

Digital Distribution – Maximizing Reach and Revenues

June 27-29, 2024 | Copenhagen

PROGRAMME SCHEDULE

Wednesday, June 26 DAY OF ARRIVAL

19:30 __ Welcome Reception and Dinner

Thursday, June 27 DAY ONE

09:00 __ Welcome // Introductions and Expectations

Nuno Bernardo, beActive Entertainment

Kristofer Woods, Erich Pommer Institute

09:45 __ How to increase the value of your catalogue?

In a year where cinemas are still struggling to get the cinemagoers into seats, VoD platforms are cutting their commissions, reviving existing catalogue of previous works seems a solution for small and medium production companies in these uncertain times. This paradigm shift changed the distribution landscape, generating new business opportunities, but also creating a world with an abundance of content. Nuno will reflect on the role of the TV and film producer in this exciting new world.

Nuno Bernardo, beActive Entertainment

11:00 __ Coffee Break

11:30 __ New Business Opportunities in Today's Digital Marketplace // Part 1

Wendy Bernfeld will provide an overview of the multiple digital opportunities and windows for library as well as current/new productions, in international VOD: Going beyond the just the Big 5 of Netflix, Amazon, Hulu et. al. to their thematic and regional competitors, including telecoms, cable, OTT players, etc., who buy and fund around the world. She will also highlight the recent explosion of AVOD/FAST channels, along with also short-form video and other trends such as middlepersons and hybrid distribution and creative "windowing".

Wendy Bernfeld, Rights Stuff

12:30 __ Lunch Break

13:30 __ New Business Opportunities in Today's Digital Marketplace // Part 2

Wendy will continue her lecture from the morning.

Wendy Bernfeld, Rights Stuff

14:30 __ Break

14:40 __ Show Me the Money: VOD and SVOD Practicalities

Wendy continues from the morning session's detailed overview with the more practical side: She will discuss how to actually get out there to reach the platforms, pitches/slant and do deals in VOD, SVOD, AVOD/FAST, whether in licensing or alternative funding. Includes 30min of Q&A/ 1:1 meetings.

Wendy Bernfeld, Rights Stuff

16:10 __ Coffee Break

16:30 __ Creating a Digital Marketing and Distribution Strategy // Group Work Introduction

Introduction of the fictional projects in different stages of development/production.

Nuno Bernardo, beActive Entertainment

17:00 __ Creating a Digital Marketing and Distribution Strategy // Group Work Part 1

Group work on fictional projects with experts available for questions.

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Nuno Bernardo, beActive Entertainment

18:00 __ **End of Day One**

19:30 __ **Meeting in Hotel Lobby for Joint Walk to Dinner**

Friday, June 28

DAY TWO

08:45 __ **Summary Day 1 // Introduction Day 2**

Nuno Bernardo, beActive Entertainment

09:00 __ **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).

Ralph will guide us through several agreements, explaining their structure as well as the meaning and purpose of key clauses from both a legal and a business perspective. He will also provide some practical tips on negotiating those agreements.

Jennie Kasberg, Lawyer

10:00 __ **Aggregators and Digital Distribution**

Tine Klint from LevelK will talk about aggregators and their role in digital distribution.

Tine Klint, LevelK

11:00 __ **Coffee Break**

11:30 __ **B2B Marketing in Digital Distribution**

Tine Klint will show how to prepare and package your project to present it to the marketplace.

Tine Klint, LevelK

12:30 __ **Lunch Break**

13:35 __ **Finding Your Audience in a Shifting Theatrical & VOD Landscape**

In this session, Phil will explain how MUBI's innovative approach to hybrid release models allows them to remain agile, maximizing the potential for their theatrical and VOD releases in today's rapidly changing landscape.

Phil Guy, MUBI Releases

15:15 __ **Coffee Break**

15:45 __ **Case Study: Priscilla, Aftersun, Perfect Days**

Phil will explore how MUBI created a blueprint for maximizing the impact of their international acquisitions, which was further developed for the releases of Sofia Coppola's Priscilla, Charlotte Wells' Aftersun and Wim Wenders' Perfect Days.

Phil Guy, MUBI Releases

16:45 __ **Break**

17:00 __ **Creating a Digital Marketing and Distribution Strategy // Group Work Part 2**

Group work on fictional projects with experts available for questions.

Nuno Bernardo, beActive Entertainment

18:00 __ **End of Day Two**

19:30 __ **Meeting in Hotel Lobby for Joint Walk to Dinner**

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Saturday, June 29

DAY THREE

09:00 __ Summary Day 2 // Introduction Day 3

Nuno Bernardo, beActive Entertainment

09:15 __ A European Approach to IP development

Nuno will frame the conversation for the next two days about the importance of IP development for European producers giving an overview of the current landscape in terms of European and global content consumption, the convergence of media platforms and the suggested approach for European producers.

Nuno Bernardo, beActive Entertainment

11:00 __ Coffee Break

11:30 __ IP Development from the ground up

In this presentation, Triona will outline her unique approach to development of audiovisual IP from the ground up. This will include her perspective on the market, her innovative use of technologies and new platforms, her approach to testing IP with an audience in advance, building communities and fanbases and the challenges of exploiting IP across multiple platforms.

Triona Campbell, Roundstone Media

13:00 __ Lunch Break

14:00 __ Where Do We Go from Here?

This roundtable discussion will focus on the future of TV, film and documentary production and distribution, in a post-COVID-19 world. Will the industry go back to a world where windows and territories were still applied to the distribution of audio-visual content? Will day-and-date (simultaneous release on cinemas and VoD) be the new normal for movies of different sizes and budgets? How will funding adapt to this new reality?

Triona Campbell, Roundstone Media

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15:30 __ Coffee Break

15:45 __ Creating a Digital Marketing and Distribution Strategy // Group Work Part 3

Group work on fictional projects with experts available for questions.

Nuno Bernardo, beActive Entertainment

16:15 __ Creating a Digital Marketing and Distribution Strategy // Group Work Presentation

Presentation of group work results with live expert feedback.

Nuno Bernardo, beActive Entertainment

17:30 __ Digital Distribution Wrap Session

Nuno will be attempting to summarize the facts, opinions and hopes of the experts and participants alike and give an outlook into the future of the industry.

Nuno Bernardo, beActive Entertainment

17:45 __ Final Evaluation & End of Workshop

Kristofer Woods, Erich Pommer Institute

19:30 __ Meeting in Hotel Lobby for Joint Walk to Dinner

Sunday, June 30

DAY OF DEPARTURE