

Neighbouring Coproduction Meeting – NCM
and Film retrospective "Europe, whole and free"

LIFFe, Cankarjev dom, Ljubljana

November 15–17, 2009



PROGRAMME

Sunday, November 15	DAY OF ARRIVAL	>> <i>City hotel, Ljubljana</i>
Afternoon	Arrival of participants	
20.00 - 21.00	Welcome drink	>> <i>City hotel, Ljubljana</i>

Monday, November 16	NCM TRAINING DAY: TRADITIONAL FILMMAKING MEETS NEW TECHNOLOGIES	>> <i>Cankarjev dom, Hall E3- E4</i>
09.00 - 09.15	Welcome speech	

TRADITIONAL FILMMAKING MEETS NEW TECHNOLOGIES

09.15 - 10.30	Digital Revolution - new possibilities and new challenges >> <i>Asta Wellejus (Die Asta Experience, Denmark)</i>
INTRODUCTION	<i>Asta Wellejus, Die Asta Experience CEO and former development director of Zentropa Interaction, branch of the biggest Scandinavian film company; specialist in new media launches, works with The Danish Broadcast Channel and Lars von Trier (Dancer in the Dark, Eye for Eye, Dogville, Smiling in a warzone, Dear Wendy).</i> Wellejus will present introduction to Digital Revolution and new possibilities and new challenges through answering questions such as: how has new media changed the moviemaking world during last 10 years? How do we produce, distribute and market films now and in how will we do that in future? How to use new media to take advantage of new inexpensive marketing strategies? Cases and examples from around the world will be explored and an insight into new formats like ARGs (Alternate Reality Games) as a new evolving form of marketing for film and TV series will be provided. The overview of new tendencies in the new digital world and the new ways of collaborating with other businesses to establish new ways of film financing.
10.30 -10.45	Coffee break

10.45 - 11.45	Digital media and related rights issues (1) >>Wendy Bernfeld (Rights Stuff, The Netherlands)
SHORT SEMINAR	<i>Wendy Bernfeld, founder of Rights Stuff (Amsterdam), an international content licensing consultancy specialized in acquisition, distribution, and pragmatic approaches to related rights issues, primarily in the new media sector. Ex CEO of Canal+ International Acquisitions, M.D. Alliance-Atlantis and First Choice will address digital media from two perspectives, focusing on the practicalities of the new media landscape, as it affects producers and distributors, so that they can be better aware of the pitfalls and possibilities of the arena and address them upfront:</i> 1. Finding new life and purpose for the already-existing film/TV programs: how to possibly adapt/package/tailor them for new media or cross media platforms where suitable (such as VOD services, internet websites, mobile phones), and related rights issues; 2. Contemplating new media from inception of new projects, so as to address cross platform elements upfront, and/or to produce specifically for new media, eg. made for mobile or made for web programming (mobisodes, webisodes). Various rights issues arising from this sector will be addressed, depending on which particular means of delivery, receiving device, consumer business model or combination thereof (eg. transactional, subscription, ad-supported, download-to-own, etc.) is employed.
11.45 - 12.00	Coffee Break
12.00 - 13.00	Wendy Bernfeld: Digital media and related rights issues (2) >>Wendy Bernfeld (Rights Stuff, The Netherlands)
13.00 - 15.00	Lunch Break
15.00 -16.00	Round table: New Technologies in Film Development, Production and Distribution
ROUND TABLE	Moderator: Ene Katrine Rasmussen (MEDIA desk Denmark); Participants: Asta Wellejus (Die Asta Experience), Wendy Bernfeld (Rights Stuff), Cay Wesnigk (Onlinefilm AG), Helena Bulaja (Alt F4, producer)
16.00 -16.10	Coffee Break

EUROPEAN TAX SHELTERS FOR FILM INDUSTRY

16.10 -16.40	European Tax Shelters Overview >> Jonathan Olsberg (Olsberg SPI, UK)
EUROPEAN TAX SHELTERS GENERAL OVERVIEW	<i>Jonathan Olsberg is an international screen sector strategy advisor and chairman of London based Olsberg SPI, a strategic advisory firm specialising in the creative industries with a particular expertise in international film, television and interactive media.</i> <i>Olsberg will present an overview of European tax shelter models for film industry, basing his expertise on many public and private sector clients from the European Commission to the UK Film Council and Italy's Cinecitta Holdings, and from broadcasters like the BBC to different independent screen businesses. Olsberg has worked as a producer, sales agent and a specialist in the screen industries for 28 years. He is a member of the European Film Academy, BAFTA and the British Screen Advisory Council. Olsberg's first career was in international finance, including 9 years in merchant banking in London and New York. This followed an MBA from Columbia University in New York.</i>
16.45 - 17.15	Tax shelter presentation: Italy
FOCUS: ITALY	>> Ludovica Baldan (ANICA Tax Credit and Funding Office, Italy)
17.15 - 17.45	Tax shelter presentation: Hungary
FOCUS: HUNGARY	>> Agnes Havas (producer, Havas Films, Hungary)
17.50 - 18.20	Commercial VOD project presentation: www.onlinefilm.org
VOD PROJECT	>> Cay Wesnigk (CEO, Onlinefilm AG, Germany)
18.30 - 20.00	free time
20.00 >>	Digital revolution party - sponsored by www.onlinefilm.org

ONE-TO-ONE MEETINGS

Tuesday, November 17	ONE -TO-ONE MEETINGS OF PRODUCERS <i>>> Cankarjev dom, Hall E3- E4</i>
09.30 - 10.00	one-to-one meetings
10.00 - 10.30	one-to-one meetings
10.30 - 11.00	one-to-one meetings
11.00 - 11.30	Coffee break
11.30 - 12.00	one-to-one meetings
12.00 - 12.30	one-to-one meetings
12.30 - 13.00	one-to-one meetings
Total: 6 appointments	
13.00- 15.00	Lunch break
15.00 - 15.30	one-to-one meetings
15.30 - 16.00	one-to-one meetings
16.00 - 16.30	one-to-one meetings
16.30 - 17.00	one-to-one meetings
Total: 4 appointments	
17.00 >>	END and DEPARTURE



FILM RETROSPECTIVE "Europe, Whole and Free"

Tuesday, November 17, Cankarjev dom, Kosovel Hall

On the twentieth anniversary of the fall of the Iron Curtain and the fifth anniversary of the most extensive enlargement of European Union, the audience of the twentieth-anniversary instalment of LIFFe can look forward to an exquisite selection of films. The film retrospective involving the dramatic events of the time of democratic changes in Central and Eastern Europe, the fall of the Berlin Wall and reunification will present an **attractive package of selected European film titles – Film Retrospective “Europe, Whole and Free”, a gift from Neighbouring Coproduction Meeting organizers – MEDIA desk Slovenia, Representation of European Commission in Slovenia and Cankarjev dom – LIFFe.**

LIFFe audience is therefore kindly invited to collect complimentary tickets for the Retrospective section at the LIFFe box office in the 2nd Foyer of Cankarjev dom or on webpage www.liffe.si.

November 17, Cankarjev dom, Kosovel Hall

- 15:30 **VIDEOGRAMS OF A REVOLUTION** (Farocki & Ujica, 1995)
How the Romanian revolution took place on TV screens.
- 17:45 **12:08 EAST OF BUCHAREST** (Corneliu Porumboiu, 2006)
Humorous deliberations about the role of the Romanian revolution from a 15-year Perspective.
- 19.45 **THE WALL** (Jürgen Böttcher, 1991)
A documentary on the fall of the Berlin Wall.
- 22.00* **LEIPZIG IN AUTUMN*** (Andreas Voigt, Gerd Kroske, 1990)
A documentary on the social protest that resulted in the fall of the Berlin Wall in the autumn
and
UWE JOHNSON IS WATCHING TV* (Saskia Walker, 2006)
A witty film essay on the grotesque former East German public television programme.
** Directors Andreas Voigt and Saskia Walker will present their films in person.*