

Press Release



EFM 2007: Arts Alliance Media to present Digital Film Debate Series

The successful collaboration between Arts Alliance Media (AAM) and the ***European Film Market (EFM)*** continues. For 2007 and 2008, AAM will be the exclusive main partner of the ***EFM***. "With Arts Alliance Media, we have found the ideal partner for digital film services," comments ***EFM*** director Beki Probst. "AAM's services provide an important tool within the ***EFM***."

The London-based company is one of Europe's leading providers of digital film distribution services, ranging from video-on-demand to digital cinema. AAM is currently building a digital network which will be able to deliver films quickly and safely from suppliers to users in cinemas or online.

During the European Film Market 2007, AAM is organising the ***Digital Film Debate Series*** in cooperation with Screen International and Screen Digest. From February 9 - 12, four panels will discuss a number of topics related to digital film distribution.

The venue of the ***Digital Film Debate Series*** will be the Arts Alliance Lounge on the second floor of the Martin-Gropius-Bau. Several top representatives of the film industry are to participate in the series which will focus on the challenges and opportunities of digital distribution

A wide spectrum of areas connected with this sector are to be discussed: from private use, legal and copyright problems, security issues and new demands on providers, to digital cinema for the big screen.

International guest speakers include Julian Levin, Executive Vice President Digital Exhibition and Non-Theatrical Sales and Distribution at 20th Century Fox; Rob Bell, Vice President of Digital Platforms at Universal Pictures; Tobias Künkel, Manager Video on Demand, T-Online/T-Home, Chris Koppelmeier, Consultant to German Digital Cinema Group, Gregor Pryor, Associate, Reed Smith (legal firm); Mark Foligno, Managing Director at Molinare (London-based post production facility), among others.

The ***Digital Film Debate Series*** will be held from 5 to 6 p.m. on:

Friday, February 9: "Digital Devices. The Networked Home",

Saturday, February 10: "Digital Home Contracts and Rights"

Sunday, February 11: "Digital Asset Content Management, Security and Delivery"

Monday, February 12: "Digital Cinema – the VPF Model".

***57. Internationale
Filmfestspiele
Berlin***

08. – 18.02.2007

Press Office

Potsdamer Straße 5
10785 Berlin

Tel. +49 • 30 • 259 20 • 707

Fax +49 • 30 • 259 20 • 799

press@berlinale.de

www.berlinale.de

Ein Geschäftsbereich der
Kulturveranstaltungen des
Bundes in Berlin (KBB) GmbH

Management:

Dieter Kosslick

(Intendant Internationale
Filmfestspiele Berlin),

Dr. Thomas Köstlin

(Kaufmännischer Geschäftsführer),

Dr. Bernd Scherer,

Dr. Joachim Sartorius

Vorsitzender des Aufsichtsrats:
Bernd Neumann

Handelsregister: Amtsgericht
Charlottenburg Nr. 96 HRB 29357
USt ID DE 136 78 27 46



Press Release

Admission to these events is free for **EFM** participants. A more detailed overview of the topics and a list of the invited experts can be found at www.berlinale.de (under "**European Film Market**"). Additional information will also be available at the Arts Alliance Lounge in the Martin-Gropius-Bau, which will be open as of February 8 from 9 a.m. to 8 p.m. daily. Tel: +49 (0) 30 263986-527

Press Office
February 6, 2007