

TRENDS IN EUROPE

GÁBOR BÖSZÖRMÉNYI

mozinet

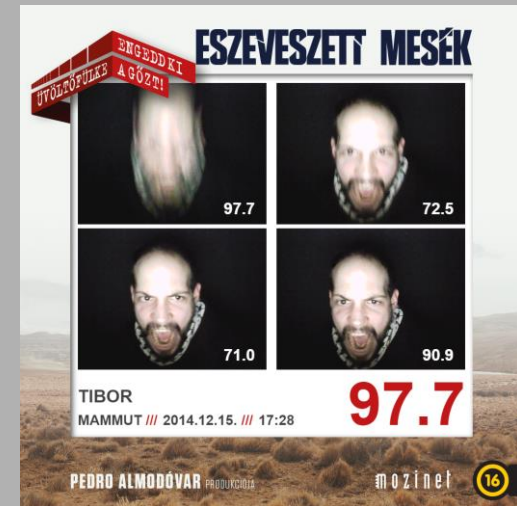
Branding movies – Son of Saul

- Hungarian release just after Cannes
- How to make a commercial hit of the critical acclaim?
- Sold out pre-screenings: impossible to buy a ticket
- 5.000 tickets sold before the release, 90.000 tickets sold in 4 months



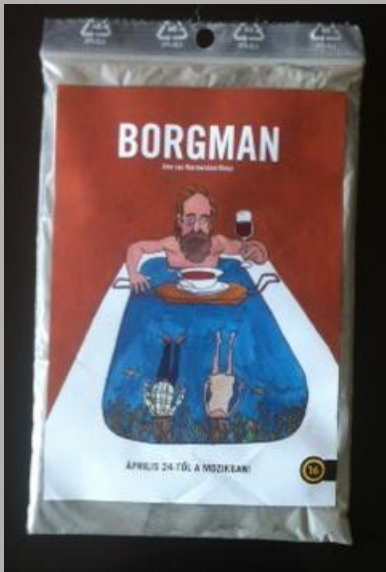
Branding movies – Wild Tales

- No festival, no hype in Hungary, unknown director and cast
- Anthology film: the story doesn't sell



- Shouting Booths in multiplexes: the loudest wins
- Concept: let the steam out!

Branding movies – Borgman



- Dutch art house film
- Nobody really understands what the film is about
- Extraordinary movie, extraordinary gift in the cinemas
- Small sack of cement with instructions

Summary

- **The importance of international co-operations**
 - **Presales**
 - **Multi-territory deals**
- **European Digital Single Market**
 - **Huge threat to independent distributors**
 - **Constant debates and consultations**
- **Creative Europe**
 - **Changes in the scheme for distribution (both selective and automatic)**
 - **New scheme: audience development and film literacy**

Summary

- **Future audiences**
 - How to get young people to the cinemas?
- **Digitalization**
 - Number of prints increase, number of films increase, life circle of the film shortens, no time for word of mouth
 - The possibility to make movies travel more
 - Do cinemas re-open?

Summary

- **Distribution platforms**
 - Theatrical is still the most important
 - DVD is in decline, VOD is still a question
 - TV is unreliable
- **Fighting Hollywood**
 - Big movies are gaining admissions from middle sized movies
 - The number of small movies is increasing
 - How to brand European movies?
 - What is the selling point?

**THANK YOU FOR YOUR
ATTENTION**