



## Press Release

### ***EFM* Industry Debates 2013: 3D after the Hype, Europe's Film Industry in Crisis, and New Opportunities for Finance and Content**

In their seventh year, the *EFM* Industry Debates continue to highlight current trends in the film and media industry. The future of 3D, the effects of the Eurozone crisis on the industry, and new financing and content opportunities make up the key themes of this year's Industry Debates. The prominent professional event comprised of high-profile industry experts will be presented for the second year in a row by IFA, the official partner of the *EFM* Industry Debates. The three panels (Friday, February 8; Saturday, February 9; and Sunday, February 10, each from 4.30 pm to 5.30 pm in the "Gropius Mirror" Restaurant) are organised in cooperation with the international trades Screen International, The Hollywood Reporter and Variety.

**Friday, February 8, 4.30 to 5.30 pm:**

#### **After the Hype - the Future of 3D**

In cooperation with The Hollywood Reporter

The success - critical and commercial - of Ang Lee's Oscar-nominated *Life of Pi* was a landmark in 3D cinema. While just a year ago there was widespread talk of "3D fatigue", the creative and commercial potential of 3D now looks brighter than ever. Particularly encouraging are the efforts of filmmakers to expand beyond just animation and action blockbusters and to incorporate 3D into niche genres such as documentaries and sport films as well as more artistically ambitious projects. Panel members include: Ben Stassen (Director, Producer and 3D pioneer, Belgium), Sophokles Tasioulis (Head of Cinema, Red Bull Media, Austria) und Bob Mayson (Managing Director, RealD Europa, UK). The event is chaired by The Hollywood Reporter journalist Scott Roxborough.

**Saturday, February 9, 4.30 to 5.30 pm:**

#### **Europe in Crisis?**

In cooperation with Screen International

How is the economic situation across Europe affecting film production, sales and distribution? European industry experts speak frankly about how the economic downturn is impacting film financing (both public and private money), production, sales and distribution (both theatrical and TV deals). Are some countries still booming, while Spain and Greece suffer more? How is the financial landscape impacting what films even get produced, if pre-sales are drying up? What does the future hold and what are the key players doing to adapt to the current market? The panel brings together Ira von Gienanth (Prokino, Germany), Adrià Monés (Filmax, Spain), Rebecca O'Brien (Producer, Sixteen Films, UK) and will be chaired by Screen International reporter Wendy Mitchell.

**63. Internationale  
Filmfestspiele  
Berlin  
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## Press Release

Sunday, February 10, 4.30 to 5.30 pm:

### Rebuilding the Euro model: Needs and Opportunities

In cooperation with Variety

New approaches to finance and content based on needs and opportunities: Contained-budget production in France, evolving film finance options in Germany, the overhaul of Europe's incentive systems, still building markets - think Russia and Latin America - and the good news around films like *Amour* and *The Intouchables* that are creating positive brand identities for European films. The panel members are Jean-Baptiste Babin (Managing Partner, Backup Media Group, France), Leonardo M. Barros (Conspiração Filmes, Brazil), Martin Moszkowicz (CEO of Film & TV, Constantin Film AG, Germany) und Catherine Mtsitouridze (CEO, Roskino, Russia). The panel will be chaired by Variety journalist John Hopewell.

Entrance to the *EFM* Industry Debates is free for registered *EFM* participants and accredited festival guests. Online registration required.

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

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Press Office  
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