



Industry Days  
6-8 | 8 | 2016  
Festival del film  
Locarno

## StepIn - 2016

### INTRODUCTION

**StepIn**, launched in 2012, is an initiative designed as an interdisciplinary and international exchange think tank for distribution, exhibition and sales professionals of auteur cinema. Selected industry key players are invited to take part in closed working sessions to discuss the state of the film industry and propose practical ideas and strategies to overcome the challenges they are facing.

The **StepIn** sessions will be followed by a public wrap-up debrief session which will be open to all the film professionals accredited at the festival. Ira Deutchman and Moderators will present a brief summary of their discussions and have a chance to interact with the audience.

A hand-picked selection of more than 50 Industry professionals (producers, sales agents, distributors, exhibitors, film funds and festival representatives), chosen specifically for their expertise and profile by Project Manager Hayet Benkara, will take part in the 2016 session.

**StepIn** is organized in partnership with Europa Distribution, Europa International and Europa Cinemas.

The 2016 edition of **StepIn** will focus on Canada and North America, thanks to the support of Telefilm Canada and SODEC.

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## GENERAL SCHEDULE

### Friday, August 5th - from 12:30 to 6:00pm

- 12:30PM - Lunch at Belvedere Hotel
- 2:30PM – Welcoming notes by **Nadia Dresti**, *Delegate of the Artistic Director and Head of International* and **Hayet Benkara**, *Project Manager StepIn*
- Introductory Panel moderated by **Ira Deutchman**
- 3:30PM - Coffee break
- 4:00pm - Workshop Tables
- 6:00pm - End of workshops

### Sunday, August 7<sup>th</sup> - from 10:00am to 11:30am

- Wrap up Session: Ira Deutchman will present the Topics which have been discussed on the Friday with the moderators and will share some of his observations. The wrap-up session is Open to all film professionals accredited at the Festival. *First arrived, first serve basis.*

*\*All events will take place at **Hotel Belvedere**, Locarno - Via ai Monti 44*

## PROGRAMME

### PART I - Introductory Panel from 2:30 to 3:30pm

#### Guest speakers

- **Carolle Brabant** - Executive Director , Telefilm Canada
- **Hussain Amarshi** - CEO, Mongrel Media, Distribution and International Sales
- **Cameron Bailey** - Artistic Director, Toronto International Film Festival

**Carolle Brabant**, Executive Director, Telefilm Canada will focus on ***Driving Innovation & Creating New Pathways for Emerging Film Producers*** *What are the key success factors in the new digital environment?*

Carolle will explain how investing in emerging talent is proving to be a rewarding experience for the Canadian industry and is drawing learning from a new marketing vision in terms of content, resources, distribution channels and timing, while stressing the importance of incorporating new performance metrics.

Then, **Ira Deutchman** (*independent producer and professor at Columbia University*) will make a quick introduction of the panel by laying out the various trends he is seeing in the world marketplace. After they introduce themselves, the panelists will talk about how all these trends and changes are affecting their particular area, from the festival perspective, the exhibition perspective, the

distribution and marketing perspective and the foreign sales perspective. They will then explore the implications on audience habits, generational differences, aesthetic changes, marketing challenges, the decline of theatrical, the new sources of financing and what it all means in terms of sustainability of culture and of filmmakers

## **PART II - Workshops**

There will 5 Thematic Tables with a Moderator and a Reporter at each table.

### **Moderators**

- **Jon Barrenechea** (Picturehouse Cinemas, UK)
- **Quentin Carbonell** (MUBI, USA/UK)
- **Brian Newman** (Sub-Genre, USA)
- **Susan Wendt** (TrustNordisk, Denmark)
- **Jan Naszewski** (New Europe Film Sales, Poland)

### **Reporters**

- **Xavier Henry-Rashid** ( Film Republic – UK)
- **Alaa Karkouti** ( MAD Solutions/Arab Cinema Center – Egypt)
- **Mathias Noschis** (Alphapanda – UK/Germany)
- **Anke Beining** (Utofilm – Switzerland)
- **Mads Mikkelsen** ( CPH-DOX – DK)

### **THEME 1 : Canada: Adapt and innovate to foster a viable film industry.**

**Moderator: Susan Wendt** (TrustNordisk, DK)

**Reporter: Mads Mikkelsen** (CPH-DOX, DK)

In the past few years Telefilm Canada, the main Canadian film funding agency and Sodec, the funding agency of the province of Quebec took a hard look at the Canadian film industry and invested in research to assess the viability of their screen industry. Consequently Telefilm launched a few initiatives such as the ***Micro-budget Program*** which aims to stimulate the use of new digital platforms by emerging filmmakers.; ***See The North*** for the visibility of Canadian films in the US and the ***Marketing Program*** just to name a few. These institutions are also engaged in strategic partnerships with Unifrance and Eurimages. Did that fix all the problems? Unfortunately it did not. The Canadian auteur film industry which in its structure is very similar to the European countries is also facing challenges with theatrical distribution, visibility of their films and audience engagement. How does Canada compare to other countries? Is the proximity to the US a blessing or a curse?

### **THEME 2 : Theatres will never die!**

**Moderator: Jon Barrenechea** (Picturehouse Cinemas, UK)

**Reporter: Alaa Karkouti** (MAD Solutions/Arab Cinema Center, Egypt)

In the past few years, Independent Theatres have had to adapt to the challenges of

the market place and reinvent themselves. Exhibitors have been pushed to be more creative and look at alternative and sustainable business models. The discussion will look at some initiatives launched in Canada, in the US and in Europe. Guests will also focus on windowing, day/date and the controversy around *The Screening Room*.

### **THEME 3: Independent Cinema: transparency please!**

**Moderator: Brian Newman** (Sub-Genre, USA)

**Reporter: Xavier Henry-Rashid** (Film Republic, UK)

The need for transparency and stronger ethics in the film business has become a worldwide discussion. Almost every distributor, sales agent and industry person realizes we need more transparency in the business. While we all know box office, very few people know what's really being made on iTunes, Netflix etc. When distributors get reports, they only know their films, and not how they compare with other titles. Film festivals and theaters are starting to talk about having more transparency around attendance reporting. Filmmakers, distributors, sales agents, donors and investors alike would benefit from greater data access and transparency. On the other hand, there are significant concerns about data access – privacy, business models, and not least, the fact that the success of independent films has never been defined by revenue alone; artistic concerns, risk-taking, impact and career-building are of equal, or often greater, importance. Access to data is critical for the health of the independent film field.

### **THEME 4: How does Social Media measure the success of a film and consolidate deals?**

**Moderator: Jan Naszewski** (New Europe Film Sales, Poland)

**Reporter: Mathias Noschis** (Alphapanda – UK/Germany)

Social Media long considered just as a tool to measure the audience engagement, has now gained maturity and become one of the most important tool to measure the success of a film and consequently have impact on some distribution strategies and potential deal making. Contrary to North American companies, many European professionals are not really investing in their Social Media strategies and integrating it as a tool in their release strategies. Guests will share their practices and experiences and look at how some films have maybe surprisingly benefitted from social media traction and had a successful life cycle, allowing unexpected deal makings.

### **THEME 5: How can Auteur Cinema live in the future of on demand?**

**Moderator: Quentin Carbonell** (MUBI, UK)

**Reporter: Anke Beining** (Utofilm, Switzerland)

On-demand is the most disruptive effect the film industry has ever known. With the shifting of content consumption and consumer habits, online access and exposition for auteur cinema is still problematic. There is undeniable convergence between Telecom companies and media who are stepping up to buy or fund

exclusive products. On-demand platforms are reshaping the production models of original content (Agneska Holland's documentary etc). So how can and will the auteur cinema live or survive in this new ecosystem?

### **PART III – Sunday, August 7<sup>th</sup>**

**Wrap-Up Session: from 10am to 11am**  
**Open to all accredited professionals**

The wrap-up session will be presented by **Ira Deutchman**, joined by the Moderators to present a brief summary based on the discussions which took place on Friday. The audience will have a chance to ask questions, make comments and/or suggestions.

*\*Working language for the whole event: English without translation*