

Press Release



Crossmedia Distribution in Focus: *European Film Market* to host industry panel with Film- und Medienstiftung NRW

“Distribution in a Crossmedia World” will be the title of a new panel discussion presented by the *European Film Market* together with Film- und Medienstiftung NRW and in collaboration with the trade magazine Blickpunkt:Film. On Monday 13 February 2012 at 16:30 in the Gropius Mirror Restaurant (across from the Martin-Gropius-Bau), international industry experts will discuss innovations and current developments in digital distribution.

The Danish film producer Peter Aalbæk Jensen (Zentropa, i.e. *Melancholia*), YouTube Content Creators Manager Christoph Poropatits (Ireland) and the media lawyer Dr. Christoph Wagner (Hogan Lovells International, LLP, Berlin) will shed light on the current crossmedia landscape and debate new perspectives on the distribution of film and moving image content. Marek Walton, co-founder of The Mustard Corporation (UK) and international expert and consultant in crossmedia storytelling, will chair the event.

New digital platforms are bringing radical changes to the distribution and consumption of film. Ongoing digitalization is changing not only the production end of the spectrum, but also the distribution channels, consumer patterns and marketing opportunities of film and media content. Alongside cinema and television, new web platforms are increasingly taking hold, offering films on PCs, tablets, smartphones and soon also on Internet TV. These new digital distribution channels are paving the way for a fundamental shift in the film market and the opportunities for crossmedia distribution. For distributors, content owners and consumers they offer optimistic prospects but also bring with them certain risks.

What consequences will these developments have for producers and distributors? What is changing legally with regard to the exploitation of rights and marketing? How are these new platforms developing and with what strategies do they reach out to their customers?

Entrance to the Crossmedia Debate is free for registered *EFM* participants and accredited Festival guests and/or at advance registration to kongress@filmstiftung.de

Press Office
February 2, 2012

62. Internationale
Filmfestspiele
Berlin
09. – 19.02.2012

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