

## Press Release



### ***EFM* Industry Debates 2016: Producers as Entrepreneurs, the Boom in High-end TV Series in Europe, and Korea's Growing Influence on South East Asian Cinema**

Now in its tenth year, the *EFM* Industry Debates is again focussing - in three panel discussions with top experts - on current issues in the film and media industry. The debates are being presented for the fifth time by the IFA, the leading global trade show for consumer electronics and home appliances, and official partner of the *EFM* Industry Debates.

This industry event, organized by the *EFM* in cooperation with the international trade publications, Screen International, The Hollywood Reporter and Variety, will be held from February 13 to 15. The first Industry Debate will deal with the cross border activities of the Korean cinema and film industry in South East Asia. The second Industry Debate will be about the role of producers and how, beyond having creative and content-related tasks, they must establish themselves as entrepreneurs in order to survive in a fiercely competitive market. The third Industry Debate is at the same time part of the "Drama Series Days" and will be presented in collaboration with the Film- und Medienstiftung NRW. It will revolve around the recent boom in high-end TV series in Europe and explore the ingredients that make a series internationally successful.

On February 15, also under the umbrella of the "Drama Series Days", an additional discussion will take a look at current TV contents and, from the perspective of broadcasters, strategies for their commissioning.

The *EFM* Industry Debates will be held daily from February 13 to 15 at 4.00 to 5.00 pm in the Gropius Mirror Restaurant. After advance registration at [www.efm-berlinale.de](http://www.efm-berlinale.de), admission to the *EFM* Industry Debates is free of charge for registered *EFM* participants. Each debate will be followed by cocktails and the chance to network.

**Saturday, February 13, 2016 at 4.00 - 5.00 pm**  
**Cross Border Currents: The Growing Influence of Korea on South East Asian Cinema**  
In cooperation with Variety

Korean firms have acquired cinema chains in Indonesia, Vietnam and they are building in Myanmar and China. This industrial outreach is now being followed by production ventures in China, Thailand, Indonesia and Vietnam. Which effects does this have on local industries and what is the dynamic between major industries in Asia at the moment?  
Moderator: Patrick Frater

**66. Internationale  
Filmfestspiele  
Berlin  
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## Press Release

**Sunday, February 14, 2016 at 4.00 - 5.00 pm**  
**Producers as Entrepreneurs**  
In cooperation with Screen International

How do independent producers actually earn a living and sustain their careers film by film? What business models are working for producers - are more people diversifying to work across film, TV, advertising and digital media? How do producers protect their fees from getting cut when budgets tighten, and how do they keep going when financing films is a slow process? Is more slate funding needed? When is a project too risky? Our panel of expert producers talk about the big picture as well as give practical tips on how to keep small businesses going.

On the panel will be Sol Bondy (One Two Films), Natasha Dack (Tigerlily Films), Guneet Monga (Sikhya Entertainment), Agnes Johansen (RVK Studios), and others. Moderator: Wendy Mitchell (Screen International, British Council)

**Monday, February 15, 2016 at 4.00 - 5.00 pm**  
**Cross-Atlantic Series Success: (Re)Making TV for Europe and the World**  
Presented by the Film- und Medienstiftung NRW in cooperation with The Hollywood Reporter

The boom in high-end television series has ignited a creative explosion in Europe, and opened up new opportunities for producers and talent to sell their shows - as originals or adaptations - worldwide. But what does a show need to stand out? What are international broadcasters looking for and how can you make - or remake - a world-class series on a European budget.

On the panel will be Caroline Benjo (Haut et Court), Piv Bernth (Danish Broadcasting Corporation), Philipp Steffens (RTL), Bruce Tuchman (AMC/Sundance), and others. Moderator: Scott Roxborough (The Hollywood Reporter)

**Monday, February 15, 2016, at 10.00 - 11.30 am**  
**Commissioning Strategies - the Trendsetters**  
Presented by HBO Europe

This fourth discussion, which is also part of the "Drama Series Days", will take a look at recent developments on the television market from the perspective of broadcasters.

Representatives from networks and studios at the cutting edge of international TV drama development showcase some of their upcoming projects and discuss how these are typical for the latest trends in storytelling, genre, production and distribution.

On the panel will be Marcus Ammon (Sky Deutschland), Andrea Scrosati



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(Sky Italia), Antony Root (HBO Europe), and others. Moderator: Jonathan Webdale (C21)

More information and the registration form for all four panel discussions are available at the *EFM* website: [www.efm-berlinale.de](http://www.efm-berlinale.de)

Press Office  
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