



Estonian Presidency
of the Council of the
European Union



REPUBLIC OF ESTONIA
MINISTRY OF CULTURE

Estonian EU Presidency Conference
PICTURED FUTURES: CONNECTING CONTENT,
TECH & POLICY IN AUDIOVISUAL EUROPE
27-28 November 2017, Tallinn, Estonia

Day 1: Monday, 27 November 2017

9.00- 9.30 MORNING COFFEE & DELEGATE ARRIVAL

9.30- 9.40 OPENING KEYNOTE

Indrek Saar, Minister of Culture of the Republic of Estonia

9.40 - 10.00 KEYNOTE: EXPONENTIAL GROWTH - IMPACT FOR SOCIETY, BUSINESS, CULTURE

The infamous Moore's law stated that in every 24 months the computing power of a semiconductor will double whereas the price will decrease by half. Originally aimed to describe the changes in the computing market, Moore's law has been increasingly used to describe the dramatic impact of technology's exponential growth on our businesses, culture and society, and the ever-accelerating speed of these changes. Exponential growth has been especially visible in the case of audiovisual and media industries where new, technology driven products, services and companies have disrupted in less than a decade an industry that has operated on standard principles for almost a century.

The opening keynote will present a short overview on the impact of technology and exponential growth to society, business and culture, especially focusing on changes in the audiovisual and media industry.

Barak Berkowitz, Director of Operations and Strategy, MIT Media Lab

10.00 - 11.20 SESSION 1: NEW BUSINESS MODELS & ALGORITHMIC MEDIA

One of the key topics in the audiovisual industry business and policymaking circles over the past years has been the crisis of the traditional business model which is facing its limitations due to the changing audience behaviour and models of content financing, production and distribution. Yet, despite the looming metaphor of crisis, companies, both small and large, have challenged the industry trends and come out as the new industry leaders. Much of it has to do with utilizing technology and algorithms to understand how to get closer to audiences and deliver engaging content at the right time, right place and to the right viewer.

The first session will look how changes in the operating models of businesses are addressed across the regional and global players in the audiovisual industry.

- How will new technologies change operating business models?
- How will algorithmic media influence audience development, film culture, consumption of media?
- What is the impact of changing habits on the revenue streams?
- How to find trends from large data sets and yet, personified approaches?



Confirmed speakers include **Matthjis Wouter Knol**, Director of European Film Market; **Efe Cakarel**, Founder and CEO of MUBI; **Eric Stein**, Founder of Impact Global Media.
Moderated by **Kristen Davis**, CEO@CinqC.

11.20 - 11.40 COFFEE BREAK

11.40 - 12.00 POWER SPEECH: BIG DATA, OPEN DATA?

Big data and open data have become ubiquitous keywords, yet the meaning and the impact has remained often confusing to the professionals and the public alike. The keynote sets to demystify the concepts and provides examples how understanding big and open data opens up new opportunities for business and policymaking as well.

Kat Borlongan, CEO, Five By Five / Director, Open Data Institute

12.00 - 13.00 SESSION 2: TACKLING THE IMPACT OF NEW BUSINESS MODELS & BIG DATA ON CULTURE

Big data analytics and new business models create opportunities and risks for the development of service providers, which were unimaginable before. Which practices and realities should such service providers focus on and how to accommodate increasing concerns related to privacy and personal data protection?

This panel will try to tackle some of the most puzzling questions on the impacts of new business models and big data analytics to culture.

- What considerations should be taken more broadly when conducting big data analysis in the audiovisual sector?
- Should companies take into account aspects other than the primary purpose of the big data analysis, e.g. cultural and social aspects?
- Will different data protection regimes in Europe and US lead us to the result where VOD platforms offer us "personal" content, which is put together differently in the EU and the US due to different privacy laws?
- What do audience measurement, behavioural analysis and big data have in common?
- Should VOD platforms share their information on big data analysis with film funds to provide them with resources to make decisions reasoned on data analytics?

Confirmed speakers include **Alessandro Mantelero**, Associate Professor at Polytechnic University of Turin, **Guillaume Klossa**, Director in Charge of Digital and Public Affairs at European Broadcasting Union and **Jennifer Bernal**, Policy Manager at Google.
Moderated by **David Rowan**, Editor, WIRED UK.

13.00 - 14.00 LUNCH



14.00 -14.20 POWER SPEECH: PRESENTATION OF EFADS POSITION PAPER

EFADS presents its vision for the upcoming decade on the development of European film industries and public sector support until 2030.

Edith Sepp, Board member of EFADS, Head of the Estonian Film Institute

14.20-14.40 POWER SPEECH: STATUS OF EUROPEAN FILM IN STATISTICS

Statistics and facts on film investments, reach, return etc., including on VODs and VSP-s

Gilles Fontaine, Head of Market Information, European Audiovisual Observatory

14.40 - 15.00 KEYNOTE: EUROPEAN FILM INSIDE OUT

Giving the perspective of larger dynamics vs. the perspective of a celebrated producer

Peter Aalbaek Jensen, CEO of Zentropa – TBC

Moderated by **Andreas Wiseman**, Deputy Editor, Screen International

15.00 - 16.00 SESSION 3: IMPACT OF DIGITAL SINGLE MARKET FOR EUROPEAN CONTENT POLICY?

Two years after announcing digital single market initiative and in the framework of the upcoming MEDIA2020 proposal, it is time to look back and to look forward. What are the opportunities and challenges for effective European content and film policy? To regulate, not to regulate or what to regulate where formats, channels, formats and audiences are blurring.

The session will gather leaders from industry regulators, policymakers and organizations to debate where Europe's audiovisual content policy should be heading.

Confirmed speakers include **Charlotte Lund Thomsen**, Legal Counsel, FIAPF; **Peter Dinges**, Chairman, EFADS; **Stan McCoy**, Managing Director, MPAA.

Moderated by **Michael Gubbins**, Partner at Sampomedia.

16.00 - 16.30 KEYNOTE: THE STATE OF THE EUROPEAN CONTENT AND TECHNOLOGY DIGITAL SECTOR

Jeremy Darroch, CEO of SKY Group

16.30 - 16.45 DAY 1 WRAP-UP

Indrek Ibrus, Director of MEDIT, Tallinn University

19.00-... DINNER AT THE ESTONIAN HISTORY MUSEUM, MAARJAMÄE CASTLE



Day 2: Tuesday, 28 November 2017

10.00 - 10.30 MORNING COFFEE AND DELEGATE ARRIVAL

10.30 - 10.50 KEYNOTE: EXPANDING VISIONS & STORYTELLING BOUNDARIES

The impact of technology has expanded the narrative and format structure of films from the art of the silver screen to multiple platforms, interactive experiences and bold experiments.

The opening keynote frames the discussion of day two how cinema has transformed into a contemporary multi-faceted experience that plays with formats, technologies and narratives to deliver novel experiences to the audiences.

Monika Bielskyte, Founder at Allfutureeverything; Creative and Strategy advisor at Kenzo Digital Media; Board of Advisors at Red Pill VR

10.50 - 12.00 SESSION 4: TRADITION VS INNOVATION: EXPLORING NEW STORYTELLING VISIONS & FORMATS

The panel focuses on the intersection of film as traditional storytelling based industry versus emerging storytelling platforms such as VR, AR and mixed reality and media arts, exploring what are the potential touchpoints and differences in these formats. Will new technologies save the issues facing contemporary film industry and bring the long waited revolution in new content? Are there overlaps or special characteristics between the formats? How do we overcome storytelling challenges and opportunities of new mediums? What are the new innovations in technology and formats for the upcoming future?

Confirmed speakers include **Dirk Schart**, Head of PR & Marketing at RE'FLEKT - The Augmented & Virtual Reality Experts; **Kay Meseberg**, Head of VR/360 at ARTE and **Wolf Bosse**, Director of Innovation at ARRI.

Moderated by **Domenico La Porta**, Director, RO Institute.

12.00 - 12.15 INTERMISSION: 3D SCREENING HOMAGE TO ESTONIAN ANIMATION STUDIO NUKUFILM

Historical showcase demonstrating the innovation by Estonian puppet animation Nukufilm which pioneered stereoscopic 3d animation already in 1970s.

12.15 - 13.25 LUNCH



13.25 - 14.45 SESSION 5: WHAT EUROPE NEEDS TO BECOME AN AUDIOVISUAL UNICORN?

What does Europe need to do when we have talent, content and industry but revenues tilt towards American films? What we have and what are we missing? A panel where IP content creators, startups, tech and policymaking leaders map out the do's and don'ts.

Confirmed speakers include **Guido Van Nispen**, Advisor to Dutch government on media & innovation at Council for Culture; **Ville Vilen**, Director of Creative Content at YLE.

Moderated by **Sten-Kristian Saluveer**, Storytek Creative Hub

14.45 - 15.30 CLOSING FIRESIDE: LOOKING EUROPE INSIDE OUT

Lord David Puttnam, Producer, Chair of Atticus Education

Moderated by **Andreas Wiseman**, Deputy Editor, Screen International

15.30 - 16.00 CONFERENCE WRAP-UP AND TALLINN MANIFESTO

Indrek Ibrus, Director of MEDIT, Tallinn University

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