



CREATIVE EUROPE MEDIA @ BERLINALE

MONDAY 19 FEBRUARY 2018
The Ritz-Carlton, Potsdamerplatz 3, Berlin



THE FUTURE OF MEDIA: CONNECTING EUROPEANS THROUGH FILMS

MODERATOR: Marjorie Paillon

- 09.30 WELCOME COFFEE**
- 10.00 KEYNOTE SPEECH THE FUTURE OF MEDIA**
Mariya Gabriel, European Commissioner for Digital Economy and Society
- 10.10 FILM AND EUROPEANNESS**
Conversation with Award-winning filmmakers **Cristian Mungiu** and **Radu Mihaileanu**
- 10.35 PANEL 1 DIVERSITY FOR CREATIVITY: REACHING WIDER AUDIENCES**
Guy Borlée, Coordinator, Il Cinema Ritrovato
Ildikó Enyedi, Film Director
Karsten Stöter, Film Producer, Rohfilm Factory
Oana Tarce, Co-Founder and Cultural Manager, CitiZenit
Joanna Zak, Film Programmer at New Horizons Cinema and Producer
- 11.30 KEYNOTE SPEECH THE FUTURE OF MEDIA AFTER 2020, A CONTRIBUTION TO THE DEBATE**
Rodolphe Buet, President International, Global Road Entertainment
- 11.45 PANEL 2 THE COMPETITIVE ADVANTAGE: PROMOTING FILMS THROUGHOUT PRODUCTION AND DISTRIBUTION**
Isabelle Andrès, Chief Operating Officer, Alchimie
Frédéric Berezziat, Deputy Managing Director, Unifrance
Arturo Guillén, Vice President, comScore
Clare Jones, Managing Director, Pi Studios
- 12.40 CLOSING REMARKS**
Petra Kammerevert, MEP, Chair Committee on Culture and Education

EUROPEAN INSTITUTE OF INNOVATION & TECHNOLOGY: POWERING EUROPE'S AUDIOVISUAL INNOVATORS

MODERATOR: Marjorie Paillon

- 14.30 OPENING REMARKS** **Roberto Viola**, Director-General, European Commission (DG CONNECT)
MAKING INNOVATION IN EUROPE! **Martin Kern**, Interim Director, European Institute of Innovation & Technology (EIT)
- PANEL BRIDGING THE GAP BETWEEN TECHNOLOGY AND THE AUDIOVISUAL CONTENT SECTOR: EXPLORING THE POTENTIAL FOR AN EIT INNOVATION COMMUNITY**
Maria Luisa García, COO, 3Ants
Willem Jonker, CEO, EIT Digital
Martin Kern, EIT Interim Director, European Institute of Innovation & Technology (EIT)
- THE WAY FORWARD**
Giuseppe Abbamonte, Director Media Policy, European Commission (DG CONNECT)
Martin Kern, EIT Interim Director
- SHOWCASING CREATIVE EUROPE MEDIA**
MODERATOR: Wendy Mitchell
- 16.00 OPENING REMARKS** **Roberto Viola**, Director-General, European Commission (DG CONNECT)
- 16.20 SESSION 1**
REACHING WIDER AUDIENCES THROUGH DIGITAL
Philipp Hoffmann, CEO, Kino On Demand
Joséphine Létang, CEO, La Toile
Noortje van de Sande, Joint CEO, Picl
- 17.15 SESSION 2**
CONNECTING AUDIENCES THROUGH INSPIRING STORIES
Martichka Bozhilova, Producer and Founder, Agitprop
Mette Hoffmann Meyer, CEO & Executive Producer, The Why Foundation
Mirsad Purivatra, Director, Sarajevo Film Festival
- 18.00 CLOSING REMARKS** **Brian Holmes**, Director, Education, Audiovisual and Culture Executive Agency (EACEA)
- 18.15 NETWORKING DRINKS**