



## Press Release

### Industry experts in dialogue at the *EFM* Industry Debates 2012 - Presented by Official Partner IFA Berlin

In their sixth consecutive year, the *EFM* Industry Debates (Friday 10 to Sunday 12 February 2012, each at 4:30 to 5:30 pm in the Gropius Mirror Restaurant) highlight current trends and future developments in the industry. For the first time this year, the prominent professional event will be presented by the trade fair for consumer electronics IFA Berlin, Official Host of the *EFM* Industry Debates 2012.

The successful panel discussions will continue to be organised in cooperation with the international trades Screen International, Variety and The Hollywood Reporter.

This year, experts from the film and entertainment industry will discuss the growing importance of crowdfunding for the financing, marketing and distribution of films; new opportunities for non-English language cinema in the world of new media; and the role of BRIC in a changing financing landscape.

**Friday, 10 February 2012, 4:30 to 5.30 pm:**

**CROWD FUNDING - How to harness the power of the online audience to finance, promote and distribute your film.**

In cooperation with The Hollywood Reporter

The panel looks at the benefits and pitfalls of going to the Internet for financing and examines different models of crowdfunding from online sites such as Kickstarter and Indiegogo to European crowd-sourced success stories *Iron Sky* and *Hotel Desire* which combined online investment with traditional film funding. The panel brings together Tero Kaukomaa (Producer *Iron Sky*, which world premieres in the *Panorama* section), Juliane Schultze (Senior Partner Peacefulfish), Jessica Caldwell and Rebecca Thomas (Producer and Director *Electrick Children*, which opens the competition of *Generation 14plus*) and will be chaired by The Hollywood Reporter journalist **Scott Roxborough**.

**Saturday, 11 February 2012, 4.30 to 5.30 pm:**

**Buying And Selling World Cinema: Reaching audiences in the new world.**

In cooperation with Screen International

The situation for non-English language cinema in the new digital world of movie consumption is unclear. While certain VOD and online platforms have shown promise for international films, arthouse buyers have become increasingly cautious about taking risks on challenging films from around the world. This panel, featuring buyers and sellers specializing in this arena, will explore the opportunities for world cinema in the distribution arena and

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speculate on how the audience for intelligent art cinema from around the world can be grown in the new world. Screen International journalist **Mike Goodridge** will chair the panel.

**Sunday, 12 February 2012, 4.30 to 5.30 pm:**

**Emerging Markets: Is BRIC the future of international filmmaking?**

In cooperation with Variety

With box office, ancillaries and pre-sale values under pressure in traditional markets, will the new frontiers of Brazil, Russia, India and China change the international financing landscape? The panel discussion will be moderated by Variety journalist **Diana Lodderhose**.

Each hourly panel will take place in the Gropius Mirror Restaurant on Niederkirchnerstraße 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 registered *EFM* participants and accredited Festival guests. Online registration required.

For further details and the registration form, please visit the *EFM* Website: [www.efm-berlinale.de](http://www.efm-berlinale.de)

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