

## Press Release



***EFM* Industry Debates 2015: Online platforms revolutionise the Chinese film business; producers in direct distribution; and the search for German drama series**

The *EFM* Industry Debates from Saturday the 7<sup>th</sup> to Monday the 9<sup>th</sup> of February 2015 will once again focus on contemporary themes in the film and media industries, while also reflecting new initiatives within the *European Film Market*: The first Industry Debate puts the spotlight on Asia - specifically on mega-market China and the revolutionary success of its online platforms. In the second debate, producers will take the floor and present their experiences in self-distribution for films. The last debate is simultaneously a component of the new *EFM* platform “Drama Series Days” and takes a look at the German series landscape.

For the fourth year, the events are being presented by the IFA, the leading global trade show for consumer electronics and home appliances, and Official Partner of the *EFM* Industry Debates. In addition, the panel on the developments of the German series landscape will take place in cooperation with the Film- and Medienstiftung NRW, the Official Partner of the “Drama Series Days” at the *EFM*.

The three-part discussion series is organised in cooperation with the international trade publications Screen International, The Hollywood Reporter and Variety. The *EFM* Industry Debates will take place on Saturday the 7<sup>th</sup>, Sunday the 8<sup>th</sup>, and Monday the 9<sup>th</sup> of February respectively from 4.00 to 5.00 pm in the “Gropius Mirror” tent.

**Saturday February 7, 4.00 to 5.00 pm**

**China's online video revolutionaries**

In cooperation with Variety

Chinese video has come a long way in a very short time. From an essentially illegal and disc based marketplace only a few years ago, online video companies are today at the cutting edge of the film industry in China.

Different business models exist side by side as subscription and transactional video have historically been slow to grow. That has not stopped the companies becoming massive consumers of local, Hollywood and international content. And with cinema visits per head still very low in China, online (and mobile) video is the preferred format for many people.

As they compete aggressively for eyeballs, the platforms have pursued aggressive windows policies, sought integration with search and social media, and have become the marketing partners of the Hollywood

**65. Internationale  
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studios.

Regulations on content threaten to crimp the sector, but the platforms remain optimistic of further growth with investors pouring money into these platforms.

Discussion participants include Li Yansong (Vice President of iQIYI, China) and Marc Ganis (Founder of Jiaflix, USA). Variety journalist Patrick Frater will emcee the event.

**Sunday February 8, 4.00 to 5.00 pm**

**Producers today: The joys and challenges of alternative-distribution**

In cooperation with Screen International

In a crowded marketplace film producers need to be more versatile and entrepreneurial than ever. Fragmentation brings challenges but also great opportunity. We hear from an Oscar-winning producer who recently turned to “self-distribution” and newcomers to the model for insight into the advantages and challenges of alternative releasing. We will also hear from the platforms they are looking to engage and discuss new trends in the space.

Experienced producers such as Gareth Unwin (Bedlam Productions UK, Producer of *The King’s Speech*), Oliver Kaempfer (Managing Director of Parkville Pictures) and Robert Franke (Director of Contents and Productions, Viewster Germany) will offer expert advice and first-hand insight into their day-to-day business - information that not only ambitious young producers will find useful.

The discussion will be emceed by Screen International journalist Andreas Wiseman.

**Monday February 9, 4.00 - 5.00 pm**

**Ready to take off? High-end Drama Series Made in Germany**

In cooperation with the Film- and Medienstiftung NRW and The Hollywood Reporter

The world is enjoying the golden age of television, but so far Germany, the world’s second-largest television market, has been left behind, with few series that have succeeded in finding an audience outside their home country. But that could change, and soon. Big German series, from Tom Tykwer’s big-budget period drama *Babylon Berlin* to the 1980ies cold war thriller *Deutschland 83* from RTL to the ZDF crime and punishment series *Schuld* featuring film star Moritz Bleibtreu, Germany is making its move, looking to create small screen drama that will play big on the world stage.



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The discussion between Oliver Berben (General Manager Constantin Film, Germany), Jan Mojto (CEO Beta Film, Germany) and Philipp Steffens (Head of Fiction at RTL Television), among others, will be emceed by Hollywood Reporter journalist Scott Roxborough.

Admission to the *EFM* Industry Debates is free of charge for *EFM* professionals and accredited festival visitors. Previous online registration is required. A networking cocktail hour will follow each Industry Debate.

More information and the registration form will be available starting January 21 on the *EFM* website: [www.efm-berlinale.de](http://www.efm-berlinale.de)

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