

## CREATIVE EUROPE MEDIA DAY, EUROPEAN FILM FORUM BERLIN 2016

### & 25 YEARS OF MEDIA

Berlinale, 15 February 2016

### ALL ABOUT GOING DIGITAL

Hotel Ritz Carlton, Potsdamer Platz 3, Berlin

09:30 – 10:00	Participant's arrival and registration
10:00 – 12:30	<p style="text-align: center;"><b>CREATIVE EUROPE MEDIA</b> <b>GOING INNOVATIVE: DIGITAL AND SOCIAL MOTION</b></p> <p>The objective for Creative Europe is to focus on initiatives that can have a real impact on the audiovisual sector across Europe. Through a range of funding schemes, the programme supports individual works, but also initiatives that promote new skills or facilitate international cooperation. Speakers from some of the most successful projects focusing on digital innovation and societal impacts will present their achievements. You will be debriefed on Creative Europe MEDIA's latest activities, gain insight into the 2015 project selections and be offered a foretaste of what is coming up in 2016.</p>
10:00 – 10:10	Welcome by Brian Holmes, Director Education, Culture and Audiovisual Executive Agency (EACEA)
10:10 – 10:15	Introduction and Hosts of the Creative Europe MEDIA showcase Lucia Recalde Langarica, (HoU Media Support Programmes, European Commission) and Harald Trettenbrein, (HoU MEDIA, Education Audiovisual & Culture Executive Agency)
10:15 - 11:15	<b>Session 1: SHOWCASING DIGITAL INNOVATION</b> Presentation of 3 state-of-the-art MEDIA Supported projects introduced by a short interview giving a flavour of the last call and what the innovative digital elements the experts highlighted.
11:15 – 12:15	<b>Session 2: SHOWCASING SOCIETAL IMPACTS</b> Presentation of 3 MEDIA supported projects focusing on societal impacts like European cultural and societal diversity and empowering talents.
12:15 – 12:30	Closing session - wrap up of the morning by Lucia Recalde Langarica, (HoU Media Support Programmes, European Commission) and Harald Trettenbrein, (HoU MEDIA, Education Audiovisual & Culture Executive Agency)
12:30 – 14:00	Networking lunch
14:00 – 18:15	<p style="text-align: center;"><b>EUROPEAN FILM FORUM BERLIN 2016</b> <b>GO DIGITAL: HOW TO PUT EUROPEAN WORKS IN THE SPOTLIGHT</b> <i>- in cooperation with the European Film Agency Directors (EFADs) -</i></p> <p>The European Commission is committed to enhancing the competitiveness,</p>

	<p>innovation and visibility of European audiovisual works. The aim of the Commission's Digital Single Market Strategy is therefore to improve access to European digital and audiovisual content. This is reflected in the Infoday programme: we are looking for new ways of circulating and promoting European works, and of reaching out to a wider audience. In speeches and two panel discussions, we shall review the challenges and opportunities for business models and technology, as well as new ways to support attractive services, to promote European works and to accelerate user- and AV-industry-friendly solutions. We shall also discuss the technological tools, innovations and cultural shifts needed to increase the audience's engagement with European works.</p> <p>Moderator: Jackie Davis (confirmed)</p>
14:00 – 14:10	Welcome by Roberto Viola, Director General DG CNECT European Commission (confirmed)
14:10 – 14:30	Keynote Speech by Commissioner Günther H. Oettinger
14:30 – 14:50	Interview of Annette K. Olesen, film director (confirmed) by Domenico La Porta (Film journalist) (confirmed)
14:50 - 16:15	<b>Panel 1: PROMOTING EUROPEAN WORKS</b>
14:50 – 14:55	Snap shot: facts & figures by Martin Kanzler, European Audiovisual Observatory (confirmed)
14:55 - 16:15	<p>Panellists:  Peter Dinges, President of the EFADs (confirmed)  Adrien Labastire, Golden Moustache (Groupe M6) (confirmed)  Rikke Ennis, CEO of TrustNordisk (confirmed)  Rebecca O'Brien, producer and production manager (confirmed)  Q &amp; A</p>
16:15 – 16:40	Coffee break
16:40 – 18:05	<b>Panel 2: DISCOVERING EUROPEAN WORKS</b>
16:40 – 16:45	Snap shot: facts & figures by Martin Kanzler, European Audiovisual Observatory (confirmed)
16:45 – 18:05	<p>Panellists  Alexandra Poch, EU Observatory on Infringements of IP Rights at OHIM (confirmed)  Claus Bülow Christensen, Director of Research &amp; Development Zibra Digital Media Group (confirmed)  Ingke Weimert, Co-Founderin, CRO JustWatch (confirmed)  N.N., Representative of a Telco company (tbc)  Q &amp; A</p>
18:05 – 18:15	Closing session with Roberto Viola, Director General DG CNECT, European Commission (confirmed)

**25 YEARS OF MEDIA  
MEDIA IN MOTION**