mennonite leader and their growing impatience with menial work.

Also being presented are Maximiliano Schonfeld's *Jesús López*,

an Argentine-French drama about a drifting teenager who finds new meaning in his life as he begins to take the place of his late cousin, a young racing driver recently killed in an accident; Iván Fund's *Dusk Stone*, an Argentine-Chilean co-production about grieving parents whose life changes with the appearance of a strange creature; and *The Rust*, Juan Sebastián Mesa's Colombian-French

feature about a solitary coffee farmer dealing with a severe plague that is destroying his harvest.

WIP Latam will also present the WIP Latam Industry Award: Post-production services and Spanish distribution, jointly offered by Ad Hoc Studios, Deluxe, Dolby, Laserfilm Cine y Vídeo, Nephilim Producciones, No Problem Sonido and Sherlock Films.

The fest has introduced a new prize, the €30,000 (\$35.373) EGEDA Platino Industria Award for the best WIP Latam project, given to the winning film's majority producer.

San Sebastian's Films in Progress presented 48 films between 2012 and 2019, 29 of which screened in such fests as Berlin, Cannes, Locarno, San Sebastian and Venice, among them Sebastián Lelio's *Gloria*; Alejandro Fernández Almendras' *To Kill a Man*; Jayro Bustamante's *Ixcanul*; Sebastian Muñoz's *The Prince*; and Fernanda Valadez's *Identifying Features*.

# Un know-how que merece ser compartido

IKER BERGARA

Con motivo del treinta cumpleaños del Programa MEDIA en 2021, ayer se celebró dentro del marco del Festival la mesa redonda '30 recomendaciones MEDIA desde la perspectiva de sus oficinas' en la que participó Alex Navarro (MEDIA Cataluña), Victoria Fernández Andino (MEDIA Andalucía), Peter Andermatt (MEDIA España)

y Ainhoa González Sanchiz (MEDIA Euskadi). El evento fue retransmitido online a través de YouTube con posibilidad de preguntas en directo a sus participantes.

Durante algo más de una hora los responsables de las distintas delegaciones de MEDIA fueron desgranando treinta conceptos y recomendaciones a tener en cuenta en el desarrollo de proyectos cinematográficos:



Alex Navarro, Victoria Fernández Andino, Ainhoa González Sanchiz y Peter Andermatt.

financiación, coproducción, distribución y marketing, ayudas... Este innovador formato permitió compartir el enorme know-how adquirido por

MEDIA durante estos treinta años a profesionales que se incorporan al sector audiovisual con proyectos de proyección internacional.

## Agenda

### INDUSTRIA

09:00 - 10:42 - PRÍNCIPE, 9

WIP Europa

INVENTURA / INVENTORY

Dirección: Darko Sinko

Producción: DECEMBER

(Eslovenia)

Después de sobrevivir a un ataque con arma de fuego, un hombre se sorprende al descubrir que más personas de las que podría haber imaginado lo odian y que la percepción de su vida es una mera ilusión. (Con acreditación de industria)

11:30 - 13:18 - PRÍNCIPE, 3

WIP Europa

MBAH JHIWO / ANCIENT SOUL

(ANCIENT SOUL)

Dirección: Alvaro Gurrea

Producción: MY DEER FILMS

(España)

La búsqueda de la mujer que le ha abandonado se convierte para Yono, Mbah Jhiwo, un minero del volcán Kawa Ijen, en un viaje existencial a través de las distintas dimensiones de la realidad neocolonial de los Mares del Sur. (Con acreditación de industria)

15:30 - 16:30 - ONLINE

Encuentro de Festivales de cine

LGTBIQ+ Iberoamericanos

(Cerrado)

15:30 - 16:55 - PRÍNCIPE, 9

WIP Latam

PIEDRA NOCHE / DUSK STONE

Dirección: Iván Fund

Producción: RITA CINE, INSOMNIA

FILMS, GLOBO ROJO FILMS

(Argentina - Chile)

Sina viaja a la costa para acompañar a su amiga Greta a vender su casa de verano. Hace menos de un año Greta y Bruno perdieron a su hijo en ese mar y ahora él dice que los rumores sobre la aparición de una extraña criatura, son ciertos. (Con acreditación de industria)

16:00 - 18:00 - ONLINE

Reunión del Comité

Ejecutivo de Ibermedia

18:00 - 19:00 - ONLINE

Conversaciones:

Francisco Ramos

La sesión consistirá en un diálogo entre los productores, Agustina Chiarino (Mutante Cine) y Olmo Figueredo (La claqueta PC) y Francisco Ramos, vicepresidente de contenidos originales en español de Netflix en Latinoamérica, sobre los retos y oportunidades del sector de la producción independiente y la industria audiovisual en general. Asimismo, conversarán sobre la capacidad de las historias en español de viajar por el mundo. Con la colaboración de Europa Creativa Media Desk Euskadi - (Abierto)

18:30 - 20:20 - PRÍNCIPE, 9

WIP Latam

LA ROYA / THE RUST

Dirección: Juan Sebastián Mesa

Producción: MONOCICLO CINE,

DUBLIN FILMS

(Colombia - Francia)

Jorge es el único de su generación que ha permanecido en el campo. Se acercan las fiestas patronales y su inminente reencuentro con quienes regresan de la ciudad. En medio de la celebración descubrirá que el vínculo con sus amigos se ha desvanecido. (Con acreditación de industria)