2nd EUROPEAN VOD MEETINGS

WORKSHOP 2

Sofia - Bulgaria

18 - 21 March 2020
PROGRAMME
& SPEAKERS
# Day 1
**Wednesday 18th March / InterContinental Hotel**

- **Arrivals & Check-In**
  - 20:00 - 22:30

- **Opening Dinner**
  - 20:00 - 22:30

# Day 2
**Thursday 19th March / InterContinental Hotel**

- **Opening**
  - 09:30 - 10:15
  - Presentation of the programme, training participants and of the Sofia FF & Sofia Meetings
  - EUROVOD - Silvia Cibien / SAMPO MEDIA - Michael Gubbins
  - EUROVOD & FILMDOO - Weerada Sucharitkul
  - SOFIA FILM FESTIVAL - Mira Staleva

- **Trends & Analytics on the VOD Market**
  - 10:15 - 11:00
  - AMPERE ANALYSIS - Guy Bisson

- **Coffee Break**
  - 11:00 - 11:30

- **Building Audience Engagement**
  - 11:30 - 12:45
  - Case studies: HUWAEI - Liqiang Zhao
  - HISENSE & VIDAA - Denis Oštir / FILMDOO - Weerada Sucharitkul

- **Lunch**
  - 12:45 - 14:00

- **Workshop: Navigating the New Ecosystem**
  - 14:00 - 16:30
  - Tutors: S. Cibien, W. Sucharitkul, M. Gubbins
  - Round tables: 14:15 - 15:45 / Trainees, divided in groups, present themselves, sharing their successes, challenges and lessons learned, with the goal to identify best practices, main needs and common ground of cooperation for better reaching the audience and being more competitive.
  - 16:00 - 16:30 / Round tables conclusions: wrap up by the groups’ coordinators and open discussion

- **Lunch**
  - 13:00 - 14:00

- **Navigating the Financing Landscape for VOD Services**
  - 14:00 - 16:30
  - Workshop leaders: KEA EUROPEAN AFFAIRS - Arthur Le Gall
  - N-ABLE - Pierre Padilla

- **Work in Progress Private Screenings**
  - 17:00 - 19:00
  - 10 minutes per film
  - Cultural Center G8, 8, Glagston Str.
  - Transportation from InterContinental Hotel

- **Dinner**
  - 20:30 / Veselo Selo Restaurant

- **After Party**
  - 22:30 / The Festival Center «In the Park»

# Day 3
**Friday 20th March / InterContinental Hotel**

- **Thinking Global/Acting Local Part 1: Marketing**
  - 09:00 - 10:00
  - Marketing case studies of global VoD services
  - CINE.AR - Agustina Lumi
  - VIMEO - Clément Reverdy

- **Coffee Break**
  - 11:00 - 11:30

- **Content Licensing for VOD**
  - 11:30 - 13:00
  - Workshop leader: RIGHTS STUFF - Wendy Bernfeld

- **Lunch**
  - 13:00 - 14:00

- **Navigating the Financing Landscape for VOD Services**
  - 14:00 - 16:30
  - Workshop leaders: KEA EUROPEAN AFFAIRS - Arthur Le Gall
  - N-ABLE - Pierre Padilla

- **Work in Progress Private Screenings**
  - 17:00 - 19:00
  - 10 minutes per film
  - Cultural Center G8, 8, Glagston Str.
  - Transportation from InterContinental Hotel

- **Dinner**
  - 20:30 / Dinner dedicated to the Bulgarian Cinema - Festival Center «In the Park»

- **After Party**
  - 22:30 / Chouchkov Brothers Party - Fabrica 126 - Free transportation to the party venue: pick-up point in front of the Festival Center «In the Park»

# Day 4
**Saturday 21st March / Grand Hotel**

- **Demand Creation: Supporting a Diverse, Independent European Sector**
  - 10:00 - 12:00
  - Conference co-organized by EuroVoD, Europa Distribution, Europa Cinemas & Sofia Meetings
  - Speakers:
    - AMPERE ANALYSIS - Guillaume Buisson / TRANSILVANIA IFF - Dorina Oarga / FILMIN - Jaume Ripoll / LACINETEK - Jean-Baptiste Viaud / TRIART - Jonas Pedersen Hardebrant / MUBI - Sanam Gharagozlou / ARTCAM - Vit Smrčak / Moderated by Michael Gubbins

- **European VOD Meetings Debriefing**
  - 12:00 - 13:00
  - Closing session

- **Lunch**
  - 13:00 - 14:30

- **One to One Meetings**
  - 15:00 - 19:00
  - Sofia Club, Ground Floor

- **Closing Dinner of the 17th Sofia Meetings**
  - 20:30 / The Festival Center «In the Park»

- **Closing Party of the 17th Sofia Meetings, Featuring the Festival Band**
  - 22:30 / City Stage Club

# Day 5
**Sunday 22nd March - Departures & Check-Out**
OPENING DINNER

20:00 - 22:30

DAY 1 18TH MARCH
Intercontinental Hotel

ARRIVALS & CHECK IN

DAY 2 19TH MARCH
Intercontinental Hotel

09:30

OPENING
EUROVOD Silvia Cibien
EUROVOD & FILMDOO Weerada Sucharitkul
SOFIA MEETINGS Mira Staleva
EUROVOD & SAMPOMEDIA Michael Gubbins

Presentation of EuroVoD, the event programme, and introduction of participants. The session will also introduce the Sofia International film festival and Sofia Meetings.

Silvia CIBIEN, Eurovod, General Delegate
Working in the film industry in Italy and France since 2005 in the exhibition sector (film programmer at Boldu Cultural Center in Venice), production (360 Degrees Film, distribution (Officine UBU, Cosmopolis Distribution) and coordinating professional training programmes (10 editions of Art Cinema = Action + Management, organized by CICAE, the International Confederation of Arthouse Cinemas), and as consultant for European audiovisual project management and European affairs since 2013, she joined the VoD sector in 2017 as European business & affairs for at LaCinetek.com and UniversCine.com, and managing EUROVOD association since then.

Weerada SUCHARITKUL, FilmDoo, Co-founder
Weerada Sucharitkul is the Thai-British CEO & Co-founder of FilmDoo. Having lived in eleven countries across five continents, Weerada launched FilmDoo to reflect the three things she’s most passionate about: films, travelling and entrepreneurship. FilmDoo started as a streaming platform helping people to discover great film from around the world. More recently, FilmDoo has expanded into edutainment helping people to learn languages and explore cultures through their platform and associated technologies. Weerada currently oversees the EdTech side of the business, as well as Content, Product and Technology. Weerada has spoken extensively on the future of digital distribution and film technology, including at major film festivals at Berlinale, Cannes, Venice, Edinburgh and Thessaloniki. FilmDoo is a global company utilizing innovative technology to help deliver entertainment, language and cultural content. FilmDoo helps people to discover and watch films from around the world through both their own FilmDoo.com platform and their aggregate programme supplying films to third-party platforms and telcos. More recently, FilmDoo has expanded into online edutainment, helping people to learn languages and explore cultures through film, building on their large and rapidly growing film library of over 2,700 films from around the world. The underpinning proprietary technology helping to deliver this service includes their metadata tagging system, their machine learning recommendation engine and automated image recognition software.

Michael GUBBINS, SampoMedia, Founder
Michael Gubbins is an analyst, journalist and consultant, working in the international film, entertainment and media industries, with particular expertise in the changing on-demand digital economy. He has worked across the film and media value chain, and has created influential reports, workshops, labs and events for a wide variety of businesses and organisations in more than 30 countries. He is also a sought-after chair of conferences and a frequent keynote speaker. He was chair of the innovative film agency Film Cymru Wales until his tenure ended in 2019. In more than 30 years in journalism, Gubbins edited Screen International and ScreenDaily, Music Week and business technology magazine Computing, as well as editing and writing for daily newspapers in the UK and Europe. Recent major projects included leading a project to build a creative cluster in the West Midlands region of the UK.

Mira STALEVA, Sofia International Film Festival, Managing Director - Programme Department Sofia Meetings

10:15

TRENDS & ANALYTICS ON THE VOD MARKET

AMPERE ANALYSIS Guy Bisson

Moderated by Michael Gubbins

The VOD ecosystem is still rapidly evolving worldwide with fresh challenges and opportunities emerging. The session will provide essential context for the discussions and debates of the next three days. It will offer new, emerging and more established services and platforms a view of where their work might fit into new realities. The session will be a chance to ask questions and share experiences.

Guy BISSON, Ampere Analysis, Executive Director
Guy Bisson has more than 25 years’ experience as a leading entertainment market analyst with a specialisation in the global television business. He is a regular speaker and moderator at many of the World’s leading entertainment business conferences, a frequent media commentator and author of numerous reports and research articles on the business and strategy of the television industry with a particular recent focus on content trends and developments impacting the streaming TV and direct-to-consumer markets. Guy previously led the television research practice at Screen Digest and IHS Markit and is a co-founder of Ampere Analysis, a London-based research company with a focus on television and new media that is combining, for the first time, big data analytics, consumer research and industry analysis.
Audience habits and expectations are constantly evolving, driven by new technologies, changing lifestyles and competition for time. The market is showing no signs of slowing and 5G may accelerate and already rapidly emerging mobile viewing culture. Audience patience and desire for fresh experiences is a challenge that requires a commitment to innovation, curation and building intuitive services. This session will look at case studies and be an opportunity to discuss participants’ own challenges.

Denis Oštir,
Vidaa / Hisense, Director of Global Business Development

Spending almost 20 years working for the largest media company in Slovenia working his way up from journalist to editorial and managerial positions, Denis gained intimate understanding of media, broadcasting and digital publishing. Being a part of Pro Plus, which operated not only Slovenia’s largest commercial TV stations, but also the number one website in the country, provided a hands on experience in the media business that he now utilizes working for Vidaa USA. A newly established company has been tasked by their owner, one of the world’s leading manufacturers of TVs Hisense, to create the most advanced Smart TV platform in the world. Working hand in hand with developers in China, Europe and the US, Denis leads global business development efforts of the company and is in charge of onboarding new partners to the Vidaa OS.

Liqiang ZHAO
Huawei, Global Content Partnership

Liqiang Zhao is responsible for Global Content Partnership at Huawei. Based in Paris, he manages content acquisition and channel partnership for Huawei Video, OTT application pre-installed in all Huawei and Honor smartphones. Prior to that, Liqiang is Network Solution and Marketing manager at Huawei, ZTE and Alcatel-Lucent.

The opening sessions will offer some clarity of the developing market. This workshop session will seek to discover the major challenges to the development of both the participants’ individual businesses and of a broader independent VOD sector. The session will use a PEST analysis approach for part one of the exercise to identify key areas of change. The PEST technique will be explained in detail at the start of the session but looks at the market from a number of perspectives Political (such as legislation and regulation, trade barriers, content rights, release windows, etc.); Economic (domination of major players, costs of rights, fragmented markets, etc.; Social (audience data, emerging consumer trends, marketing and social media challenges); and Technological (new tech trends, mobile, tech skills gaps, etc.). The aim will to build a clear picture of the environment for business and the broader sector. Part 2 of the process will be to consider practical approaches to addressing the highlighted issues, with a focus on what can be achieved by individual business, by cooperation in the sector and along the value chain, and through public support in Europe.

Round tables:
14:15 – 15:45 / Trainees, divided in groups, present themselves, sharing their successes, challenges and lessons learned, with the goal of identify best practices, main needs and common ground of cooperation for better reaching the audience and being more competitive.
16:00 – 16:30 / Round tables conclusions: wrap up by the groups’ coordinators and open discussion

Session one is centered on marketing, audience development, new trends and opportunities. It will be led by case studies, but they are intended as a catalyst for sharing ideas and experiences.
Agustina Lumi
INCAA, Content media manager
Agustina Lumi is a graduate and professor of social communications at UBA (Universidad de Buenos Aires). She has developed her career as film and tv producer for the main production companies and linear channels in Argentina. She is currently content media manager at INCAA (National Institute of Cinema and Audiovisual Arts) for cine.ar tv and cine.ar play, the linear and on demand public screens that focus on exhibiting local cinema and on growing new audiences for this kind of content.

10:00 - 11:00
THINKING GLOBAL/ACTING LOCAL PART 2: TECHNOLOGY
POLKATULK
Denis Février
AGOODMOVIEWATCH
Bilal Zouheir
USHERU
Alex Stolz

The second session will be centred on technology developments with particular emphasis on understanding and developing audiences, curation and on tools for efficiently navigating and exploiting content rights. Again, case studies will act as a catalyst for broader discussion about business and sector development.

Denis FEVRIER,
Polkatulk / Scenso.tv, Executive Director & Cofounder
After an experience as company finance in an industrial environment, driven by his entrepreneurial spirit, Denis focused on supporting start-ups & medium-sized companies, thus extending his fields of proficiency to related to operations, human resources and legal issues. He recently cofounded Polkatulk to address the issues of copyright management and digital distribution, with a first proven use case : Scenso.tv
An avid musician and photographer, curious and self-assumed geek, he is fully convinced of the foremost role of cultural products in the economic development, if only due to digital transformation.

Bilal ZOUHEIR
Agoodmovietwatch, Founder
Bilal founded agoodmovietwatch.com, an alternative to streaming algorithms trusted by over 30 million users since its inception, and has been running it for the past six years. He has collaborated with Netflix among others in his pursuit of demonstrating the power of human curation in VOD.

Alex STOLZ
Usheru, Head of Film
Alex is Head of Film for usheru - the technology and analytics company specialising in film marketing. Previously, Alex served as Head of Distribution at the BFI where he supported the release of over 300 films in the UK and internationally. Alex is also Founder and Creative Director of Future of Film Summit and Producer of the FilmDisruptors podcast.

11:00 - 11:30 COFFEE BREAK

11:30 - 13:00
CONTENT LICENCING FOR VOD
RIGHTS STUFF
Wendy Bernfeld

Best practices, common pitfalls, and initial evaluation of a cooperation model in licensing digital rights.

Wendy BERNFELD
Rights Stuff, Founder/Managing Director
She is a passionate film buff with 25+ years in film/pay-tv/vod channel start-up, biz dev and content/programming experience in N.A. and EMEA/international, including prior multi-region roles as CEO Canal+ International, MD Alliance Atlantis and earlier on in her career as an entertainment lawyer. Since founding Rights Stuff in '99, her digital agency/consultancy, she provides content strategy and pragmatic licensing, including content curation, acquisition, distribution and development, so as to help maximise rights/windows/audiences across an evolving digital landscape. Key expertise is international pay/svod/ott licensing and “Originals” deals (traditional, cross platform, digital first/web series, blockchain VOD and VR). This includes hybrid and digital distribution going beyond just the Big5, to the many other key EMEA/international thematic and regional players who compete and complement them.

Wendy has a Law Degree (L.L.B./J.D) from Queens University, after a year of B.A./M.B.A. courses in McGill and Univ. of Toronto. She is a member of the Law Society of Upper Canada as well as on the Roll of Solicitors in the UK. Earlier, she was one of 10 honoured appointees as Law Clerk to the Chief Justice of the Supreme Court. Alongside Rights Stuff, Wendy is a frequent lecturer and writer on digital media, as well as a strong supporter of the production/festival sectors, including industry and advisory boards (IDFA, Binger Film Institute, The Film Collaborative etc.). Wendy was named as one of the “Brave Thinkers of Indie Film, 2010” by Oscar-winning independent producer Ted Hope.

13:00 - 14:00 LUNCH

14:00 - 16:30
NAVIGATING THE FINANCING LANDSCAPE FOR VOD SERVICES
KEA EUROPEAN AFFAIRS
Arthur Le Gall
N-ABLE
Pierre Padilla

Helping you choose the right funding option for your business model: public/private investment and tech funding.
Arthur LE GALL
KEA European Affairs, Director

Arthur Le Gall is director at KEA, He is responsible for coordinating KEA’s research team and supervising studies, reports and projects. He also oversees sport-related activities. He is specialized in policies for the sport, audiovisual, cultural and creative sectors. Arthur also delivers strategic advice to local authorities on the role of sport, culture and creative industries for local and regional development. He is currently part of the team delivering capacity-building to European banks under the Creative Europe Guarantee Facility (EIF, ongoing). Arthur is also the co-founder of b.creative, a global network for cultural &amp; creative entrepreneurs.

He is the author or co-author of several research pieces on culture and creativity in Europe, including ‘Mapping the creative value chains: A study on the economy of culture in the digital age’ (DG EAC, 2017), a ‘Study on the promotion of European works in Audiovisual Media Services (DG CONNECT, 2017) or the longitudinal evaluation of Mons European Capital of Culture 2015 (Mons 2015 Foundation, 2012-2016). Arthur’s experience includes managing some key EU-funded projects, one looking into culture investment and strategic initiatives in 150 cities and regions across Europe (“Culture for cities and regions”, 2014-2017), as well as another on developing an international platform for young creative entrepreneurs (“Creative Tracks”, 2015-2017).

He holds a MA from Sciences Po Lille (FR) in European Affairs and obtained a BA in Politics & International Relations from Kent University (UK).

Pierre PADILLA
N-ABLE, Founder

Dr. Pierre Padilla is a Technology Deployment Policy Advisor and Founder of N-ABLE, a company dedicated to the deployment of digital technologies. Among others Pierre developed expertise in Industry 4.0 (incl. AI, Blockchain, 3D-Printing), KETs and Alternative Finance. As a Policy Expert, Pierre advises a broad range of clients (European Commission, OECD, national/regional governments, private sector, clusters, etc.). Among others, he coordinated European Commission Thematic Smart Specialisation Platform Partnerships (Industry 4.0, Photonics, etc.) and chaired the 1st evaluation of the SME-Instrument. He also directed and contributed to projects on digital technology entrepreneurship and deployment at all government levels. Since 2018 Pierre runs N-ABLE and works along 2 main business lines:

- Enabling knowledge-based and socio-economic changes through Strategic Intelligence and Public Policy Support: provision of strategic advice/intelligence (studies, etc.), and operational support (network coordination, etc.) to public authorities in core policy areas: innovation (incl. Research and Technology Development), industry, and SME policy.
- Enabling Private and (Semi-)Public Organisations: support to (semi-)public and private organisations to develop and deploy digital technologies. This support is based on multi-skill expert networks and aims at providing organisations with tailor-made Strategic Positioning Packages (SPPs) based on their needs and offering an access to framework resources (funding, industrial networks, etc.).

He was awarded his PhD in Governance of Knowledge and Innovation from the University of Twente (NL). In that context Pierre was a Visiting Scholar at the Center for International Science and Technology Policy – The George Washington University’s Elliott School of International Affairs; and at the Manchester Institute of Innovation Research (MiIoIR - Manchester Business School) as well as at Ecosys UK (London). Pierre also holds a Master degree in Evaluation and Monitoring of Public Policies and Programmes (Lyon Institute of Political Science, FR) as well as a R & D Evaluation Certificate (UTwente, NL) and a Bachelor in Political Science (Lyon University, FR).

17:00 WORK IN PROGRESS PRIVATE SCREENINGS
18:30

20:30 DINNER Dinner dedicated to the Bulgarian Cinema - Festival Center « In the Park » 1, Bulgaria Sq.

22:30 AFTER PARTY Chouchkov Brothers Party - Fabrícia 126 126, Knyaginya Maria Luiza Blvd.

Free transportation to the party venue: pick-up point in front of the Festival Center « In the Park », 1, Bulgaria Sq.

DAY 4 SATURDAY 21ST MARCH Grand Hotel

10:00 DEMAND CREATION: SUPPORTING A DIVERSE, INDEPENDENT EUROPEAN SECTOR Triaditza Hall, 1st floor
12:00

AMPÈRE ANALYSIS
Guy Bisson

FILMIN
Jaume Ripoll

LACINETEK
Jean-Baptiste Viald

MUBI
Sanam Gharagozlou

ARTCAM
Vít Schmarc

Moderated by Michael Gubbins

TRIART
Jonas Pedersen Hardebrant

MUBI

EUROPA DISTRIBUTION
EUROPA CINEMAS
CREATIVE EUROPE - MEDIA sub-programme

The European film industry is coming to terms with a rapidly evolving environment with new technologies, changing patterns of audience behavior disrupting established business. European public funding has kept production levels high but the underlying business models for culturally diverse, truly independent European, encouraging new talent is seriously challenged. Those sectors of the business tasked with ensuring that production and creation connect with audiences have been adapting and innovating to ensure that their vital contributions continue to make an impact.

This joint session between EuroVoD, Europa Distribution and Europa Cinemas will be a chance to share best practice and ideas across the customer-facing areas of the business and to explore synergies between their strategies. The aim is to find where cooperation and collaboration can best make a mark in tomorrow’s vibrant European indie scene.

11 : 30 - 12 : 00 / Coffee break & networking
Jean-Baptiste VIAUD
LaCinetek, General Manager
Jean-Baptiste Viaud is the General Manager of LaCinetek (www.lacinete.com), the first European platform solely dedicated to classic films with a catalogue of movies chosen and presented by directors from all over the world. In line with its board, he coordinates the operational team and implements its development strategy, running overall projects and ensuring the growth of the platform. He is in charge of acquisition of rights and works with over a hundred rights holders and distributors both in France and abroad. He was also up to 2019 a deputy member of the Commission for “Advanced funds both in France and abroad.

Sanam Gharagozlou
Mubi, International Marketing Manager
Sanam is the International Marketing Manager at MUBI, the online cinema that hand-picks one new film a day, available for thirty days. While at MUBI she has been responsible for distribution of film releases, press, and partnerships with the likes of the Royal Academy, Serpentine Galleries, Fondazione Prada among others, and in 2018 produced her first short film, Ben Rivers’ Trees Down Here. In 2018 MUBI launched MUBI GO, a cinema going initiative which will expand to other countries, the US first and Germany.

With degrees in Foreign Languages and International Affairs in Paris and Vienna as well as in Cultural Journalism at the Sorbonne Nouvelle, he has been a journalist specialised in International politics at the French TV channel TV5Monde. He was also editor-in-chief for the movie webzine www.iletaitunefoislecinema.com and has worked for Arte.tv as a movie journalist.

Vít SCHMARC,
Artcam Films, Responsible for acquisitions, sales, distribution and marketing
Vít Schmarc is a literary historian and film critic turned film distributor in 2015. He previously worked for Film Europe Media Company and was responsible for development and marketing of specialized arthouse film branch of the company called Be2Can. From 2018 he is working for Artcam Films, where he is responsible for acquisitions, sales, distribution and marketing. Vít is still active as a film critic writing for various prestigious magazines, co-running a radio and TV show focused on films and pop culture.

Jonas Pedersen HARDEBRANT
TriArt Film, Sales and Distribution Manager
Jonas Pedersen Hardebrant is Sales and Distribution Manager at TriArt Film, a Swedish distribution company, since 2017. Before that, he worked for four years at the Swedish Film Institute and for six years at Filmstaden, the biggest cinema chain in Sweden. Among the releases he worked on in 2019, we can find And Then We Danced and Parasite. Before those, he distributed The Square, Border and Shoplifters.

Jonas Ripoll, (Palma de Mallorca), Filmmaking graduate at ESCAC (UB). Co-founder, Editor-in-chief and Development Manager of Filmin. Atlántida Film Fest Director. In 2005 he became part of Cameo, the prestigious distribution company of independent cinema, acting as Editor-in-chief. In 2007 he became one of the founders of Filmin, a reference website for independent cinema in Spain that has over 720,000 users, in which he serves as Editor-in-chief and Development Manager. In 2015, Filmin initiated an international expansion that has led the company to be an available platform in Mexico and Portugal. In 2010, Jaume Ripoll created Atlántida Film Fest, the first film festival offering the entire programme online. Its 9th edition exceeded the 150,000 viewers in Mallorca and Filmin (online).

Jaume Ripoll has participated as jury member in Berlin, In-Edit, Cinerenga, or Sitges film festivals, among others. Likewise, he has given lectures and workshops in Cannes, Locarno, Rotterdam, San Sebastián, Europacinema Prague, UniFrance Paris, DocLisboa, Docs Barcelona, FicValdivia festivals, as well as in the Seville European Film Festival, CinemaJove, the Oursense Independent Cinema Festival, and many more. As a teacher, since 2013 he serves as director of the Master on Online Distribution at Universitat Oberta de Catalunya, apart from being guest lecturer at UAB, UB, UPF, ESCAC, Carlos III, and Camilo José Cela universities. In 2015 he made his début as producer in “Barcelona, nit d’hivern” (Barcelona, Christmas night), a great blockbuster in Spain that had over 65,000 viewers and 7 Gaudí Awards nominations. On 2018 he has executive produced two new films, “Jean François and the sense of life”, “Samantha Hudson” and recently “Dark Eyes” (Best Picture Winner at Málaga Film Festival).

Vít SCHMARC,
Artcam Films, Responsible for acquisitions, sales, distribution and marketing
Vít Schmarc is a literary historian and film critic turned film distributor in 2015. He previously worked for Film Europe Media Company and was responsible for development and marketing of specialized arthouse film branch of the company called Be2Can. From 2018 he is working for Artcam Films, where he is responsible for acquisitions, sales, distribution and marketing. Vít is still active as a film critic writing for various prestigious magazines, co-running a radio and TV show focused on films and pop culture.

Day 5
SUNDAY
22ND MARCH

12:00 - 13:00
EUROPEAN VOD MEETINGS DEBRIEFING / Closing session
Sofia Club, Ground Floor

13:00 - 14:30
LUNCH

15:00 - 19:00
ONE TO ONE MEETINGS
Organized by Sofia Meetings
Sofia Club, Ground Floor
With Works in Progress by request: WIP producers meet industry professionals, 30 minutes per meeting.

20:30
CLOSING DINNER OF THE 17TH SOFIA MEETINGS
The Festival Center « In the Park » 1, Bulgaria Sq.

22:30
CLOSING PARTY OF THE 17TH SOFIA MEETINGS
City Stage Club 1, Bulgaria Blvd.

DEPARTURES & CHECK OUT
**EUROVOD TEAM**

Silvia CIBIEN  
General Delegate  
Training Coordinator  
scibien@eurovod.org

Delphine RIFFAUD  
Training Assistant  
eu.admin@eurovod.org

Michael GUBBINS / SAMPOMEDIA, UK  
Moderator & EuroVoD Tutor  
michael.gubbins@gmail.com  
sampomedia.wordpress.com

Weerada SUCHARITKUL / FILMDOO, UK  
EuroVoD Tutor / FilmDoo Co-founder  
wps@filmdoo.com  
filmdoo.com

**TRAINEES**

**BULGARIA**

THE WALT DISNEY COMPANY BULGARIA  
foxtv.bg

Vessela VELKOVA  
Manager Promo Production and Planning  
vessela.velkova@disney.com

**CHILE**

SALAMANDRA CINE LTDA.  
salamandracine.com

Francisco SCHÜLER  
CEO, Co-founder  
franciscoschuler@gmail.com

**ESTONIA**

THE FILM ARCHIVE OF THE NATIONAL ARCHIVES OF ESTONIA  
ra.ee

Jarno NAGEL  
Specialist  
jarno.nagel@ra.ee

**FRANCE**

VOD FACTORY  
vodfactory.com

Jessica BENCHETRIT  
Responsable Business Development  
jbrenchetrit@vodfactory.com

UNIVERSCINÉ  
universcine.com

Romain DUBOIS  
Head of Marketing  
rdubois@universcine.com

**CROATIA**

ZAGREB FILM FESTIVAL  
zff.hr

Marija ĆURIĆ  
Project Coordinator of Croatian.film  
info@croatian.film

Hrvoje LAURENATA  
Executive Director  
hrvoje@kineuropa.hr

SVEVID  
svevid.net

Filip LOZIĆ  
CEO, founder  
lozicfilip@gmail.com

**BULGARIA**

Danijel POPOVIĆ  
Chief Administrative Officer  
danijel@mohikanac.hr

**CROATIA**

Marija ĆURIĆ  
Project Coordinator of Croatian.film  
info@croatian.film

Hrvoje LAURENATA  
Executive Director  
hrvoje@kineuropa.hr

SVEVID  
svevid.net

Filip LOZIĆ  
CEO, founder  
lozicfilip@gmail.com

**BULGARIA**

Danijel POPOVIĆ  
Chief Administrative Officer  
danijel@mohikanac.hr

**CROATIA**

Marija ĆURIĆ  
Project Coordinator of Croatian.film  
info@croatian.film

Hrvoje LAURENATA  
Executive Director  
hrvoje@kineuropa.hr

SVEVID  
svevid.net

Filip LOZIĆ  
CEO, founder  
lozicfilip@gmail.com

**BULGARIA**

Danijel POPOVIĆ  
Chief Administrative Officer  
danijel@mohikanac.hr

**CROATIA**

Marija ĆURIĆ  
Project Coordinator of Croatian.film  
info@croatian.film

Hrvoje LAURENATA  
Executive Director  
hrvoje@kineuropa.hr

SVEVID  
svevid.net

Filip LOZIĆ  
CEO, founder  
lozicfilip@gmail.com
VISA TO TRAVEL TO BULGARIA

As a member of the European Union (EU), Bulgaria has no visa requirements for EU citizens, Australian, Canadian, Chilean or USA nationals to visit Bulgaria for a period of up to 90 days, although a passport valid for at least three months beyond your planned length of stay is necessary for travel purposes, and should be carried with you at all times during your stay in Bulgaria. For non-EU citizens, possession of a return ticket and sufficient funds for the length of stay may also be required.

HOW TO GET TO INTERCONTINENTAL HOTEL FROM THE SOFIA AIRPORT

- To reach the hotel from the airport, choose either the regular No. 84 bus line, covering Sofia Airport (Terminal 2) to Sofia University. The bus stop is located near the Arrivals Hall. From Sofia University, walk 200 meters to Narodno Sabranie Square.
- Alternatively, you can take the metro towards Obelya, after 11 stops get off at "Sofia University St Kliment Ohridski" station. Walk 300 meters to Narodno Sabranie Square.
- A taxi fare cost about €10 from the airport to the Hotel.

CITY TRANSPORT

Public transport tickets (1.60 BGN = 0.81 EUR for a single fare) can be purchased at kiosks near bus and tram stations, as well as at ticket vending machines inside some vehicles. Metro tickets (valid only for the underground) can be bought at every metro station and are valid within 30 minutes from the issue hour.

Cinema Theatre: Nearest Metro Station:

- National Palace of Culture (NDK) National Palace of Culture (NDK) – 50 m
- Lumiere Vasil Levski Stadium – 350 m
- Odeon Opalchenska – 200 m
- Cinema City European Union – 200 m
- Cine Grand Serdika – 150 m
- Euro Cinema Bus (63, 64) and tram (7) routes only
- Arena Deluxe National Palace of Culture (NDK) – 600 m
- Cultural Center “G8” Serdika – 650 m
- Goethe Institute National Palace of Culture (NDK) – 700 m
- Slaveikov Hall, Institut Français Sofia University “St. Kliment Ohridski”-500m
- Cinema Vlaikova 23, Krastyu Pastuhov Blvd
- MCI House of Culture “Iskar’

TAXI

If you are ordering a cab by phone, we recommend the following companies:

- Yellow Taxi - Tel: +359 2 91 119
- OK Supertrans - Tel: +359 2 973 21 21
- Radio CB Taxi - Tel: +359 2 91263

If you prefer to use an application on your phone, you can download the Yellow taxi app from the iTunes and Google stores.

If you’re hailing a cab on the street, please note that although taxis in Sofia are generally quite safe and relatively cheap, there are some taxis that overcharge passengers significantly. We advise you to take a quick look at the sticker on the window of each taxi’s back-door window, where prices should be clearly displayed, to make sure the cab’s fare is around 0.79 lv (daytime) and 0.90 lv (nighttime).
The participants will be staying at the Intercontinental Hotel (1). Check-in time is 14:00 hrs. Although the Hotel will make every reasonable effort to accommodate guests who arrive before the check-in time, the Client recognizes that guest rooms may not be immediately available. Baggage storage will be available from the Hotel. The Hotel check out time is 12:00hrs.

Training

From March 18th to 20th, the training will take place in a conference room at the Intercontinental Hotel, where you are hosted. For the public conference on March 21st – co-organized with Europa Cinemas and Europa Distribution – we will be at the Grand Hotel (2), only a 10min walk away from the Intercontinental. The Grand Hotel also hosts most events for the Sofia Meetings.

Meals

Breakfast at your hotel is included for all participants. Please check with the hotel for breakfast times. Lunch is also included and will be served at the restaurant of the Intercontinental Hotel, except March 21st, where lunch will be at the Grand Hotel. The venues for dinners are as follows: March 18th – Intercontinental Hotel
March 19th – Veseloto Selo Restaurant (Inside Borisova Garden, against the BNR building)
March 20th-21st – Festival Center “In The Park”

Extra Guests and expenses

You will be in charge and cover the cost of any guest you may bring to the hotel. Eurovod will not be responsible for any extra fees, unless it has been agreed prior to the training. You will also cover any extra expenses, such as the use of the mini-bar or other paid services from the Hotel. You will then be charge by the hotel at checkout.
The festival staff will be available to assist you and answer any questions you may have at the two main info points:

**Festival Meeting Point “In the Park”**  
(March 12-22 / 10h-18h)  
Cinema Lumiere, 2nd Floor, 1, Bulgaria Sq.

**Sofia Meetings Information Desk**  
(March 19-22)  
Grand Hotel Sofia, 1, Gurko Str.

In addition to serving as a meeting point during the day, “In the Park” (former Matti’D) is also the place for the press conferences and a meeting venue for drinks, parties and concerts, unless there are other events scheduled at other venues.

In the festival center “In the Park” you can enjoy our life concerts program. Each evening from 13th to 19th of March we have prepared for you a funky selection of life music to comfort you after a busy professional day. The life bands and DJs are starting after 22:30h. This is the perfect place to relax, get a drink, enjoy some cool music and chat fellow professionals.

Please consult regularly your map for all the festival locations and your schedule for each evening’s planned parties and concerts.

There will be a festival welcome desk in the Arrival section of Sofia International Airport from March 18th till 21st and also an information desk in the lobbies of the festival hotels from March 18th till 22nd. There, you will be able to receive all the information you may need concerning the festival and its activities. That is where you will find your welcome bag.

For those guests arriving before March 18th festival bags will be handed to you at the airport.

All venues are within a walking distance from each other and from the festival hotels. Each evening you will be receiving a newsletter with the highlights of the next day program, so you can easily plan your stay here and enjoy the variety of the festival.

**FESTIVAL LOCATIONS**

| SOFIA MEETINGS | Grand Hotel Sofia; 1, Gurko Str. |
| INDUSTRY OFFICE | Grand Hotel Sofia; 1, Gurko Str. * Video Room * Internet Point |
| SOFIA IFF GUEST & PRESS OFFICE | “In the Park”, Cinema Lumiere, 2nd Floor, 1, Bulgaria Sq |
| EUROVOD VENUE | InterContinental Hotel; 4, Narodno Sabranie Sq. |
| EUROPA DISTRIBUTIONS VENUE | Grand Hotel Sofia; 1, Gurko Str. |
| EUROPA CINEMAS VENUE | G8 Cinema; 1, Budapest Str. |
| SOFIA MEETINGS CLOSING PARTY VENUE | City Stage; 1, Bulgaria Sq. In the main underpass of the National Palace of Culture |

| CINEMA THEATRES |
| NDK – Hall 1 – 1, Bulgaria Sq. – Tel: +359 2 9166368 |
| Cinema House - 37, Ekzarh Yosif Str. - Tel: +359 2 9807838 |
| Lumiere LIDL Cinema – 1, Bulgaria Sq. – Tel: +359 2 9166369 |
| Odeon Cinema – 1, Patriarch Evthimii Blvd. – Tel: +359 2 9892469 |
| Cultural Center “G8” – 8, Glagston Str. – Tel: +359 2 995 0080 |
| Euro Cinema – 17, Alexander Stramboliyski Blvd. – Tel: +359 2 9804161 |
| Goethe Institute – 1, Budapesta Str. – Tel: +359 2 9390100 |
| Czech Center – 100, Georgi S. Rakovski Str. – Tel: +359 2 815 5430 |
| Cinema City – Mall of Sofia, 101, Alexander Stramboliyski Blvd. – Tel: +359 2 9291111 |
| Cine Grand Park Center – 2, Arsenalski Blvd. – Tel: +359 8 75300982 |
| Vlaikova Cinema – 11, Ivan Asen II Str. – Tel: +359 89 222 68 68 |
| Slaveikov Hall, Institut Français – 3, Slaveikov Sq. – Tel: +359 2 93 77 922 |
| Cultural Centre of Sofia University St. Kliment Ohridski – Theatre Hall, Entrance from Tsar Osvoboditel Blvd. – Tel: +359 885 502 128 |
| MCI House of Culture “Iskar” – 23, Krastyu Pastuhov Blvd. – Tel: +359 2 9790473 |
| Kino Kultura – 22, San Stefano Str., Tel: +359 89 770 7001 |

**Please note that your accreditation badge gives you free access to cinemas, but does not guarantee you a seat. Several rows of seats will be reserved especially for festival guests. Make sure you are at least 15 minutes before the screening.**

**Industry screenings of WORKS IN PROGRESS are scheduled in G8 Cinema. These screenings are closed for sales, distributors and festival programmers.**

EUROVOD / EUROPEAN VOD MEETINGS participants: private screenings organised on the 19th March from 5 to 6:30pm
HOTELS

Grand Hotel Sofia – 1, Gurko Str. – Tel: +359 2 8110811
InterContinental Sofia – 4, Narodno Sabranie Sq.– Tel: +359 2 9343334
Central Park – 106, Vitosha Blvd. – Tel: +359 2 8058181
Arena Di Serdika – 2, Budapesta Str. – Tel: +359 2 8107700
Crystal Palace – 14, Shipka Str. – Tel: +359 2 9489489
COOP – 30, Iskar Str. – Tel: +359 899 962232
Downtown – 27A Vasil Levski Blvd – Tel: +359 930 5200
Rila – 6, Tzar Kaloyan Str. – Tel: +359 2 9379130

FESTIVAL PARTNERS CAFÉ BARS

20 % DISCOUNT WITH YOUR FESTIVAL ACCREDITATION

Cush. Bar – 37, Ekzarh Josif Str., Tel: +359 2 0888 371 591
Grand Café – Grand Hotel Sofia, 1, Gurko Str., tel: +359 2 8110 940
Karkason Club – 30, Gladston Str., tel: +359 886 319 173
French 75 – 28, Serdika Str., Tel: 0887 044 557
Memento – 1, Bulgaria Sq., National Palace of Culture, Tel: +359 2 0884 676 058
Memento – 106, Rakovski Str., Tel: +359 2 0882 422 928
Memento – 32, Vitosha Blvd., Tel: +359 2 0879 033 763

ALTERNATIVE BOHEMIAN CAFÉ BARS SUGGESTIONS

NO DISCOUNT WITH YOUR FESTIVAL ACCREDITATION

Apartamenta – 68, Neofit Rilski Str.
Hambara – 22, 6-ti Septemvri Str.

FESTIVAL PARTNERS RESTAURANTS

20 % DISCOUNT WITH YOUR FESTIVAL ACCREDITATION
/10% for dinner (*)

Bakery Pizza BOX – 2, Milin Kamuk Str., Tel: +359 897 586 666(Promo Code/Online/Accred: pizzabox20)
Before 10 – 1, Milko Bichev Str., Tel: +359 884 935 857
Bistrot L’etranger – 78, Tzar Simeon Str., Tel: +359 887 523 376
Colibrí Kitchen – 18, Gladston Str., tel: +359 896 331 506
Corso – 10, Tzar Osloboditel Blvd., tel: +359 888 100 113
Dobra godina – 174, G.S.Rakovski Str., tel: +359 893 379 767
Dobro – 33, Parchevich Str., Tel: +359 889 811 181
Downtown – 27A, Vasil Levski Blvd., tel: +359 882 912 038
Floret Restaurant and Bar – 4, Narodno Sabranie Sq, Tel: +359 877 340000
Godzila – 75, Vasil Levski Blvd., tel: +359 887 206 040
Intrigue Neo Bistro – 102, Vitosha Str., Tel: +359 892 222 244
La Bottega Monte – 191, Cherni vrah Blvd, Tel: +359 889 344 493
La Bottega All’angolo – 58, Gladston Str., Tel: +359 889 962 266
La Bottega Centro – 31, Han Asparuh Str., Tel: +359 885 760 706
La Bottega Due Piani – 24, Tzar Ivan Shishman Str., Tel: +359 889 952 266
La Bottega Prima – 6, Milin Kamuk Str., Tel: +359 885 780 222
Lavanda – 12, Tzar Shishman Str., Tel: +359 882 249 740
Lazy life & food – 25, 197 Str., Simeonovo, tel: +359 882 305 060
Mamma Mia – 39, Tzar Shishman Str., tel: +359 884 207 036 (Accred 20%)
Moma – 28, Solunksa Str., Tel: +359 885 622 020
Pastorant – 16, Tzar Asen Str., Tel: +359 2 981 44 82 (*)
Pod Lipite – 1, Elin Pelin Str., Tel: +359 886 801 27
Spaghetti Kitchen – 3, Sveta Nedelya Sq., Tel:+359 893 046 666 (*)
Spaghetti Kitchen – 9, 6-ti Septemvri Str., Tel: +359 890 566 666 (*)
The Sushi bar – 18, Denkoglu Str., Tel: +359 884 720 850
LOCAL KNOWLEDGE, PECULIARITIES AND TIPS

Sofia is a friendly place and we hope that you will be able to enjoy it fully. Here are some tips that should make your stay even more pleasant, fun and hassle-free.

MONEY

Bulgaria’s currency is called lev and, apart from hotels, it is the only currency accepted as payment in restaurants, bars and other venues. ATMs are widely available. If you are exchanging money, we recommend you do that in a bank. There are also exchange offices, but make sure their rates are correct and that there are no hidden fees.

SHOPPING TIPS

Sofia’s main shopping area is in the centre on Vitosha Blvd., Graf Ignatiev Str., Pirotska Str. and Shishman Str., there are numerous shopping malls around the city as well. Traditional Bulgarian souvenirs can be found in the underpasses near the entrance of Serdika metro station and the Presidency.

Major markets include:
Covered Food Market – Central Market Hall (Tsentralni Hali); 25, Maria Louiza Blvd.
Open-air Food Market – Zhenski Pazar (Women’s Market); Stefan Stambolov Blvd.
Antiques and Handicraft Markets – Alexander Nevski Sq.

HEAD SHAKING

One peculiar thing that always strikes visitors is that, unlike everywhere else, people in Bulgaria shake their head sideways to indicate ‘yes’ and up and down when they want to say ‘no’.

SIGHTSEEING

If you are curious about the culture and history of Sofia, here are some walking tours that can help you fill in your free time here:

Free walking tour Sofia – free; daily at 11h and 18h; duration – 2 hours. Starting point – Palace of Justice, 2, Vitosha Blvd.
Sofia Graffiti Tour – free; Monday, Friday, Saturday and Sunday starting at 3 pm. Starting point – in front of the statue of Sofia, Sveta Nedelya Sq.

Balkan Bites – free; every day at 14h; duration – 2 hours. Starting point – Park Crystal.
The 365 - Communist tour – 18 lev (9 euro) per person; on Thursdays, Saturdays and Sundays at 16h; duration – 3 hours. Starting point – Palace of Justice.

Cultural Events: Information at https://programata.bg/?l=2
MUSEUMS AND GALLERIES

In the city center, within a walking distance:

Museum of Archaeology (2, Saborna Str.; open 10-17h, closed Mon.) Housed in the building of a 15th century mosque, its collection includes treasures, coins and pre-historical monuments from Bulgarian territories through Antiquity and the Middle Ages, well-displayed with Bulgarian and English captions.

National Art Gallery (1, Knyaz Aleksander I Sq.; open 10-18h, closed Mon.) Located in the historic building of the former royal palace of Bulgaria. It houses over 50,000 pieces of Bulgarian art by some of its most renowned masters.

Sofia City Art Gallery (1, General Gurko Str.; open 10-19h, closed Mon.) Located in the City garden right behind Grand Hotel Sofia, the gallery hosts various expositions of contemporary Bulgarian artists. Some of the sculptures are exhibited in the City garden around the gallery.

Crypt of St. Alexander Nevsky Cathedral (1, Aleksander Nevski Sq.; open 10-18h, closed Mon.) Designed to be the burial tomb for the Bulgarian kings, the underground space was converted into a gallery with one of the finest icon collections in Bulgaria.

The Museum of Sofia (1, Banski Sq.; open 10-18h, closed Mon.) Located in the former building of the Central Mineral Baths, the museum reveals the long history of the city of Sofia from 6th millennium BC up to 1940s. In addition, you can taste the hot mineral water from the public fountains next to the building (in front of the Cinema House).

Serdika necropolis (2, Paris Str. – under St. Sofia Church, next to Alexander Nevski Cathedral; open 10-17.30h, closed Mon.) Tombs of the Eastern necropolis of the ancient town of Serdica and the remains of three earlier churches have been exposed under the existing St. Sofia Basilica (dating from the period 3rd-6th century AC).

In Boyana district, in the outskirts of Sofia:

National Museum of History (16, Vitoshko Iale Str.; open 09-17.30h, every day; reachable by trolleybus No2 or by taxi) Currently located at the impressive former residence of the last Communist president of Bulgaria. Stores over 650,000 objects connected to archaeology, fine arts, history and ethnography, and displays an amazing collection of the famous Thracian treasures. Option for a paid guided tour in English.

Boyana Church (1-3, Boyansko Ezero Str.; open 09-17.30h, every day; reachable by taxi) Medieval Bulgarian Orthodox church, part of UNESCO World Heritage List. A total of 89 scenes with 240 human images are depicted on the walls of the church. Option for a paid guided tour in English.

SOFIA MEETINGS

Sofia Meetings is a coproduction market. It consists of Feature Films Pitching (presentation for first, second or third feature fiction film projects by directors/producers from Europe, looking for financial partners - producers, funds, sales companies, distributors) and Industry Screenings (presentation of Works in Progress to festival representatives, sales companies and distributors). The official selection of Feature Films Pitching will include 18 film projects, presented by directors and producers to invited industry experts. There will be an additional program of up to 10 projects ‘in bank’ and the selected projects for the training FIRST FILM FIRST/first time directors from Southeast Europe/ will be presented for the first time to the professionals after one year of developing. The program consists of presentation of the projects, followed by one to one meetings, panel discussions, case studies, workshops and many other additional formal and informal events.

More than 700 producers, distributors, representatives of the film markets, film funds, TV buyers and other film professionals from Europe, Bulgaria and the region as well as representatives of the key international film festivals are expected to attend the event.
All the trainees and trainers of the European VoD Meetings are invited to the following networking events:

**Wednesday March 18th**
20:30 - OPENING DINNER @ Intercontinental Hotel

**Thursday March 19th**
20:30 - DINNER @ Veselo Selo Restaurant
22:30 - AFTER PARTY @ Festival Center “In the Park”

**Friday March 20th**
20:30 - DINNER dedicated to the Bulgarian Cinema @ Festival Center “In the Park”
22:30 - CHOUCHKOV BROTHERS PARTY @ Fabrica 126 (free transportation to the party venue: pick up point in front of the Festival Center “In the Park”)

**Saturday March 21st**
20:30 - CLOSING DINNER OF THE 17 TH SOFIA MEETINGS @ Festival Center “In the Park”
22:30 - CLOSING PARTY OF THE 17 TH SOFIA MEETINGS @ City Stage Club (featuring the Festival Band)

We'll ask you to kindly confirm your presence to the dinners and after party events.

**COVID-19**

**COUNTRY-SPECIFIC INFORMATION:**

Bulgaria has no confirmed cases of COVID-19 within its borders. Bulgaria is following WHO and ECDC guidance on threat mitigation.

**ENTRY AND EXIT REQUIREMENTS:**

There are no new restrictions or requirements, though the MFA is advising Bulgarian citizens to avoid travel to China unless absolutely necessary. Travelers arriving from China, Italy, South Korea and Iran are subject to medical checks at points of entry and if there is evidence of infection may be placed in quarantine. Thermal cameras are in use at airports for remote monitoring of passenger temperature. Experts from regional health institutes are present 24/7. Passengers arriving from the COVID-19 transmission area who have an elevated temperature are isolated for further tests and removal to hospital if necessary. Persons with a positive test result will be placed in quarantine.

**QUARANTINE INFORMATION:**

The quarantine period is 14 days. The main quarantine location is the Military Medical Academy in Sofia.

**LOCAL RESOURCES:**

The Bulgarian Ministry of Health has information for citizens and medical professionals on its website at http://www.mh.gov.bg/bg/informaciya-za-grazhdani/informaciya-otnosno-noviya-koronavirus-2019-ncov/(Bulgarian only)
The Network of European Video on Demand Platforms for Independent Cinema

@EuroVoD_network

@eurovod

eu.admin@eurovod.org

www.eurovod.org