

Press Release



EFM Industry Debates 2008 - Drive Your Business Into The Future

The *European Film Market (EFM)* and its official main partner and sponsor Arts Alliance Media (AAM), are presenting the *EFM Industry Debates*. Building on the success of last year's collaboration, this year's debates will deal with the opportunities and challenges of digital film distribution and sales. Under the heading "Embrace Digital Distribution: Drive Your Business Into The Future", advances in digital distribution possibilities, prospects of the cinema market and the effects of growing digitalisation on home users will be discussed from February 8 to 10, 2008.

On three afternoons the *EFM Industry Debates* will explore topics related to the fields of "Digital Cinema" and "Digital Home". With this series, the *EFM* and AAM are striving to stay abreast of the latest changes affecting film distribution as well as investigate technical advances for their market compatibility. The first debate will examine the perspectives opening up for European independent distributors in view of increasing digitalisation. On the second day, the key issue will be developments in the home entertainment market: discussion will revolve around the chances emerging for filmmakers and distributors as a result of online distribution and legal downloading options. The series will close with a panel on the outlook of technical innovations and the development of digital standards for online distribution.

The London-based company Arts Alliance Media is Europe's leading provider for the digital distribution of film and is currently working on establishing a European-wide digital network that will make films available to cinemas and home entertainment as well as enable exchange between partners in the industry.

Participating in the *EFM Industry Debates 2008* are experts from different areas of the entertainment industry, leading market analysts and specialised journalists. This year they include: Arash Amel (Screen Digest), Robert Andrews (PaidContent: UK), Liesl Copland (Netflix), John Dick (MEDIA Programme), Anders Geersten (European Digital Cinema Forum), Michael Gubbins (Screen International), Simon Morris (Lovefilm.com), Jon Salmon (Tiscali), and Nick Varley (Park Circus).

The *EFM Industry Debates 2008* will be held in the ballroom of the Marriott Hotel from 17:00 - 18:00 (5 - 6 pm). Debates will cover the following topics:

**58. Internationale
Filmfestspiele
Berlin
07. – 17.02.2008**

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

Friday, February 8:

“Digital Cinema - The Independent Distributor’s Perspective”

Saturday, February 9:

“Digital Home - Online Distribution/ Driving Business”

Sunday, February 10:

“Digital Home - Online Distribution/ The Technology”

Admission to the *EFM* Industry Debates is free for accredited Festival visitors and *EFM* participants. Guests can register to attend at:

www.efm-industrydebates.com.

Press contact for the *European Film Market* 2008:

JUST PUBLICITY, Anja Oster & Sandra Bellin, tel. +49 (0)30/26 39 59 590 or

info@just-publicity.com

Press Office

January 17, 2008