

CINEPUR

How to Sell and Distribute Movies: Challenges in the Digital Era

International Workshop



/While the digital era changed how we consume films, it also changed the ways they are distributed and promoted. Accordingly, this international workshop, organized by the leading Czech film magazine CINEPUR, considers the key challenges, opportunities, and trends in contemporary distribution both in the Czech Republic and across the globe. Hosting distributors, producers, curators, and theoreticians from Great Britain, Hungary, Austria, Slovakia, and the Czech Republic, this two-panel event tackles such pressing issues as how to secure audiences, where to find them, how best to promote films, and what alternatives exist to theatrical releases.

7. 11. 2016

/14.30 – 18.30

Tranzitdisplay, Dittrichova 9, Praha 2

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Panel 1 / 14.30 – 16.00

Finding Audiences

Phillip Drake
(Edge Hill University,
Professor in Film Media and
Communication, UK)
*VOD, Digital Distribution
and the On-line Audience*

Diana Tabakov
(DAFilms, Acquisition
Manager, CZ)
*How to Sell Documentary Films
On-line*

**Marek Hovorka (International
Documentary Film Festival
Ji.hlava, Director, CZ)**
*Audience is Everywhere:
Develop Your Event or Institution
at least in 3D*

Christa Auderlitzky
(Filmdelights, Founder and
Curator, AUS)
*Current Tactics of Addressing
Audience: Methods of Film
Promotion and Marketing*

Coffee Break / 16.00 – 16.30

Vstup volný / Free Entry

V anglickém jazyce bez tlumočení / In English

Panel 2 / 16.30 – 18.30

Alternatives to Traditional Film Distribution – Panel Discussion

*Is it Attractive to be for Free? The
Pros and Cons of Alternatives
to Traditional Distribution; Film
Distribution from the Perspective
of the Cinema Manager;
Distribution and Branding of
Short Films (and Animation) in
Europe...*

Daniel Deak (Dazoo.com,
Founder, HU)

Ivan Hronec (Film Europe
Distribution Company, Head
of Film Europe, SK)

Phillip Drake (Edge Hill
University, UK)

Ivo Andrlé (Aerofilms
Distribution Company, Acquisition
Manager, CZ)

Přemysl Martinek (State
Cinematography Fund / Artistic
Director of IFFC Febiofest in
Slovakia, CZ)

Host: Jindřiška Bláhová
(editor-in-chief Cinepur / Film
Studies Department, Charles
University in Prague)

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