



Press Release

EFM Industry Debates 2011 – Spotlight On Current Industry Trends

In their fifth consecutive year, the *EFM* Industry Debates highlight current trends in the industry. This year the industry event, hosted by the *EFM* from 11 – 13 February in cooperation with the international trade magazines Screen International, Variety and The Hollywood Reporter, will focus on independent film finance, the changing role of the sales agent in the current economic climate and the future of 3D.

Friday, 11 February 2011: Independent Film Finance

In cooperation with Screen International

This panel will look at the financing landscape for independent film today covering co-production and soft money, sales and distribution guarantees, equity and gap. It may be one of the toughest times in recent history for producers to get their projects financed but it's also a time rich with opportunity. The diverse range of panelists includes **Daniel Baur** (K5 Media Group, UK), **Paul Brett** (Prescience Film Finance, UK), **Stuart Ford** (IM Global, USA), **Christian Grass** (Universal Pictures), **Jens Meurer** (Egoli Tossell, Germany). Moderated by Screen International journalist **Mike Goodridge**.

**61. Internationale
Filmfestspiele
Berlin
10. – 20.02.2011**

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Saturday, 12 February 2011: The Role of the Sales Agent

In cooperation with Variety

In a tougher climate for banking and presales, sales agents are increasingly being asked to back up territorial sales estimates with hard cash. Now, more than ever, sales agents aren't just responsible for developing a strategy to market and sell films and brokering deals, but some are also developing an appetite for risk and putting up capital. The panel will be moderated by Variety journalist **Diana Lodderhose**.

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

Sunday, 13 February 2011: 3D – Fab or Fad?

In cooperation with The Hollywood Reporter

The world has jumped on the 3D bandwagon. From blockbusters such as *Avatar* and *Alice in Wonderland* to independent productions *Step Up 3D* and *The Three Musketeers* to Wim Wenders's dance film *Pina*, producers, sales agents and exhibitors are embracing stereoscopic technology for its promise in opening up a new dimension for artistic expression and revenue growth. But can the 3D boom last? Already there are signs of 3D fatigue in the U.S. Market, with audience jaded by a flood of low-quality 3D titles. The Hollywood Reporter discusses the future of stereoscopic cinema and

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separates the hope from the hype with its panel of 3D experts: **Christian Gisy** (CinemaxX AG, Deutschland), **Gareth Maxwell Roberts** (Director, UK), **Erwin M. Schmidt** (Neue Road Movies, Germany), **Sam Taylor** (Film & Music Entertainment, UK). Moderated by The Hollywood Reporter journalist **Scott Roxborough**.

Each panel discussion will take place from 4 to 5pm in the Gropius Mirror Restaurant across from the Martin-Gropius-Bau, and will be followed by an opportunity for networking and exchange among panel members and participants.

Entrance to the *EFM* Industry Debates is free for *EFM* participants and accredited Festival attendees. Online registration required.

For further details and the registration form for each event, please visit the *EFM* website: www.efm-berlinale.de.

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