

## Press Release



### **Berlinale Keynotes:**

#### ***New Berlinale format for the future of the film industry in the digital age***

Berlin/Potsdam – On Tuesday February 13, Minister of State for Culture **Bernd Neumann**, the Director of the Berlinale **Dieter Kosslick** and Medienboard Managing Director **Petra Müller** will open the first edition of **Berlinale Keynotes**, the new Berlin International Film Festival event.

Medienboard Managing Director and **Berlinale Keynotes** organizer **Petra Müller** explained the purpose of the initiative: "The topic of the day, with regard to both finances and content, is the future of the film industry in the digital age. Our goal is to use the **Berlinale Keynotes** to draw the new players and leaders from the world of media to Berlin. We want to ask them how the film and media markets will change and what action they think is necessary for the traditional film industry."

Berlinale Director Dieter Kosslick considers platforms like the **Talent Campus** and **Berlinale Keynotes** to be investments in the future of the festival and film. According to Kosslick, "Digitization centred only on production and post-production for a long time, while digital distribution was neglected. The thematic focus of this year's Berlinale Keynotes is intended to fill this gap."

**Patrick Walker**, Head of Content Partnership at **Google Video**, and **Jamie Kantrowitz**, Senior VP Marketing and Content at **MySpace.com**, whose Web sites boast over 140 million users worldwide, will exhibit today's most successful platforms on the Net, their innovative content and the emergence of communities and user-generated content.

Looking ahead to new platforms and means of distribution, **Warren N. Lieberfarb**, the "father of the DVD", who ushered in the medium's breakthrough as President of Warner Home Video, will speak about the strategies movie studios are pursuing in today's digital world.

**Peter Molyneux**, CEO and founder of Lionhead Studios and creator of the revolutionary game *The Movies*, and **Guillaume de Fondaumière**, COO/CFO of Quantic Dream, producer of the interactive computer games *Fahrenheit* and *Heavy Rain*, will illustrate how cinema and the virtual realities of computer games are converging and how new narrative forms and plot structures emerge.

To conclude the event **Mitch Kanner**, CEO 2 Degrees Ventures, USA, will chair a round table discussion including **Geoff Sutton**, General Manager MSN Europe, UK, **Michael E. Kassin**, Principal Media Link consultant, USA, and **Warren N. Lieberfarb** on film sector perspectives in a world where the basic conditions are in a state of continual flux.

**57. Internationale  
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## *Press Release*

The *Keynotes* will be moderated by *Gundolf S. Freyermuth*, PhD, professor for comparative media studies at the ifs Internationale Filmschule in Cologne. The focus of his research and instruction includes digital media theory and history. He also authored the book *Cyberland* and numerous other publications.

The *Berlinale Keynotes* are a concerted initiative of Medienboard Berlin-Brandenburg and the Berlin International Film Festival. In cooperation with Medienanstalt Berlin-Brandenburg (Medienwoche) and media.net berlinbrandenburg. Admission by invitation only. For additional information go to [www.berlinale.de](http://www.berlinale.de) and [www.medienboard.de/berlinalekeynotes](http://www.medienboard.de/berlinalekeynotes).

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