



Press Release

Expanding the Industry Talks with the Film- und Medienstiftung NRW / New "Shortcuts for First-Timers" Session / Continuing Successful *EFM* Initiatives

In cooperation with the Film- und Medienstiftung NRW, the *European Film Market* will present for the second consecutive year the industry talks with international experts from film, TV and media - this year with two high-profile events:

Arthouse on Demand, Monday, February 11, 2013, 4.00 - 5.00 pm

Video on Demand (VOD) continues to preoccupy the film industry. While in countries such as the United States, films are made available without many restrictions, Central Europe has some catching up to do. This panel will focus on successful VOD business models, especially for small and medium-sized distributors and producers, and will discuss the effects of shortened windows. Promising strategies offered by VOD platforms and the opportunities for rights-holders will also be evaluated.

TV Series - The New Cinema? Monday, February 11, 2013, 5.30 - 6.30 pm

Quality TV series are aggressively entering the market and gaining ever higher approval ratings by audiences. Not only as a result of strong viewing figures are they becoming flagships for TV stations across the world. Their quality has also improved dramatically as a result of first-class crews, previously successful with cinema. At the same time, the film industry continues to face the challenge of reaching large audiences with international films. Together with TV representatives and producers, the Oscar-winning director Jane Campion, who is also presenting her first series *Top of the Lake* together with Co-Director Garth Davis at the Berlinale, will discuss the potential of highly regarded TV series and their effects on the development of cinema.

All panels will take place in the "Gropius Mirror" restaurant, across from the Martin-Gropius-Bau. Entrance is free for all registered participants of the *EFM* and accredited festival guests, as well as for a limited number of participants who have pre-registered at kongress@filmstiftung.de.

Introducing New Panels for *EFM* Initiatives / New *EFM* Information Session

For the first time, the *EFM* Initiatives "American Independents in Berlin" and "Meet the Docs" will also present joint panels in the Martin-Gropius-Bau. These panels for the documentary industry and independent American filmmakers will take place at the Initiative stands, as well as at the *EFM* Lounge on the second floor of the Martin-Gropius-Bau. Detailed information about the topics, times and panel speakers will be available at www.efm-berlinale.de.

**63. Internationale
Filmfestspiele
Berlin
07. - 17.02.2013**

Press Office

Potsdamer Straße 5
10785 Berlin

Phone +49 · 30 · 259 20 · 707
Fax +49 · 30 · 259 20 · 799

press@berlinale.de
www.berlinale.de

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

Management:

Prof. Dieter Kosslick
(Intendant Internationale
Filmfestspiele Berlin),
Charlotte Sieben
(Kaufmännische Geschäftsführung),
Prof. Dr. Bernd M. Scherer,
Dr. Thomas Oberender

Vorsitzender des Aufsichtsrats:
Bernd Neumann

Amtsgericht Charlottenburg
HRG Nr. 96 · HRB 29357
USt ID DE 136 78 27 46



Press Release

The *EFM* will also offer a new session, "Shortcuts for First-Timers". On the first day of the Market, Thursday February 7 from 3.00 - 4.30 pm, there will be an introduction for first-time *EFM* participants. The event will inform about the *European Film Market*, the *Berlinale Co-Production Market* and the *Berlinale Talent Campus*, as well as about current Festival offerings.

Press contact for the *European Film Market* 2013:
Dr. Kathrin Steinbrenner, stoneburner. Media & PR
T: +49 (0)30 4737 2191
mail@stoneburner.org

Press Office
January 22, 2013