

Press Release



Berlinale Keynotes: New format at the International Film Festival Berlin Berlinale and Medienboard present Industry Visionaries

The Berlin International Film Festival and the Medienboard Berlin-Brandenburg are inviting participants to the very first, exclusive, international **Berlinale Keynotes** taking place at the Ritz Carlton Hotel on Tuesday, February 13. This event in a brand new format will tackle issues related to the future of the film and media industry and is intended to become a running fixture at the Berlinale. At this event, visionaries and forward thinkers will present and reflect upon developments for the film and media industry of tomorrow.

"The Berlinale also sees itself as a platform for the discussion of the new challenges and strategies for the film industry and film culture in general. Alongside the **European Film Market**, the **Co-Production Market** and the **Talent Campus** the **Berlinale Keynotes** ideally complement what we have to offer professionals within the industry", explained Berlinale Director, Dieter Kosslick.

"Across the world, Film and Media creatives are currently faced with the question as to how the technological paradigm shift will affect them and what they should do in order to be successful into the future. With the **Berlinale Keynotes**, we wanted to create an international format for issues on the future of the industry", stated the Managing Director of the Medienboard, Petra Müller.

Keynote speakers are to come from, amongst others: Sony Pictures (USA), Lionhead Studios (UK), Quantic Dreams (France), Google Video (UK), MySpace (UK), Warren N. Lieberfarb & Assoc. (USA), Artists Without A Label (UK), 2 Degrees Ventures (USA). Participation by invitation only. More information will soon be available at www.berlinale.de and www.medienboard.de.

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