

1st EUROPEAN VoD MEETINGS



WORKSHOP 2
Berlin
6-9 February 2019

EUROVOD

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PROGRAMME AND SPEAKERS

16h00 - 16h30 **ARRIVAL AND REGISTRATION**

16h30 - 16h45 **OPENING**

Jean-Yves BLOCH - Eurovod / Le Meilleur du Cinéma - UniversCiné
Silvia CIBIEN - Eurovod

16h45 - 19h30 **PARTICIPANTS PRESENTATION**

Trainees present their company: history, facts and figures, identity and catalogue, achievements, challenges and opportunities they are looking for.

19h30 - 21h30 **OPENING DINNER**

Relexa Hotel, Restaurant La Fenêtre

09h00 - 09h45 **VOD FOR FILM FESTIVALS**

Olle AGE BRO - Draken Film - Göteborg Film Festival
Jaume RIPOLL - Atlántida Film Fest - Filmin
Quentin DELEAU - MyFrenchFilmFestival - Unifrance

09h45 - 10h30 **E-CINEMA**

Lee SHELTON - Curzon Home Cinema
Pierre OLIVIER - TF1 STUDIO

11h00 - 11h45 **VOD FOR THE BIG SCREEN**

Josephine LETANG - La Toile
Philipp HOFFMANN - Kino On Demand - Rushlake Media
Julia BRAUNER - Kino VOD Club - Cinema Service Platform
Mark DRENTH - Picl / Concordia

11h45 - 12h30 **VOD FOR FILM LITERACY**

Adrien DESANGES - Benshi
Mark HIGHAM - Film Literacy Europe
Sofie MERCIER - JEF - De FilmClub

12h30 - 14h00 **LUNCH AT RELEXA HOTEL**

14h00 - 15h30 **PROJECT PITCH**

Pitch of projects looking for partners, clients and investors to be implemented.

FRI 8TH FEB

9:00 - 09:20

THE MISSION OF A VOD AGGREGATOR AND ITS ADDED VALUE IN THE DIGITAL DISTRIBUTION

Vincent LUCASSEN - UnderThe Milky Way

9:20 - 09:40

TIPS & TRICKS IN CONTENT LICENSING AND ALTERNATIVE APPROACHES

Wendy BERNFELD - Rights Stuff

9:40 - 10:00

Q&A WITH THE TRAINING PARTICIPANTS

10:00 - 10:30

CASE STUDIES ON BLOCKCHAIN BUSINESS MODELS

Deepak JAYARAM - MinersINC

Sam KLEBANOV - Cinezen Blockchain Entertainment

11:00 - 11:45

INNOVATION IN FILM AND TECH

Erwin M. SCHMIDT - The Film Tech Office & Cinemathon International

11:45 - 12:30

FUNDRAISING

Jean-Yves BLOCH - Eurovod / Le Meilleur du Cinéma - UniversCiné

Tobias DOMBROWSKI - Kapilendo

12:30 - 14:00

LUNCH AT RELAXA HOTEL

14:00 - 15:30

WORKSHOPS AND B2B MEETINGS

SAT 9TH FEB

09:00 - 10:30

EMPOWERING TEAMS WITHIN PROJECTS MIXING CULTURE AND ENTERTAINMENT

Catherine CHAMPEYROL - Beautemps : Strategy & Creativity

11:00 - 11:45

AUDIENCE CAPTURING ON VOD PLATFORMS

Nikolaj MATHIES - Gruvi

11:45 - 12:30

VOD IN EUROPE: UPDATE ON MARKETS, CATALOGUES AND VISIBILITY

Gilles FONTAINE - European Audiovisual Observatory

12:30 - 14:00

LUNCH AT RELEXA HOTEL

14:00 - 15:15

EUROPEAN PUBLIC POLICIES

Catalina Mihaela IORDACHE - VUB Vrije Universiteit Brussel

Julie-Jeanne REGNAULT - CNC Centre national de la cinématographie et de l'image animée

Doreen BOONEKAMP - Netherlands Filmfonds

15:15 - 16:00

DEBRIEFING & CLOSING SESSION

Jean-Yves BLOCH - Eurovod / Le Meilleur du Cinéma - UniversCiné

Silvia CIBIEN - Eurovod

16:00 - 18:00

COCKTAIL AT RELEXA HOTEL

All the lectures of the training will take place at :

Relexa Hotel

(meeting room Berlin 1)

Anhalter Straße 8-9 - Berlin

DAY 1 - WEDNESDAY 6 FEBRUARY

16:00 - 16:30

ARRIVAL AND REGISTRATION

16:30 - 16:45

OPENING

Jean-Yves BLOCH

Eurovod

Le Meilleur du Cinéma - UniversCiné

Silvia CIBIEN

Eurovod



Jean-Yves BLOCH

Eurovod, President

Le Meilleur du Cinéma - UniversCiné, Head of International Business Affairs

For 15 years, he led a double activity, in heavy industry on the one hand (Director of development, then Managing Director in Automotive and the building materials sector) and on the other hand, in independent cinema (notably as Treasurer, then President of Maison du Film Court, and as Producer and Director of short and medium-length films).

Since 2006, he is fully dedicated to cinema, first at Magouric Productions, before being appointed Managing Director of UniversCiné/Le Meilleur du Cinéma in 2007. Since December 2011, he also leads the DVD publishing company, Blaq Out. From now he'll lead the European and International activities of LMC/UniverCiné.

Founder of the European Network for VoD platforms, EuroVoD, in 2010, Jean-Yves presides this organisation dedicated to independent European VoD platforms. EuroVoD is now active in more than 20 European countries.

Jean-Yves between 2014 and 2018 was member of the Video/VoD-heritage commissions of the CNC (French National Cinema Centre). He regularly intervenes in festivals, institutions and universities (Femis, Festival of Angers, Sorbonne, etc.) to talk about cinema in new media, distribution, and online broadcast. He's a Member of the Césars Academy since 2009.



Silvia CIBIEN

Eurovod, General Delegate & Training Coordinator

Italian, living in France, Silvia has a university diploma and a master's degree in cultural management and audio-visual studies. She is working in the film industry since 2005: film programmer and associate member of the cultural centre Boldù and coordinator of its Human Rights Film Fest in Venice (2005-08), cinema usherette for two editions of FarEastFilm.com, then production assistant for 360DegreesFilm.it (2006-07), theatrical distribution assistant of OfficineUbu.com (2007-08), distribution executive for Insomnia World Sales / Cosmopolis Distribution in France (2012- 13), consultant and local coordinator for solarcinema.org since 2011. In 2006 she joined the CICAIE - International Confederation of Art Cinemas, for who she coordinated 10 editions of Art Cinema = Action + Management, an international training course for arthouse film exhibitors. Since 2013 she's an independent consultant for cultural project management and European business & affairs. She joined the VoD sector in March 2017, cooperating with LaCinetek.com and UniversCine.com for the international development and European affairs and coordinating EUROVOOD network since then.

16:45 - 19:30

PARTICIPANTS PRESENTATION

Trainees present their company: history, facts and figures, identity and catalogue, achievements, challenges and opportunities they are looking for.

19:30 - 21:30

OPENING DINNER

Relexa Hotel, Restaurant La Fenêtre

09:00 - 09:45

VOD FOR FILM FESTIVALS

Olle AGE BRO
Draken Film
Göteborg Film Festival

Jaume RIPOLL
Atlàntida Film Fest
Filmin

Quentin DELEAU
MyFrenchFilmFestival



Olle AGE BRO
Draken Film - Göteborg Film Festival, Head of Acquisitions

Olle Agebro has a background in journalism and marketing and has worked with film festivals, cinemas and distribution since 2009. Since 2015 he's the editor of Swedish arthouse VOD platform Draken Film and a programmer for the Göteborg Film Festival, he is also a member of the board of the Swedish arthouse distributor Folkets Bio and the arthouse cinema Fyrisbiografen.



Jaume RIPOLL
Atlàntida Film Fest - Filmin, Head of Acquisitions
Jaume Ripoll, (Palma de Mallorca), Filmmaking graduate at ESCAC (UB). Co-Founder, Editor-in-chief and Development Manager in Filmin. Atlàntida Film Fest Director.

After initiating his career directing music videos and documentaries, he started writing articles for newspapers and magazines on trends and videogames while working for Manga Films during 6 years.

On 2005 he became part of Cameo, the prestigious distribution company of independent cinema, acting as Editor-in-chief.

On 2007 he became one of the founders of Filmin, a reference website for independent cinema in Spain that has over 500,000 users, in which he serves as Editor-in-chief and Development Manager. On 2015, Filmin initiated an international expansion that has led the company to be an available platform in Mexico and Portugal.

On 2010, Jaume Ripoll created Atlàntida Film Fest, the first film festival offering the entire programme online. Its 8th edition exceeded the 140,000 viewers in the three areas in which it was hosted: Internet (Filmin), open air cinemas (Palma de Mallorca) and Television (Ib3TV). Jaume Ripoll has participated as jury member in Berlin, In-Edit, Cinergia, or Sitges film

festivals, among others. Likewise, he has given lectures and workshops in Locarno, Rotterdam, San Sebastián, Europa-Cinema Prague, Unifrance Paris, DocsLisboa, Docs Barcelona, FicValdivia festivals, as well as in the Seville European Film Festival, CinemaJove, the Oursense Independent Cinema Festival, and many more.

As a teacher, since 2013 he serves as director of the Master on Online Distribution at Universitat Oberta de Catalunya, apart from being guest lecturer at UAB, UB, UPF, ESCAC, Carlos III, and Camilo José Cela universities.

On 2015 he made his début as producer in "Barcelona, nit d'hivern" (Barcelona, Christmas night), a great blockbuster in Spain that had over 65,000 viewers and 7 Gaudí Awards nominations. On 2018 he has executive produced two new films, "Jean François and the sense of life" and "Samantha Hudson". He has also participated in the screenwriting of "Somos Gente Honrada", feature film directed by Alejandro Marzoa that competed in the Malaga's.



Quentin DELEAU
MyFrenchFilmFestival - Rushlake Media, Head of Digital Distribution & Co-Manager

Quentin graduated from Paris-Dauphine University in TV & New Media Management. In 2010, he joined Orange to be in charge of content promotion. He then founded his own consulting firm, Iquitos, in 2013 and worked with partners such as Les Arcs Film Festival. He joined Unifrance in 2014 as head of economic data.

Quentin is currently the head of digital distribution at Unifrance, as well as co-manager of MyFrenchFilmFestival.com, which is the 1st online French film festival. For its 2018 edition, MyFrenchFilmFestival had 12 million viewings from around the world. The festival allows viewers to discover the best of French-language filmmakers from the new generation and is accessible online from anywhere around the world.

09:45 - 10:30

E-CINEMA

Lee SHELTON
Curzon Home Cinema

Pierre OLIVIER
TF1 STUDIO



Lee SHELTON
Curzon Home Cinema, Head of Digital Marketing

Lee is a Digital Marketing specialist with 10 years experience in entertainment related industries at companies such as EMI, Eventim and Curzon. He is currently responsible for all digital marketing activity across the Curzon group with specific focus on our film campaign marketing, CRM, SEO and enhancing the visibility of the Curzon Home Cinema



Pierre OLIVIER
TF1 STUDIO, EVP Home Entertainment & Library
Pierre Olivier is TF1 Studio's Director of Home entertainment (digital, packaged goods) since April 2016. He's also Library Director and manages TF1 Studio's communication. Pierre has recently supervised the launching of TF1 Studio's new "Ecinema" distribution (May

2015) and co-organized France's 1st "VOD National Days" edition (oct. 2016), which saw the VOD market boomed with an estimated 1 million transactions sold through the operation. Between 2005 to 2016, under Pierre's marketing management, TF1 Vidéo has been the first French company to offer digital copy with physical goods and MYTFIVOD has become one of the leading VoD offer in France, gaining market share and consumers awareness through disruptive initiatives - like Premium VOD for TV series - but also aggressive advertising and marketing campaigns.

Previously, Pierre was C.O.O. of Hachette Filipacchi Films, Lagardère Home Entertainment division. He has graduated from Media Marketing Master at Paris University Sorbonne and has been a contributor to the Centre National de la Cinématographie's study on France's Home Entertainment market.

Josephine LETANG
La Toile

Philipp HOFFMANN
Kino On Demand

Julia BRAUNER
Kino VOD Club - Cinema
Service Platform

Mark DRENTH
Picl / Concordia



Josephine LETANG

La Toile, Founder and Managing Director

After 10 years working for film festival organizations in Europe (Festival de Cinéma Européen des Arcs, Berlinale...), Joséphine Létang managed a multiplex cinema in Paris. In 2016, she founded Carbec Media to create LA TOILE. LA TOILE is the VOD solution of the Cinemas. Built as a one-stop solution, LA TOILE enables cinemas to propose a VOD offer on their own website.



Philipp HOFFMANN

Kino on Demand - Rushlake Media, Founder & Managing Director

Since April 2011, Philipp Hoffmann consults and represents production companies in the field of international sales. For the German speaking VOD market, he offers strategic consulting and handles the online exploitation for rights holders.

Philipp conducts seminars about sales and distribution as well as international marketing at the Media Business School (Ronda/Spain), University of Popular Music and Music Business (Mannheim/ Germany), NIPKOW Program (Berlin), ifs internationale filmschule (Cologne/ Germany) and at the German-French Masterclass (Ludwigsburg/ Paris). From October 2007 until March 2011 he worked as the Head of Marketing for "The Match Factory". During this time, he oversaw the international marketing and the festival premieres for several successful and award-winning films such as Golden Globe winner WALTZ WITH BASHIR, SOUL KITCHEN, Academy Award nominee AJAMI and DESERT FLOWER.



Julia BRAUNER

Kino VOD Club - Cinema Service Platform, Project Manager

Since 2017 Julia Brauner is the marketing manager of Cinema Service Platform, where she's coordinating and implementing all marketing matters and the communication with 40 cinema partners. KINO VOD CLUB is a distribution and promotion initiative for cinemas, producers and filmmakers that provides a personalized VOD platform for their customers. Besides work, she completed her economic studies in Salzburg as well as an MBA degree and a training course for business mediation. Her wide-ranging expertise in culture and film makes it easy for her to develop new strategies for the KINO VOD CLUB.



Mark DRENTH

Picl / Concordia, Film Programmer & Head of Business

Mark is film programmer at Concordia, an institution for film, theatre, visual arts and education in Enschede, the Netherlands. Being interested in employing and developing new ideas and concepts, Concordia was one of the first cinemas in the Netherlands to participate in the Dutch VoD-platform Picl. As of 2017 Mark is also a member of the board of Picl.

Adrien DESANGES
Benshi

Mark HIGHAM
Film Literacy Europe

Sofie MERCIER
JEF - De FilmClub

Adrien DESANGES

Benshi, Co-Founder

After 15 years in the French movie Industry, Adrien Desanges co-found Benshi with his brother Louis-Paul in 2017. Based in France, Benshi is a platform dedicated to young audiences.



Mark HIGHAM

Film Literacy Europe, Founder & Film Director

Mark Higham (50) is a cultural educator and film literacy expert who has led a range of film, education and culture organisations. He has experience that spans film, music, media, education, sport, commerce, theatre, comedy, art, photography and broadcasting (TV & radio).

Mark is Director and founder of Film Literacy Europe, whose work includes the coordination of the European film club pilots project with partners in Romania, Spain, Cyprus, Lithuania, Latvia and Georgia funded by the European Commission. Projects in development include a European Film Collection for Schools and the Empathy Project using film watching and making to bring together young people from different sides of conflict with partners in Cyprus, Ukraine, Northern Ireland and Israel/Palestine.

Mark was founding Chief Executive of FILMCLUB from 2007

to 2013 (now called Into Film) where he oversaw the growth of the programme from 25 to 7,000 schools across the UK and a weekly audience of 250,000 young people. Prior to that he was Managing Director of Creative Partnerships which he helped grow to become a €45m a year cultural education programme in the 36 most deprived areas of England.



Sofie MERCIER

JEF - De FilmClub, Project Coordinator

Youth film organisation JEF believes that a diverse range of youth films broadens the perspective of children and young people. This offers them opportunities to determine the world they want to live in. Sofie coordinates De FilmClub, a project that was launched by JEF in October 2018, in collaboration with different partners from the Flemish film sector on one hand, and mainly schools on the other hand. Through its projects, such as De FilmClub and Film in hospital, the organisation makes good films accessible to young audiences. They do this by using VoD platforms and techniques, and stimulating an online community not only into watching films, but also reflecting on them, making films of their own and discovering many more opportunities of sound and image combined.

12:30 - 14:00

LUNCH AT RELEXA HOTEL

14:00 - 15:30

PROJECT PITCH

Pitch of projects looking for partners, clients or investors to be implemented.

DAY 3 - FRIDAY 8 FEBRUARY

9:00 - 09:20

THE MISSION OF A VOD AGGREGATOR AND ITS ADDED VALUE IN THE DIGITAL DISTRIBUTION

Vincent LUCASSEN

UnderThe Milky Way



Vincent LUCASSEN

Under the Milky Way, VoD Manager

Vincent Lucassen was born in the Netherlands. He studied sociology at the University of Wageningen and worked as a lobbyist in Brussels.

After finishing his study at the Media Academy in Hilversum he moved to Vienna where he set up the production company WILDart FILM, together with Ebba Sinzinger. In 2001 he co-founded dok.at, the Association for the Austrian Docu-

mentary Film, in 2004 he created DocuZone Austria - a collaboration between right holders to promote films in the age of digital. DocuZone was part of the world's first international digital cinema network: CinemaNet Europe.

In 2011 - right from the beginning - Vincent joined the team of Under the Milky Way and deals with film rights holders from Germany, Poland, Austria, Switzerland, Russia, Hungary, Bulgaria, Romania, Czech Republic, Slovenia, Slovakia, Greece, the Baltics and Turkey, Cyprus and Malta.

09:20 - 09:40

TIPS & TRICKS IN CONTENT LICENSING AND ALTERNATIVE APPROACHES

Wendy BERNFELD

Rights Stuff



Wendy BERNFELD

Rights Stuff, Founder & Managing Director

Wendy Bernfeld, former Montrealer and founder/Managing Director of Rights Stuff (Amsterdam), is a passionate film buff with 25+ years in film/paytv/vod channel startup, biz dev and content/programming experience in N.A. and EMEA/international, including prior multi-region roles as CEO Canal+ International, MD Alliance Atlantis and earlier on in her career as an entertainment lawyer. Since founding Rights Stuff in '99 (www.rights-stuff.com), her digital agency/consultancy, she provides content strategy and pragmatic licensing, including content curation, acquisition, distribution and development, so as to help maximise rights/windows/audiences across an evolving digital landscape. Key expertise is international pay/svod/ott licensing and "Originals" deals (traditional, cross platform, digital first/

webseries, and VR), including hybrid and digital distribution going beyond just the Big5, to the many other key EMEA/international thematic and regional players who compete and complement them.

Wendy has a Law Degree (LL.B.)/J.D.) from Queens University, after a year of B.A./M.B.A. courses in McGill and Univ. of Toronto. She is a member of the Law Society of Upper Canada as well as on the Roll of Solicitors in the UK. Earlier, she was one of 10 honored appointees as Law Clerk to the Chief Justice of the Supreme Court.

Alongside Rights Stuff, Wendy is a frequent lecturer and writer on digital media, as well as a strong supporter of the production/festival sectors, including industry and advisory boards (IDFA, Binger Film Institute, The Film Collaborative etc). Wendy was named as one of the "Brave Thinkers of Indie Film, 2010" by Oscar-winning independent producer Ted Hope.

09:40 - 10:00

Q&A WITH THE TRAINING PARTICIPANTS

10:00 - 10:30

CASE STUDIES ON BLOCKCHAIN BUSINESS MODELS

Deepak JAYARAM
MinersINC

Sam KLEBANOV
Cinezen Blockchain Entertainment

**Deepak JAYARAM (Deejay)**

MinersINC, Co-Founder, Head of Strategy & Innovation

Deejay (Deepak Jayaram) as the communication industry knows him is the Co-Founder and Head of Strategy & Innovation at MinersINC, the Blockchain-powered P2P entertainment ecosystem being built for those 'Indian' at heart. In his role at this cutting-edge company, he is looking to drive adoption and empower all stakeholders in the entertainment economy.

Deejay brings to the table 22 years of experience (Group M - WPP, Coca-Cola, The Telegraph) in marketing strategy, new media opportunities and experiential marketing and is passionate about driving the design of the product and guiding stakeholder adoption and engagement for MinersINC's upcoming Blockchain powered VOD platform - myNK.

Having worked for over two decades with creators at the intersection of media and commerce, Deejay has had a ringside seat for the digital transformation that is evolving and shaping the world of cinema and content. Content finding true patrons and its true value, forms the core of his passion and drives him to explore uncharted territories.

Deejay believes that Blockchain - with its ability to ensure security and provide reliable attribution, is the key to building a

future that is transparent and empowering for everyone; unlocking the value of their skills and passion.

This led him to join hands with Nitin Narkhede (Founder, CEO, Blockchain Pioneer from India and college-mate) to create MinersINC in 2017. myNK from Minersinc is currently testing its community driven platform. myNK is looking forward to putting the consumer in charge and creators in control of their creation; while empowering everyone connected to the value chain.

**Sam KLEBANOV**

Cinezen Blockchain Entertainment, CEO

Sam holds a degree in Applied Mathematics from Moscow University of Economics and Statistics. He moved to Gothenburg, Sweden in 1991 and worked as a software engineer and a CTO for several Swedish companies until 1996 when he started a film distribution company Maywin Media / Cinema Without Borders, which became a leading force of independent and arthouse film distribution in the territory of former USSR where it released over 600 films in the course of 20 years. Sam also produced and co-produced 5 motion pictures and hosted a prime-time TV show about modern and classic cinema. He co-founded CINEZEN in the fall of 2017 and has been focused on this project since then.

11:00 - 11:45

INNOVATION IN FILM AND TECH

Erwin M. SCHMIDT

The Film Tech Office & Cinemathon International

**Erwin M. SCHMIDT**

The Film Tech Office & Cinemathon International, Co-Founder

Erwin M. Schmidt has studied film production and worked in production, international sales and for film festivals and was Wim Wenders' 3D producer. He has an avid interest in new narrative formats and new distribution channels. In 2016 he co-founded the Propellor FilmTech Hub (www.propellorfilmtech.com), together with the European Film Market of The Berlinale, the International Film Festival Rot-

terdam and the Copenhagen International Documentary Festival. In 2018, together with seasoned producer Gian-Piero Ringel, he cofounded the FilmTech Office (www.filmtechoffice.com), a shared office for creatives and entrepreneurs in film, storytelling and tech. He is an organizer of the monthly FilmTech Meetup Berlin (www.meetup.com/FilmTechBerlin) and the programmer of infiniTIFF, a section for new forms of storytelling at Transilvania International Film Festival (www.tiffro/en/infiniTIFF). He is a regular keynote speaker and panelist with topics focusing on technology and innovation in the film industry.

11:45 - 12:30

FUNDRAISING

Jean-Yves BLOCH

Eurovod

Le Meilleur du Cinéma - UniversCiné

Tobias DOMBROWSKI

Kapilendo

**Tobias DOMBROWSKI**

Kapilendo, Team Lead Inside Sales

Tobias Dombrowski works as Team Lead Inside Sales at kapilendo AG. He and his team are res-

ponsible for guiding our clients towards a successful credit application. Previously he worked as an entrepreneur and consultant in the field of digital marketing and app development.

12:30 - 14:00

LUNCH AT RELAXA HOTEL

14:00 - 15:30

WORKSHOPS AND B2B MEETINGS

09:00 - 10:30

EMPOWERING TEAMS WITHIN PROJECTS MIXING CULTURE AND ENTERTAINMENT

Catherine CHAMPEYROL
Beautemps : Strategy & Creativity



Catherine CHAMPEYROL

Beautemps, Founder

After 20 years of work for international industries, European start-ups and trend forecasting agencies, with a solid management experience she founds in 2009 a consulting agency (www.beautemps.com) dedicated to innovation and to the teams' creative process. She supports managers and their teams to promote opera-

nal creativity, to facilitate innovations' dynamics, and to carry out business models' transformation.

Since 2001 she is a conference speaker on topics such as the innovation culture, the creative cooperation within teams, the collaboration between artists and entrepreneurs.

Since 2016, with a team of 10 co-authors, she co-creates original ways to share best practices thanks to game thinking, this project is named « jeuxdenjeux » (www.jeuxdenjeux.com).

11:00 - 11:45

AUDIENCE CAPTURING ON VOD PLATFORMS

Nikolaj MATHIES
Gruvi



Nikolaj MATHIES

Gruvi, Head of Sales & Marketing

Nikolaj Mathies has been working with Gruvi since 2016 in helping entertainment companies finding their audiences online as well developing and executing marketing strategies in collaboration with distributors, producers and exhibitors. Nikolaj has an in-depth understand-

ing of various strategies and approaches to use when promoting video content and cutting through the noise in the online sphere.

Nikolaj Mathies is 28 years old and lives in Copenhagen. He graduated from Copenhagen Business Academy in international marketing in 2016 and has since then been Head of Sales at Gruvi.

11:45 - 12:30

VOD IN EUROPE: UPDATE ON MARKETS, CATALOGUES AND VISIBILITY

Gilles FONTAINE
European Audiovisual Observatory



Gilles FONTAINE

European Audiovisual Observatory, Head of Department for Market Information

Gilles Fontaine joined the Observatory in 2015 as Head of the Department for Market Information. Having worked previously for the SOFIRAD (French public

company set up to manage state investment in the media) and the Caisse des dépôts et consignations, he was formerly Deputy Director of the French research institute IDATE specialised in digital technologies.

He holds a diploma from HEC.

12:30 - 14:00

LUNCH AT RELEXA HOTEL

14:00 - 15:15

EUROPEAN PUBLIC POLICIES

Catalina Mihaela IORDACHE
VUB Vrije Universiteit Brussel

Julie-Jeanne REGNAULT
CNC Centre national de la
cinématographie et de l'image
animée

Doreen BOONEKAMP
Netherlands Filmfonds



Catalina Mihaela IORDACHE

VUB Vrije Universiteit Brussel, Research Explorer
Catalina Iordache is a researcher in media and communication studies at the research group imec-SMIT, Vrije Universiteit Brussel. She is currently writing her PhD dissertation on the transnational flow of audiovisual content in the online environment, and is a Teaching Assistant for the Bachelor in Social Sciences programme at the VUB. Her previous research topics include media literacy, digital literacy, and e-inclusion.



Julie-Jeanne RÉGNAULT

CNC, Deputy Director of European Affairs

Julie-Jeanne Régault is Deputy Director in charge of European Affairs at the Centre National du cinéma et de l'image animée (French Film Institute). She is member of the Board of the EFADs, the European association of Film agencies and chair of its digital & copyright working group. She represents France in the Europe Creative management committee, responsible for the MEDIA sub-programme. Specialized in EU affairs, Julie-Jeanne has been previously working as a consultant and as a policy officer at the European Commission. She holds Master's Degrees in EU law and in EU politics and also graduated in International Relations. She is an EAVE graduate (Producers' Workshop 2017).



Doreen BOONEKAMP

Netherlands Filmfonds, CEO

Since October 2009, Doreen Boonekamp has been the CEO of the Netherlands Film Fund, the national agency responsible for supporting film production in the Netherlands. It focuses on the quality and diversity of feature films, documentaries, shorts, animation and experimental films. The Fund's operations cover participation in development, production and distribution. Besides, it supports film activities such as film festivals, co-production markets and training for film professionals. Production support is granted through both selective funding schemes as well as through the Film Production Incentive which was launched in 2014, offering a cash rebate up to 35% on production costs, demonstrably spent in the Netherlands.

The Fund is also responsible for the Netherlands Film Commission. Between 2002 and 2009 Doreen Boonekamp was director of the Netherlands Film Festival in Utrecht. Before this she had several positions at the Netherlands Film Festival and CineMart (International Film Festival Rotterdam). Doreen Boonekamp is a member of the board of the Association of European Film Agency Directors, a representative for Eurimages, a member of the advisory committee of the Netherlands Film Festival and a member of the board of De Balie, a platform and centre for freedom of speech, contemporary art, politics, culture, cinema and media. She also frequently acts as an expert, advisor, decision maker and jury member for talent labs and festivals. She has a degree in political sciences and public administration from the University of Amsterdam as well as in arts management from the HKU University of the Arts Utrecht.

15:15 - 16:00

DEBRIEFING & CLOSING SESSION

Jean-Yves BLOCH
Eurovod
Le Meilleur du Cinéma - UniversCiné

Silvia CIBIEN
Eurovod

16:00 - 18:00

COCKTAIL AT RELEXA HOTEL

WHO'S WHO

EUROVOD CONTACTS



Silvia CIBIEN
General Delegate
Training Coordinator



Delphine RIFFAUD
Training Assistant & Reporter



Annaëve SAÏAG
Technical & Communication Support

AUSTRIA

CINEMA SERVICE PLATFORM

kino.vodclub.online



Julia BRAUNER
Project Management

FLIMMIT

www.flimmit.com



Maja GRUBER
Acquisition Manager

BELGIUM

JEF - DE FILMCLUB

www.jeugdfilm.be // www.defilmclub.be
www.filmhospital.eu



Sofie MERCIER
Project Coordinator

UNIVERSCINÉ BELGIUM & LUXEMBOURG

universcine.be // uncut.be // vod.lu // uncut.lu



Maxime LACOUR
General Manager
Eurovod Board Member

VRIJE UNIVERSITEIT BRUSSEL

www.vub.ac.be

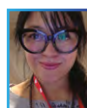


Catalina IORDACHE
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Claudia RODRIGUEZ
CEO

CROATIA

MOHIKANAC PRODUKCIJA

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Filip LOZIC
Co-Founder & CEO



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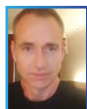
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The logo consists of the word "EUROVoD" in a bold, white, sans-serif font, centered within a solid purple rectangular box. The background of the entire slide is a blue geometric pattern of triangles, with faint white icons of lightbulbs and arrows scattered throughout.

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