

MEDIA 20 YEARS OF PASSION: EUROPEAN DAY

Saturday 29th October 2011 / 11 a.m. – 6 p.m.

Hotel Bernini Bristol, Conference Room 1st floor
Piazza Barberini, 23 Rome (Italy)

Programme:

- 11.00 – 11.10 REGISTRATION
- 11.10 – 11.20 WELCOME TO THE PARTICIPANTS
Nicola Borrelli (Director General of Mibac – D.G. Cinema)
Roberto Cicutto (The Business Street Director – Istituto Luce Cinecittà CEO)
- 11.20 – 11.30 PRESENTATION OF THE DAY PROGRAMME
Giuseppe Massaro (MEDIA Desk Italia)
Silvia Sandrone (Antenna MEDIA Torino)
- 11.30 – 13.00 UNDERSTANDING THE DIGITAL CINEMA ROLL-OUT IN EUROPE, in-depth analysis of the digital transition in Europe jointly carried out by Media Salles and the European Audiovisual Observatory
Nicola Borrelli (Mibac - D.G. Cinema Director General)
Paolo Protti (AGIS-ANEC President)
Elisabetta Brunella (MEDIA Salles Secretary General)
Luigi Grispello (MEDIA Salles Vice President)
André Lange (European Audiovisual Observatory Head of Department for Information on Markets and Financing)
Martin Kanzler (European Audiovisual Observatory analyst)
- 13.00 – 15.00 NETWORKING LUNCH (**only with Business Street accreditation**)
- 15.00 – 15.50 *PRESENT AND FUTURE OF THE MEDIA PROGRAMME*: main features of the new Creative Europe framework programme that will include the new MEDIA Programme 2014-2020 along with other actions in favour of cultural and creative industries. Practical information on the new MEDIA Production Guarantee fund.
Isabella Tessaro (MEDIA Unit, DG EAC - European Commission)
- 15.50 – 16.00 PRESENTATION OF THE EUROPEAN AUDIOVISUAL OBSERVATORY REPORT "PUBLIC FUNDING FOR FILM AND AUDIOVISUAL WORKS IN EUROPE"
André Lange (European Audiovisual Observatory Head of Department for Information on Markets and Financing)
- 16.00 – 17.00 *PRESENTATION OF OLFFI* – Online Film Financing website intended to serve professionals from the audiovisual industry by centralizing the entirety of relevant information relating to the financing and production of audiovisual works.
Joëlle Levie (OLFFI)
François Farrugia (OLFFI)
- 17.00 – 17.45 *THE ROLE OF THE MEDIA PROGRAMME IN THE EXPERIENCE OF THE FRIULI VENEZIA GIULIA AUDIOVISUAL REGIONAL FUND: "Ties that bind"* training course supported by MEDIA Mundus aimed at stimulating cooperation between European and Asiatic producers; *"When East meets West"*, coproduction meeting between Western and Eastern European professionals
Paolo Vidali (FVG Audiovisual Regional Fund Director)
- 17.45 – 18.00 **TOAST** WITH WINE OFFERED BY FVG AUDIOVISUAL FUND AND TRANSMEDIA, PRODUCER OF THE FIRST POP COMEDY *MADE IN FRIULI VENEZIA GIULIA "ZORAN, MY NEPHEW THE IDIOT"* BY MATTEO OLEOTTO WITH G.BATTISTON E T.CELIO, IN DEVELOPMENT.

In cooperation with: