



## Press Release

### The *EFM* Industry Debates 2010: Trends for the 21st Century

Within the scope of the *European Film Market* 2010, the *EFM* Industry Debates are being held for the fourth time. This industry event is being presented in collaboration with our partner Commerzbank and in cooperation with three major international trade magazines: Screen International, The Hollywood Reporter and Variety. Internationally renowned film journalists, representatives of the industry and financiers will discuss recent topics and trends that may affect the film industry in the future.

The Gropius Mirror Restaurant will be the venue of the following panel discussions:

**Friday, February 12, 2010**

#### **Transatlantic Drawl: Accents for Filmmaking**

In cooperation with The Hollywood Reporter

The participants will discuss cultural and creative common ground between the two sides of the filmmaking Atlantic, talk about differences that arise and take a look at why European accents have long influenced Hollywood. The panelists will also detail personal experiences garnered from attempting to unite two powerful philosophical outlooks.

**Saturday, February 13, 2010**

#### **What is the Model for the Global Film Studio of the 21st Century?**

In cooperation with Variety

Production companies like Studio Canal, Reliance, Gaumont, Abu Dhabi Media Company and CJ Entertainment all have ambitions to make films with partners worldwide. Are we seeing a shift away from the model of US-based studios towards a more flexible international model?

**Sunday, February 14, 2010**

#### **International Sales: Where will Independent Distributors fit in the Future of Film Financing?**

In cooperation with Screen International

Top territorial distributors, sales agents and film packagers talk about the changing role of the independent film distributor in the financing of films as the nature and value of pre-sales have been so dramatically affected by shifts in audience tastes and dwindling local DVD and TV sales.

Thanks to the cooperation with these trade publications, the *EFM* has been able to engage three film experts to moderate the panels: Scott *Roxborough* (The Hollywood Reporter), Ali Jaafar (Variety) and Mike Goodridge (Screen

**60. Internationale  
Filmfestspiele  
Berlin  
11. – 21.02.2010**

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The *EFM* Industry Debates will take place in the Gropius Mirror Restaurant (Niederkirchnerstraße, directly across from the Martin-Gropius-Bau) from 4 to 5 pm on February 12, 13 and 14, 2010, each followed by a networking cocktail.

The *EFM* Industry Debates are open for all *EFM* participants, accredited Festival visitors and interested representatives of the international entertainment industry.

For more information and the registration form for the individual debates, please go to: [www.efm-berlinale.de](http://www.efm-berlinale.de)

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