

SAVE THE DATE

EU COMMISSIONER **GÜNTHER OETTINGER**
RESPONSIBLE FOR DIGITAL ECONOMY & SOCIETY
INVITES YOU TO THE

European Film Forum 2015

Monday May 18th at Salon des Ambassadeurs - 14:30 to 17:30

“THE MOVING IMAGE: CONNECTING EUROPEAN FILMS TO A GLOBAL AUDIENCE”

Digital technology provides new opportunities for connecting European films to a global audience. How could these new possibilities best be exploited?

Session 1: European creations without borders

A film can be based on a story taking place in a given country, inspired from the culture of this country, shot by national actors and yet have a universal dimension. Identifying the target audience both domestically and globally is crucial to develop and deploy the right promotion and distribution strategies.

The discussion in this session will focus on the impact the digital revolution is having on the film industry in Europe, and what can and should be done to make the most of the opportunities it offers and meet the challenges it poses. Crucially, it will consider what impact digital technologies are having on how films are promoted and distributed to the public, and how to ensure European films reach as wide an audience as possible within the EU.

Session 2: Reaching out to new audiences worldwide

Does more need to be done to make European films available to a wider audience worldwide and if so, where should the focus be in developing more effective strategies for exposure and export? Those are the key issues to be discussed in this session, which will start with a brief presentation by the European Audiovisual Observatory of new figures on exports of European films, with a focus on the US, still the most important market for European films, and China, still a relatively new and unknown market. What do these figures tell us about what the priorities should be now to reach out to new audiences worldwide? And what can the European film industry learn from the others about how best to address this issue?

- Commissioner Günther Oettinger will open the conference
- The conference will be followed by a networking cocktail hosted by the European Film forum.
- A panel of industry professionals will discuss the two different topics
- A detailed programme will be released two weeks before the event