

Film financing

European strategies to boost cultural diversity

Saturday 18 May, 9.30 – 11.30 (doors open at 9.10)
Cinéma Olympia, 5 Rue de la Pompe, 06400 Cannes

Opening: Susanne Nikoltchev, Executive Director, European Audiovisual Observatory

Moderator: Michael Gubbins, Partner, Sampomedia

During the event we will have **snapshot presentations** on

- **What do we know about the structure of film financing in Europe?**
Gilles Fontaine, Head of Department for Market Information, European Audiovisual Observatory
- **How do public policies affect film financing in Europe?**
Maja Cappello, Head of Department for Legal Information, European Audiovisual Observatory

Taking it from an economic as well as a legal angle, the following questions will be discussed at the event with key industry players from the film and media sectors:

Focus on market developments in film financing	Focus on the role and future of regulation and public support
<ul style="list-style-type: none"> ■ How is the financing of film evolving? ■ What is the impact of broadcaster revenues being under pressure? ■ What will be the role and nature of pre-sale financing in the future? ■ What is the role of new sources of financing such as crowd funding? ■ Is production money moving from film to TV series? ■ How can Europe finance a culturally diverse European landscape? 	<ul style="list-style-type: none"> ■ To what extent does regulation affect the current film financing structure? ■ Does the current legal framework in Europe take into account new models and players? ■ How are European film funds adapting their funding criteria to these new developments? ■ Are any further changes to pan-European legislation needed? What national specificities need to be taken into account? ■ What are the best ways for public policies to boost cultural diversity in Europe?

Audience participation during the Q/A most welcome!

Conference languages are French and English. Translation provided.

