

# Digital Distribution – Maximizing Reach and Revenues

December 10 - 12, 2020 online via Zoom

## PROGRAMME SCHEDULE

Thursday, 10. December \_\_\_\_\_ DAY ONE

9:00 \_\_\_ **Welcome // Introductions and Expectations**

**Nuno Bernardo**, beActive Entertainment

**Dina Rubanovič**, Erich Pommer Institut

9:45 \_\_\_ **How Digital Distribution is Saving the Entertainment Industry**

In a year where cinemas around the world were closed, where lockdown kept millions at home, VoD services rise as the leading distributors of all types of film, documentaries and TV series, from small scale to big Blockbuster movies. Digital distribution allowed producers and studios to skip traditional gatekeepers and connect directly with audiences and fans. That has 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 \_\_\_ **(Networking) Coffee Break**

11:30 \_\_\_ **New Business Opportunities in Today's Digital Marketplace // Part 1**

Wendy Bernfeld, MD Rights Stuff, 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 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 cover short-form video and trends as well as creative "windowing". Wendy will also review the 2020 impact and digital TVOD innovation trends since COVID-19 (including festivals online, virtual cinema and premium VOD) as well as considering which variations may still continue going forward.

**Wendy Bernfeld**, Rights Stuff

12:30 \_\_\_ **(Networking) Lunch Break**

13:30 \_\_\_ **New Business Opportunities in Today's Digital Marketplace // Part 2**

Wendy continues her overview.

**Wendy Bernfeld**, Rights Stuff

14:30 \_\_\_ **(Networking) Coffee Break**

15:00 \_\_\_ **Digital Marketing and Promoting to Niche Communities // Case Study GABRIEL**

The development of the digital media landscape has given a much more central role to the producer. Producers are now in control of the marketing of their creative work, a task that needs to be carefully planned and started as early as possible. One of the tools available to producers is connecting with pre-existing online and offline communities that center around a specific topic, theme or personality. Early engagement with already existing fans could be a way to start generating buzz around your next production. Nuno will showcase all the marketing work done around his recent feature film GABRIEL.

**Nuno Bernardo**, beActive Entertainment

16:15 \_\_\_ **(Networking) Coffee Break**

16:45 \_\_\_ **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.

**Nuno Bernardo**, beActive Entertainment

17:45 \_\_\_ **End of Day One**

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Friday, 11. December \_\_\_\_\_ DAY TWO

9:00 \_\_\_ **Summary Day 1 // Introduction Day 2**

**Nuno Bernardo**, beActive Entertainment

9:15 \_\_\_ **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). 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.

**Ralph Oliver Graef**, GRAEF Rechtsanwälte

11:00 \_\_\_ **(Networking) Coffee Break**

11:30 \_\_\_ **Show Me the Money: VOD and SVOD Practicalities**

Wendy continues on from Thursday 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 and SVOD, whether in licensing or alternative funding.

**Wendy Bernfeld**, Rights Stuff

13:00 \_\_\_ **(Networking) Lunch Break**

14:00 \_\_\_ **Case Study: EVERYDAY REBELLION**

The multi-awarded cross-media project and cinema documentary EVERYDAY REBELLION is a project that had started as something completely different than what it became at the end. Through a multifaceted analysis of the development, financing and marketing of the project (film-cross-media-app), Arash will shed light on the multiple challenges and great opportunities that such a project faces, especially when dealing with a permanently changing political surrounding.

**Arash T. Riahi**, Golden Girls Filmproduction & Filmservices

15:30 \_\_\_ **(Networking) Coffee Break**

16:00 \_\_\_ **How to Sustain Your Business with a Hybrid and DIY Approach**

Nowadays independent media producers live in the most diverse and somehow also the least hierarchical media landscape ever. In this session, Arash will guide us through some opportunities and possible pitfalls that a hybrid and DIY approach can offer us to be more resilient in times of permanent crisis. Through the analysis of several examples of ideas that worked or did not work, he will provide an honest insight into the past, present and future of passionate filmmaking in times of home office, mental pressure and other obstacles.

**Arash T. Riahi**, Golden Girls Filmproduction & Filmservices

17:15 \_\_\_ **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

**Wendy Bernfeld**, Rights Stuff

**Arash T. Riahi**, Golden Girls Filmproduction & Filmservices

**Joanna Solecka**, Alphapanda

18:00 \_\_\_ **End of Day Two**

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Saturday, 12. December \_\_\_\_\_ DAY THREE

9:00 \_\_\_ **Summary Day 2 // Introduction Day 3**

**Nuno Bernardo**, beActive Entertainment

9:15 \_\_\_ **Film Marketing: Go Digital**

Social media offers great opportunities for marketing films. From niche targeting to tailor made messages, Joanna provides a practical overview of how digital is revolutionizing film promotion and helps films finding their audiences.

**Joanna Solecka**, Alphapanda

11:00 \_\_\_ **(Networking) Coffee Break**

11:30 \_\_\_ **Staying Agile: Finding Your Audience in a Shifting Theatrical & VOD Landscape**

In the age of hyper-targeted digital marketing, the tools we have to identify and reach audiences have never been more sophisticated. But within an increasingly crowded marketplace, independent films can still struggle to make an impact. In this session, Avalon from MUBI will explain how the company'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.

**Avalon Lyndon**, MUBI Releases

13:00 \_\_\_ **(Networking) Lunch Break**

14:00 \_\_\_ **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

**Avalon Lyndon**, MUBI Releases

**Arash T. Riahi**, Golden Girls Filmproduction & Filmservices

15:15 \_\_\_ **Where Do We Go from Here?**

This roundtable virtual 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? If so, how will the industry embrace all the changes and experiences that occurred over the last year? 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?

**Wendy Bernfeld**, Rights Stuff

**Avalon Lyndon**, MUBI Releases

**Arash T. Riahi**, Golden Girls Filmproduction & Filmservices

Moderated by **Nuno Bernardo**, beActive Entertainment

16:00 \_\_\_ **Coffee Break**

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

**Wendy Bernfeld**, Rights Stuff

**Avalon Lyndon**, MUBI Releases

**Arash T. Riahi**, Golden Girls Filmproduction & Filmservices

17:30 \_\_\_ **DIGITAL DISTRIBUTION Wrap Session**

The conclusion of this workshop: 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 Remarks & End of Workshop**

**Dina Rubanovitš**, Erich Pommer Institut