



CREATIVE EUROPE MEDIA @ BERLINALE 2017

MONDAY 13 FEBRUARY 2017 / THE RITZ-CARLTON, BERLIN

EUROPEAN FILM FORUM BERLIN

BIG DATA, BIGGER AUDIENCES?

Moderator: **Marjorie Paillon**, Journalist

- 09.00** Welcome coffee
- 09.30** **Keynote Speech** on *Promoting the use of data and automated tools for European audiovisual works*, **Roberto Viola**, Director-General, DG CONNECT, European Commission
- 09.50** Impulse by **Dirk Hofmann**, Founder & Managing Partner, Kreatit
Q & A
- 10.10** **PANEL 1 BIG DATA AS A DRIVER OF THE AUDIOVISUAL INDUSTRY**
Sarah Lewthwaite, Strategic Partnerships Director, Movio
Tom van Laer, Senior Lecturer, Cass Business School, City University of London
Oscar Sharp, Filmmaker and Producer, Therefore Films
Guenaëlle Collet, European Affairs Manager, European Broadcasting Union
Q & A
- 11.15** Coffee break
- 11.35** Input on *Data management in audiovisual business: Netflix as a case study* by **Elena Neira**, Consultant and Owner, La otra pantalla
- 11.45** **PANEL 2 HOW CAN THE AUDIOVISUAL SECTOR BENEFIT FROM AUTOMATED TOOLS?**
Paul Avril, Advisor on European Affairs, Conseil supérieur de l'audiovisuel, France
Andreas Wildfang, Executive Director and Co-Owner, EYZ Media GmbH
Dimitrios Mitsinikos, Co-Founder & Director, Gower Street Analytics
Mustafa Isik, Head of Software Development and Platforms, Bayerischer Rundfunk
Q & A
- 12.50** Closing remarks by **Giuseppe Abbamonte**, Director, Media Policy, DG CONNECT, European Commission
- 13.00** European Film Forum Networking Lunch

CREATIVE EUROPE MEDIA SHOWCASES

Moderator: **Wendy Mitchell**, Film Programme Manager, British Council; Contributing Editor, *Screen International*

- 14.30** Opening by **Roberto Viola**, Director-General, DG CONNECT, European Commission
- 14.40** Introduction and scene-setting by **Brian Holmes**, Director, Education, Audiovisual and Culture Executive Agency, European Commission
- 14.50** **SESSION 1 DOCUMENTARIES IN THE AGE OF POST-TRUTH**
Barbara Visser, Artistic Director, International Documentary Filmfestival Amsterdam
Friedrich Moser, Director, European Documentary Network member
- 15.30** **SESSION 2 DO DOCUMENTARIES TRAVEL BETTER THAN FICTION?**
Daniela Elstner, Managing Director, Doc & Film International
Gunnar Dedio, Founder, Looks Film & TV
Signe Byrge Sørensen, Founder, Final Cut for Real
- 16.10** Coffee break
- 16.30** **SESSION 3 WOMEN IN FILM: ANOTHER APPROACH TO CO-PRODUCTIONS**
Ada Solomon, Founder, Hi Film
Leontine Petit, Founder, Lemming Film
Riina Sildos, Founder, Amrion Productions
- 17.10** **SESSION 4 CREATIVITY MEETS TECHNOLOGY: AR/VR AND INTERACTIVE CONTENT**
Astrid Kahmke, Head of VR Accelerator Europe
Michel Reilhac, Head of Studies for Venice Biennale College Cinema & VR Head of Submarine Channel
- 17.50** Closing remarks by **Harald Trettenbrein**, Head of Unit MEDIA, Education, Audiovisual and Culture Executive Agency, European Commission
- 18.00** Creative Europe Networking Drinks