

# DIGITAL DISTRIBUTION

## Maximizing Reach and Revenues

November 15 – 19, 2017 in Berlin

## PROGRAMME SCHEDULE

Wednesday, November 15, 2017 \_\_ DAY OF ARRIVAL

- 19:00 \_ **Welcome Reception at Hotel Bar**
- 20:00 \_ **Welcome Dinner at Hotel Restaurant**

Thursday, November 16, 2017 \_\_\_\_\_ DAY ONE | Introduction, New Distribution Models

- 9:30 \_\_ **Welcome and introduction of participants and trainers**  
**Nadja Radojevic** and **Dina Rubanovič**, Erich Pommer Institut
- 10:00 \_ **How Digital Distribution is Impacting the Entertainment Business**  
**Nuno Bernardo**, beActive Entertainment
- 11:00 \_ **Coffee break**
- 11:30 \_ **New Business Opportunities in Today's Marketplace**  
**Wendy Bernfeld**, Rights Stuff
- 13:00 \_ **Lunch break**
- 14:30 \_ **New Business Models for Creating and Distributing Content | Case studies**  
Emmy nominated Film, TV and Transmedia producer Nuno Bernardo will present his pioneering approach to engaging audiences and maximizing revenues through securing IP for his content. Nuno's presentation will cover case studies of his cutting-edge fiction and non-fiction projects, including Emmy-nominated COLLIDER and BEAT GIRL and the multiplatform series THE PLAYERS and AMNESIA.  
**Nuno Bernardo**, beActive Entertainment
- 16:00 \_ **Coffee break**
- 16:30 \_ **Successful Marketing and Distribution Strategies | Case Studies**  
The speaker will provide concrete take-away tips for digital distribution scenarios by presenting different business cases and distribution models.  
**Kobi Shely**, GoBuzz
- 18:00 \_ **End of DAY ONE**
- 19:00 \_ **Meeting in hotel lobby for joint walk to dinner**
- 19:30 \_ **Dinner**

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Friday, November 17, 2017 \_\_\_\_\_ DAY TWO | New Distributors & Aggregators

9:30 \_ **Intro | DAY TWO**

9:45 \_ **Getting your content on Amazon / Netflix**

**Wendy Bernfeld**, Rights Stuff

10:45 \_ **Coffee break**

11:15 \_ **Legal: Digital Distribution Agreement | Key Deal Points**

This session will look at digital distribution agreements from the point of view of the content provider / rights holder and the direct distributor (e.g. digital platform licensing the content). The speaker will guide the audience through a typical agreement explaining the structure of the agreement and the meaning and purpose of key clauses from both a legal and business perspective. They will also provide some practical tips on negotiating those agreements.

**Ralph Oliver Graef**, GRAEF Rechtsanwälte

12:45 \_ **Lunch break**

14:15 \_ **Direct Sales | Practical Guide and Case Studies**

Olivier Kaempfer of UK production company Parkville Pictures will be using the examples of his company's feature – Appropriate Behaviour – to discuss the opportunities and practicalities of direct international sales in the digital landscape.

**Olivier Kaempfer**, Parkville Pictures

15:45 \_ **Coffee break**

16:15 \_ **TBD**

18:00 \_ **End of DAY TWO**

19:00 \_ **Meeting in hotel lobby for joint walk to dinner**

19:30 \_ **Dinner**

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Saturday, November 18, 2017 \_\_\_\_\_ DAY THREE | New Digital Marketing Strategies

9:30 \_\_ **Intro | DAY THREE**

9:45 \_\_ **Marketing Campaigns | Best Practice Examples – TBD**

11:00 \_ **Coffee break**

11:30 \_ **Creating a Successful Marketing Strategy | Tips and Tricks**

The development of the digital media landscape has given a much more central role to the producer. However, how to identify the target audience and to define the right positioning is still key to any successful marketing campaign, alongside well planned activities, including advertising, PR, social media, viral marketing and creative partnerships.

**Matthias Noschis**, Alphapanda

**Nuno Bernardo**, beActive Entertainment

12:30 \_ **DIY Distribution: Practical Guide and Case Study**

Olivier Kaempfer of UK production company Parkville Pictures will be using the examples of his company's first two features – Borrowed Time and Appropriate Behaviour – to discuss the opportunities and practicalities of direct international sales and direct distribution in the digital landscape.

**Olivier Kaempfer**, Parkville Pictures

13:30 \_ **Lunch break**

14:30 \_ **Creating a Content Distribution and Audience Engagement Strategy // Group work**

Group work on selected participants' projects.

**All**

16:00 \_ **Coffee break**

16:30 \_ **Creating a Content Distribution and Audience Engagement Strategy // Presentation**

Presentation of group work results with live expert feedback.

**All**

18:00 \_ **End of workshop**

18:45 \_ **Meeting in hotel lobby for joint walk to dinner**

19:30 \_ **Dinner**

Sunday, November 19, 2017 \_\_\_\_\_ DAY OF DEPARTURE