

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 Radojević 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 will offer an updated and comprehensive overview of the evolving opportunities in the digital sector internationally, going beyond just the 'big 5' of Netflix and Amazon. Who else is out there buying and funding content? What other practical content opportunities do license fee-paying *SVOD*, *OTT* and pay-platforms offer? What is the new role of telecom and cable? Wendy will offer an overview of the new buyers as well as alternative funders. Her talk will span both the opportunities for licensing existing shows as well as covering new production formats and funders, such as *originals-deals*, as well as *digital-first*, *webseries*, *cross-platform* and *VR*.
Wendy Bernfeld, Rights Stuff
- 13:00 _ **Lunch break**
- 14:30 _ **Getting a Digital Aggregator Involved**
The distribution of your content can be challenging. Vik will clarify the role of an aggregator in your distribution workflow and explain how using an aggregator can make things easier.
Vik Nunkoo, bitMAX
- 16:00 _ **Coffee break**
- 16:30 _ **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
- 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 _ Netflix, Amazon and Other SVOD Services Internationally

In this session, Wendy will dig deeper into the strategic and operational practicalities of how to get your programming onto various SVOD platforms. She will guide us through the process of precuration, packaging and approaching the platforms directly as well as via middlemen. Wendy will also discuss creative windowing and the rights aspects relevant for a Netflix / Amazon deal or another SVOD platform, as well as offer suggestions around the more creative 'hybrid' distribution.

Wendy Bernfeld, Rights Stuff

11:00 _ Coffee break

11:30 _ 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 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. He will also provide some practical tips on negotiating those agreements.

Ralph Oliver Graef, GRAEF Rechtsanwälte

13:00 _ Lunch break

14:30 _ 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

16:00 _ Coffee break

16:30 _ Data and Audience Behaviour: What do Audiences Stream?

Technology is evolving faster than ever, with new devices and content channels constantly making their way to digital audiences. Market adaptation is crucial, and understanding audience behavior is more important than ever. Kobi will be looking at new and practical means to make films visible on VOD platforms, as well as navigate on data and how their efficient analytics can bring results and create audiences.

Kobi Shely, GoBuzz

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 – Case Study MACHEADS**

Filmmakers need to rethink their communication strategies and find new ways of reaching the audience. Kobi will showcase the success story with his documentary MacHEADS, which he landed an NBC Premiere for after making it the number one top-selling film on iTunes, Amazon, Hulu, and Netflix. Kobi will also present several case studies from various campaigns he has managed for films and web series creators. He will then explore what has proven effective so far, what could be improved and what is needed to finally find your audience as well as adapt your stories to the digital world.

Kobi Shely, GoBuzz

10:45 _ **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.

Mathias Noschis, Alphapanda

Nuno Bernardo, beActive Entertainment

12:00 _ **Coffee break**

12:30 _ **DIY Distribution & Marketing: 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