

NEW POTENTIAL. NEW OPPORTUNITIES:

THE WAY FORWARD FOR THE EUROPEAN FILM INDUSTRY

7TH NOVEMBER 2007

EUROPEAN PARLIAMENT RUE WIERTZ 43
PHS. ROOM P480.01

INTRODUCTION

Europe's audiovisual industry is facing tremendous challenges: a technological challenge with the emergence of new digital platforms, and a structural challenge as most film companies are small and medium sized with insufficient capital to compete for market access at national as well as international level.

EGEDA was set up by Spanish film producers in 1990 to address these challenges on the basis that a collective response would be more cost effective to influence market developments.

EGEDA counts 1200 members; most of them are small and medium sized companies driven by a passion for film making. Acting on behalf of the film industry, the ambitions of EGEDA are:

To permit even the smallest companies to make the most of their copyright assets by negotiating licensing deals on their behalf and by collecting revenues thus reducing transaction costs.

To enable the presence on non discriminatory terms of Spanish and European films on video-on-demand platforms in Europe and throughout the world.

To encourage investment in European cinema through dedicated financial mechanisms.

To encourage cultural exchanges with third countries, notably Latin America.

The Seminar will address the following industry and policy issues:

Video on demand and new digital delivery services

It is the industry's responsibility to facilitate the availability of European films on new platforms and ease the licensing process with a view to discouraging unauthorized activities and promote the international circulation of European cinema. It is on the other hand the responsibility of ISPs and telco companies to ensure that films are not pirated on their networks. Broadband delivery provides the international distribution tools required to deliver European films throughout the world. The seminar will examine what is required from the European industry and policy makers to make this an opportunity.

Financing of audiovisual works

The European film industry due to its size and structure has very limited access to traditional banking facilities. 95% of creative businesses in Europe are micro-enterprises and SMEs. The continuing vitality and commercial sustainability of film businesses is essential to maintaining Europe's creative strength. The seminar will consider ways to attract public and private investment in the film sector and encourage risk taking for creativity to flourish in Europe.

International Cultural exchanges

The seminar will consider how to integrate the cultural dimension into trade cooperation and association agreements between the EU and third countries and examine existing EU programmes or policies aimed at supporting cultural exchanges internationally.

PROGRAMME

8:45-9:30 Registration

9:30 **Welcome to the Future:**

Ignasi Guardans MEP

Gregory Paulger, *European Commission, Director DG INFSO A, Audiovisual, Media, Internet*

Enrique Cerezo, *President of EGEDA*

10:00 **Opening Address:**

Agustín Almodóvar, *Film Producer*

10:30 **1ST SESSION:**

The future of European films: how to capitalise on Video-on-Demand opportunities to the benefit of European film companies-towards a European business model, considering the impact of illegal downloads.

Moderator Mike Gubbins, (*Editor, Screen International*)

Bo Ehrhardt, *President of E-Films*

Chris Marcich, *MPAA*

José Antonio Suarez, *Lawyer, Suarez de la Dehesa Abogados*

Manuel Cristóbal, *Vicepresidente, Nuevas tecnologías de Fapae*

Alain Sussfeld, *Directeur General UGC*

1 2:15 **LUNCH:** Members' restaurant

14:15 **2ND SESSION:**

Financing the audiovisual sector: ways to promote investment in European audiovisual sectors-a private/public partnership

Moderator Ricardo Fraguas (*consultant*)

Joseph Vogten, *European Investment Bank*

Gerardo Herrero, *Producer, Tornasol Films*

Ken Dearsley, *Partner, DLA Piper London*

Alexander Marinoff, *Head of Feature Film Department, ZDF*

Jean-Michel Courtoy, *Director Products & Solutions Consumer, Belgacom*

15:45 **Coffee break**

16:15 **3RD SESSION:**

Audiovisual exchanges with non-EU countries: how to foster cultural diversity, the potential to increase cultural exchanges and protect IP outside the EU. EU policy on cultural exchanges, especially Latin America

Moderator Luis de Benito (*journalist*)

José Miguel Tarodo, *General Manager EGEDA Latin America*

Xavier Troussard, *European Commission, DG EAC, Head of Unit, Culture policy and intercultural dialogue*

Jean-Eric De Cockborne, *European Commission, DG INFSO, Head of Unit, Audiovisual and Media Policies*

José Ruiz de la Heras, *Urban Strategy European Development Consulting*

18:00 **Closing speech:**

Ignasi Guardans MEP

This programme may change due to unforeseen circumstances.

The seminar will be followed by the premier screening of Spanish film *Las 13 Rosas* in the presence of the film director Emilio Martínez Lázaro and the lead actress Pilar López de Ayala.

The screening will take place in the context of the SPANISH AND LATIN-AMERICAN FILM FESTIVAL in Brussels (Flagey).

13 ROSES

On April 1st 1939, the entry of Franco's troops into Madrid marks the end of the Spanish Civil War. Fearing the bloody repression that is approaching, many Republicans flee the country, but others either cannot or do not want to do so. Like the young girls, at the centre of this real-life story.

Franco promises that only those with blood on their hands will be punished. And none of these girls have. Such as Carmen aged sixteen, for example, who was a militant in the Socialist Youth Brigade but who never held a gun. Nor did her friend Virtudes, who now serves in a house of nouveau-riche followers of Franco, and who spent the war feeding old people and children in the Red Cross. Or Julia, a tram conductor, who had joined the Socialist Youth Brigade to be able to do sport in the organisation's installations.

And the case of Blanca Brisac, daughter of a French Jew, is even more evident. She is Catholic, votes right wing, a mother, and has come to be patron of a musician who is a Communist militant and fellow musician in the orchestra where her husband plays.

They are young girls, full of hope, who have formal boyfriends or are going out with a young man, who go to the cinema or to dance and they enjoy themselves as best they can in those hard, grey days following the end of the war.

They are detained a month after the war was over. Some of them know each other, others do not. They undergo hard police interrogation and they are eventually sent to the *Ventas* Prison where there are hundreds of female inmates.

The 13 detainees, baptised by their companions as "the minors" because of their young age, are included in the same cause accused of aiding the rebellion and having plotted to assassinate Franco, a fictitious plot but one that underpins the prosecution. All very abstract and unproven. They and their relatives are not overly worried; at most they will be sentenced to several years in prison. But some days before the trial is to be held there is an assassination attempt against a member of Franco's armed forces and three people are killed. The 13 young girls have nothing whatsoever to do with it because they are in prison when the event takes place. But a plan for revenge is forged and the Military Tribunal sentences them to death and they are sent before a firing squad in under 48 hours.

Carmen, the youngest of them all and the only survivor, listens, devastated, to the thirteen *coups de grâce* from her cell window.



Registration:

You can register for the seminar by returning the attached registration form. Please provide your full details + your date of birth (required by the EP security department). Please let us know if you do not intend to be present at the lunch. The seminar is free of charge.

Practical information:

Participants should enter the Parliament via the **PHS building entrance** (Paul-Henri Spaak) on Rue Wiertz 43. Participants who do **NOT** have a badge allowing them access to the EP Building, should pick up their security badges in the entrance. (Please make sure to bring your identity card).

It is important that all participants register their attendance by Monday 29th October due to security requirements and secondly due to logistics related to the lunch and the restaurant.

REGISTRATION FORM

NEW POTENTIAL, NEW OPPORTUNITIES: THE WAY FORWARD FOR THE EUROPEAN FILM INDUSTRY

EUROPEAN PARLIAMENT, RUE WERTZ 43 (PAUL-HENRI SPAAK BUILDING, PHS 4 B 001),
7TH NOVEMBER 2007

Please fill in below in block capital, as clearly as possible.

Please return the form by fax to:

Allison Reekie, Fax: +32 2 289 26 06 (For information phone +32 2 289 26 05, areekie@keanet.eu)

The deadline for registrations is 29th October 2007

DELEGATE DETAILS

Title > Mr > Mrs > Ms

First name: _____ Last name: _____

Company/organisation: _____

Job Title: _____

Department: _____

Address: _____

Post code: _____ City: _____

Country: _____ Tel.: _____

Fax: _____ Email: _____

Date of birth (required by EP security): _____

I will attend the lunch

I will not attend the lunch

