

EUROPEAN VOD MEETINGS

3RD

BY **EUROVOD**

WORKSHOP 5

Palma de Mallorca - Spain

28 - 30 July 2021

PROGRAMME 3

Programme 4

Tuesday 27th July 5

Wednesday 28th July 6

Thursday 29th July 8

Friday 30th July 10

Saturday 31th July 12

WHO'S WHO 13

AMFF TALENTS LAB 18



PROGRAMME

DAY 1 TUESDAY 27th JULY

ALL DAY ARRIVALS, CHECK-IN, REGISTRATIONS

14:30 - 16:00 EUROVOD PRIVATE SESSION: BOARD MEETING

16:30 - 18:00 EUROVOD PRIVATE SESSION: MEMBERS MEET-UP

18:00 - 21:00 OPENING COCKTAIL & DINNER

EVENING AMFF SCREENINGS AND CONCERT

DAY 2 WEDNESDAY 28th JULY / ARXIU DEL REGNE DE MALLORCA - Room SALA D'ACTES (main floor)

09:30 - 10:00 **OPENING SESSION**
Silvia Cibien (EUROVOD)
Marc Putman (EUROVOD)
Jaume Ripoll (FILMIN/AMFF)

10:00 - 10:45 **VOD MARKET TRENDS & ANALYTICS**
Guy Bisson (AMPERE ANALYSIS)

10:45 - 11:15 **BREAK**

11:15 - 12:30 **WHO IS WHO: EUROPEAN VOD MEETINGS PARTICIPANTS**

12:30 - 13:30 **WHO IS WHO: AMFF TALENTS LAB PITCHES**

13:30 - 15:45 **NETWORKING LUNCH & 1-TO-1 MEETINGS**

15:45 - 16:45 **OVERVIEW OF CONTENT PIRACY: AUDIENCE BEHAVIOURS, COMMERCIAL IMPACTS & MITIGATIONS**
Robin Boldon (OPSEC SECURITY)

16:45 - 17:00 **WRAP-UP**

EVENING AMFF SCREENINGS AND CONCERT

DAY 3 THURSDAY 29th JULY / ARXIU DEL REGNE DE MALLORCA - Room SALA D'ACTES (main floor)

09:30 - 10:45 **HYPERCHOICE AND PERSONALIZATION: HOW TO BUILD HUMANIZED DIGITAL MEDIATION BETWEEN USERS AND CONTENT FOR ONLINE VIDEO PLATFORMS**
Thibault d'Orso (SPIDEO)

10:45 - 11:15 **BREAK**

11:15 - 12:00 **BUILDING AN AGILE TECHNOLOGY STRATEGY - COLLABORATION AND PARTNERSHIPS**
Abigail Hughes (PREMIERE DIGITAL)

12:00 - 12:45 **CASE STUDY: THE UNIFIED EXCHANGE PLATFORM EXPERIENCE**
Marvin Kooij (MEDIA CHOICE)

12:45 - 14:30 **LUNCH**

14:30 - 15:15 **MEET THE AUDIENCE: LESSONS IN GROWING AN INDEPENDENT FILM STREAMING SERVICE**
Edward Humphrey (BFI PLAYER)

15:15 - 16:45 **WORKSHOP: HOW TO REACH & ENGAGE IN A BURN-OUT POST COVID-19 ATMOSPHERE**
Agustina Lumi (EUROVOD/ USHERU)

16:45 - 17:00 **WRAP-UP**

EVENING AMFF SCREENINGS AND CONCERT

DAY 4 FRIDAY 30th JULY / ARXIU DEL REGNE DE MALLORCA - Room SALA D'ACTES (main floor)

09:30 - 10:30 **A GREENER OTT - remote session**
Hemini Mehta (EBU)

10:30 - 11:00 **BREAK**

11:00 - 13:00 **DIVERSITY: REPRESENTATION VS REPRESENTATIVITY**
Marc Putman (OUTTV)
Jaume Ripoll (FILMIN)
Salima Jirari El Kouaihi (DONES VISUALS)
Carla Sospedra Salvadó (DONES VISUALS)
Moderator: Meritxell Esquirol Salom

13:00 - 14:30 **LUNCH**

14:30 - 15:20 **EUROPEAN PUBLIC FUNDING OPPORTUNITIES FOR THE VOD SECTOR**
Chiara Frenica (INOVA+ INTERNATIONAL)
Silvia Cibien (EUROVOD)

15:30 - 17:00 **WORKSHOP: COOPERATIVE MODELS FOR VOD PLATFORMS & STAKEHOLDERS**
Vincent Weberink (PZAZ TV LTD)
Juan Manuel Muñoz-Cruzado (MIRADA)

17:00 - 17:30 **DEBRIEFING & CLOSING SESSION**

17:30 - 20:00 **CLOSING COCKTAIL**

EVENING AMFF SCREENINGS AND CONCERT

DAY 5 SATURDAY 31st JULY - CHECK-OUT & DEPARTURES

DAY 1

TUESDAY
27th JULY

ALL
DAY

ARRIVALS, CHECK-IN, REGISTRATIONS

14:30
16:00

EUROVOD PRIVATE SESSION: BOARD MEETING

16:30
18:00

EUROVOD PRIVATE SESSION: MEMBERS MEET-UP

This private session, open to the members of EUROVOD only, is intended to be an informal exchange between the Directors of the Board and the members of the association.

18:00
21:00

OPENING COCKTAIL & DINNER / ARXIU DEL REGNE DE MALLORCA

EVENING

AMFF SCREENINGS AND CONCERT

All sessions will be chaired and moderated by Michael Gubbins.

Michael GUBBINS

SampoMedia, Partner

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.

DAY 2 WEDNESDAY

28th JULY

Arxiu del Regne de Mallorca - Room SALA D'ACTES (main floor)

09:30
10:00

OPENING SESSION

EUROVOD
Silvia Cibián

EUROVOD/ OUTTV
Marc Putman

FILMIN/AMFF
Jaume Ripoll

Welcoming, presentation of EUROVOD, of the European VoD Meetings programme and of our partner, the Atlàntida Mallorca Film Fest by FILMIN.

Silvia CIBIÁN

EUROVOD, General Delegate

Silvia Cibián is working in the film industry since 2005: in Venice as arthouse film programmer for Boldù Cultural Center (2005-08) and production assistant for 360 Degrees Film (2007-08); in Milan as distribution assistant for Officine UBU (2010-11); in Paris for CICAIE (International Confederation of Arthouse Cinemas), as training coordinator of Art Cinema = Action + Management (2007-2015). Since 2013 she is working as a freelance consultant, specialized in European funding schemes and project management for the audiovisual sector. In 2017 she joined the VoD industry as consultant for LaCinetek.com, Universcine.com and other VoD services, coordinating in parallel EUROVOD association and its projects since then.

Marc Putman

EUROVOD, President / OUTTV, CEO

After being responsible for new business development within the cable and pay-tv business for years, I decided to explore the opportunity of launching our own gay-minded TV channel in 2004. We now run our business with multiple tv-channels in various countries in Europe, Israel and LATAM. In 2018 we launched our own 'Gay Netflix' VOD platform to address the LGBTI-audience in Europe. OutTV Media runs a 360 degrees content exploitation model, owning the film distribution partners PRO-FUN MEDIA based Frankfurt and Cinemien in Amsterdam, focusing on the distribution of European arthouse films.

Jaume RIPOLL

Filmin, CoFounder, Head of Content & Development

Jaume Ripoll, (Palma de Mallorca), Filmmaking graduate at ESCAC (UB). Co-founder, Editor-in-chief and Development Manager of Filmin. Atlàntida 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 Atlàntida 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, Cinergia, or Sitges film festivals, among others. Likewise, he has given lectures and workshops in Cannes, Locarno, Rotterdam, San Sebastián, EuropaCinema Prague, Unifrance Paris, DocsLisboa, 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).

10:00
10:45

VOD MARKET TRENDS & ANALYTICS

AMPERE ANALYSIS
Guy Bisson

Keynote on the recent evolution of the VoD market and its trends with a focus on the European landscape and players.

Guy BISSON

Ampere Analysis, Research 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.

10:45 - 11:15 BREAK

11:15
12:30

WHO IS WHO: EUROPEAN VOD MEETINGS PARTICIPANTS

The training participants introduce themselves, their company, its evolution since last year, future perspective and business opportunities they are looking for during the training.

12:30
13:30

WHO IS WHO: AMFF TALENTS LAB PITCHES

3 min pitches of the 20 Atlàntida Mallorca Film Festival Talent Lab projects.

13:30
15:45

NETWORKING LUNCH & 1-TO-1 MEETINGS / AMADIP ESMENT - ES PES DE SA PALLA

Lunch followed by 1-to-1 meetings between the EVODM & Talents Lab participants.

15:45
16:45

OVERVIEW OF CONTENT PIRACY: AUDIENCE BEHAVIOURS, COMMERCIAL IMPACTS & MITIGATIONS

OPSEC SECURITY
Robin Boldon

Who are the pirates? What are the patterns of piracy online and how has the pandemic affected them? How knowing the piracy audience can help VoD services to better answer to the audience demand? What are the best practices and mitigations available to help prevent the illegal online distribution of content ?

This key-note session is intended to bring clarification on the piracy world and to drive VoD services and relevant stakeholders to more conscious business decisions from the technological, marketing, and legal point of view to better answer to the audience demand.

Robin BOLDON

OpSec Security, Director Anti-Piracy Product Management

Robin is product lead for the OpSec Security Anti-Piracy business unit that delivers specialised revenue protection services to rights holders, their licensees and platform operators. The product portfolio includes detection, verification and enforcement services that target the unauthorised distribution of live broadcast, Audio Visual on-demand motion pictures and TV programming (Live sports, VOD, EST/DTO, SVOD, AVOD etc), software, games and eBooks. Key outcomes remove unauthorised content and drive consumer engagement toward legitimate services.

Prior to joining the company Robin was at BBC Worldwide (now BBC Studios). There he delivered the first full-scale B2B Digital Video Supply Chain service in Europe. He also led the multi-platform technical strategy of the BAFTA winning 50th Anniversary episode of Doctor Who. Declared as a new Guinness World Record, the programme was released day and date in 22 languages to 98 countries.

16:45 - 17:00 WRAP-UP

EVENING AMFF SCREENINGS AND CONCERT

09:30

10:45

HYPERCHOICE AND PERSONALIZATION: HOW TO BUILD HUMANIZED DIGITAL MEDIATION BETWEEN USERS AND CONTENT FOR ONLINE VIDEO PLATFORMS

SPIDEO
Thibault d'Orso

I/ Hyperchoice and recommendation: 3 ways for recommendation. (20min)

- Editorial (pros/cons: limits of CMS systems)
- Social (pros/cons: what to expect from it)
- Recommender systems (pros/cons of personalization)

II/ Stat-based & Semantic-based approaches (20 min)

- Legacy of the e-Retail world
- UX fit with creative content
- Kind recommendations for both users and editors

III/ Commonalities in addressing all video content niches (20 min)

- Anime & Manga business case (ADN)
- Documentaries business case (Tènk)
- Why content specificities are not a problem at a UX level?

Q&A (15min)

Thibault D'ORSO

Spideo, Co-founder & COO

Before founding Spideo in 2010, when acting as Marketing & Digital Communication manager for the Hoffmann-La Roche group, Thibault created a new form of open media in the Pharmaceutical industry allowing patients to speak their mind on an online portal. But as a passionate cinephile his mind was elsewhere, so he built on the expertise he created as Research Master student in the field of language analysis, and his passion for movies, by laying the ground for the next generation of recommendation technologies on the OTT market. Together with his co-founders and expanding team, Thibault recreated the recommendation experience he once had, when being addicted to his local video club. Thibault studied Law & Economics at King's College and Social Sciences in the Paris Institute of Political Studies.

10:45 - 11:15 BREAK

11:15

12:00

BUILDING AN AGILE TECHNOLOGY STRATEGY - COLLABORATION AND PARTNERSHIPS

PREMIERE DIGITAL
Abigail Hughes

Using case studies and general industry examples of technology roadmaps, the presentation will cover the key elements of an Agile Approach, such as individuals and interactions over processes and tools, working software over comprehensive documentation, customer collaboration over contract negotiation, responding to change over following a plan. This session will focus on partnerships and collaboration - both internal to an organisation working in partnership with business and technology teams - and external.

Abigail HUGHES

Premiere Digital, Vice-President Growth, EMEA

Abigail worked for 16 years at BBC Worldwide (now BBC Studios) where she was SVP of Global Sales and Technical Operations and led their company-wide Digital Supply Chain transformation. Abigail consulted for Shine International (now Endemol Shine and recently acquired by Banijay) leading their Technical Operations and Distribution for 30 group wide production companies. At Sony DADC New Media Solutions, Abigail established and led their partnership opportunities with Adstream. Moving to Sony Pictures Entertainment, Abigail was VP of Sales Planning and Operations for the EMEA Region. She joined Premiere Digital in March 2021 to lead their European business based in the UK.

12:00
12:45

CASE STUDY: THE UNIFIED EXCHANGE PLATFORM EXPERIENCE

MEDIA CHOICE
Marvin Kooij

Working on a European Market Place to exchange and develop VOD modules to lower your VOD platform investments. The purpose of the project is to create a sustainable solution to enrich the user experience and at the same time work towards a framework for system and front-end developers.

Marvin KOOIJ

Media Choice, COO/CDO

Marvin is a highly experienced (15+ years) talented media entrepreneur and partner in the Media Choice Group and family of companies. The last couple of years he has led and (re)organized the Media Choice Services division as an operational executive and combined creative strategy and his need to enable further innovation with (inhouse) development and/or integration of the company products and services to empower his vision to offer the full package and 360° of services as a strong media partner in the media sector. Previously he had different roles and responsibilities in the (non-) broadcast (TV) and online media industry, mostly in the professional role of marketing & sales, product-/ brand strategy, innovation, and business development.

One of the latest projects he is involved in is the development of a white label multiscreen OTT ('over-the-top') solution with TV/ VOD functionalities and offering a platform, apps, and a management ecosystem for platform operators, rightsholders, broad- and/or brand casters and more. Recently he took part in the challenging project of the European uXp platform. This is an in-development exchange ('marketplace') platform to be able to offer/contribute as a software developer modules and/or SaaS ('software-as-a-service'), to explore what already has been developed as a software integrator/ developer and to learn about each other expertise via the knowledge and social network centre. Marvin is also the co-founder of a Dutch community channel and network, that stopped broadcasting in 2012. Since then, Media Choice has invested in more consumer TV-channels, platforms, and communities. Such like the support and distribution of the Benelux VOD platform MeJane.com (former MovieMax).

12:45 - 14:30 LUNCH / AMADIP ESMENT - ES PES DE SA PALLA

14:30
15:15

MEET THE AUDIENCE: LESSONS IN GROWING AN INDEPENDENT FILM STREAMING SERVICE

BFI PLAYER
Edward Humphrey

Edward Humphrey shares insights on how BFI Player grew into a leading VOD service for independent film in the UK. He will explore how an audience-centric approach has driven the growth of the service and prepared it for the huge shifts in behaviour caused by the pandemic lockdown.

Edward HUMPHREY

BFI Player, Director of Digital and Ventures

Edward Humphrey joined the British Film Institute in 2013 and is Director of Digital & Ventures. He is responsible for all aspects of digital strategy, video-on-demand, international content distribution and new business ventures. Edward has nearly 20 years experience in the digital entertainment sector, working across film and television in the UK, Europe and North America. Previously Edward held senior roles at The Walt Disney Company, UK TV network ITV, cable platform Virgin Media and TV producer Zodiak Media.

15:15
16:45

WORKSHOP: HOW TO REACH & ENGAGE IN A BURN-OUT POST COVID-19 ATMOSPHERE

WORKSHOP LEADER:
Agustina Lumi

The VoD ecosystem has become increasingly competitive with the rise of new services and streaming platforms both local and worldwide. Demand for content has skyrocketed and audiences have become extremely challenging and driven by globalized tastes. During this one-hour collaborative workshop, driven by Agustina Lumi, experts and attendees will share insights on latest marketing trends and innovative strategies to address these demanding audiences which are definitely our most valuable long-term assets.

Homework required: trainees have to prepare a short presentation of the best marketing case studies & challenges faced since last year.

Agustina LUMI

EUROVOD/ UsherU, Product Manager EurovodPro

Agustina Lumi is a film and TV producer, trained in the field of Social Communications.

She developed her career in the main Argentine production companies and broadcasters producing factual content for TV and several feature documentaries which toured and were around the world. She was part of INCAA in Argentina for almost ten years. As head of their Exhibition Department - with a strong role as Media Content Manager for CINE.AR TV / CINE.AR PLAY (VoD) and INCAA's public cinemas - she deepened in the development of audience strategies, public policies and promotion for Argentine movies and content. She is currently based in Madrid and is Head of Content & Marketing at usheru and integrates EUROVOD association powering EUROVOD Pro platform.

16:45 - 17:00 WRAP-UP

EVENING AMFF SCREENINGS AND CONCERT

09:30
10:30

A GREENER OTT - remote session

EBU
Hemini Mehta

This session will look at the environmental impact of digital technologies, with a focus on the responsibilities of streaming services and best practices, with an overview on the European regulation framework.

Hemini MEHTA

EBU, Sustainability Lead & Head of Operations

Hemini Mehta is an experienced Technical Professional in all things digital (video on demand, live streams, websites, mobiles, TV, STB & games consoles) with an angle on Sustainability. She leads several groups within EBU with European Public Service Media on many areas of sustainability, and she represents them in the ITU and EC within these areas. She also has a presence in academia, from lecturing, examining to mentoring PhD candidates.

10:30 - 11:00 BREAK

11:00
13:00

DIVERSITY: REPRESENTATION VS REPRESENTATIVITY

| | | | |
|---------------------------------------|------------------------|--------------------------------|---------------------------------|
| OUTTV Marc Putman | FILMIN Jaume Ripoll | DONES VISUALS Salima Jirari | DONES VISUALS Carla Sospedra |
| Moderated by Meritxell Esquirol Salom | | | |

Co-organised in partnership with Atlàntida Mallorca Film Festival.

What responsibility do VOD platforms have to include diversity from an intersectional perspective, both on the level of representation in terms of the number of employed professionals, as well as the representation in the imaginary of socially and historically invisible groups both in productions and in audiovisual policies. In this interactive talk we will draw on (audiovisual) culture as the perfect tool to raise awareness about present blindspots, encourage a critical attitude towards that which is considered the norm and open up ways for diverse voices to be consciously represented in our society.

Salima JIRARI EL KOUAIHI

Dones Visuals, Board Secretary

Salima Jirari El Kouaihi is currently the head of distribution at DocsBarcelona and a diversity consultant for audiovisual projects and has 10 years of experience in the audiovisual sector. She is also committed to activism in various organizations and advocates for culture as a tool for critical thinking and social change. She currently actively participates in Dones Visuals and also collaborates with the recently created Table for Diversity of the Catalan Film Academy, among others.

Carla SOSPEDRA SALVADÓ

Dones Visuals, Treasurer

Carla Sospedra Salvadó is a producer and executive producer. She has worked for producers such as Miss Wasabi Films and Avalon PC (among others) in feature films and short films, with directors such as Isabel Coixet, Belén Funes, Elena Trapé, Liliana Torres, Ingrid Santos, Alba Cros and Carla Simón. She is an Alumni of EAVE (Producer's Workshop) and Berlinale Talents and is the Treasurer and Founding Member of Dones Visuals.

Meritxell ESQUIROL SALOM

Researcher and Cultural Analyst

Meritxell Esquirol Salom is a researcher and cultural analyst. She is a collaborating professor of Sociology of Communication at the Universitat Oberta de Catalunya (UOC), and a member of the research group Representation, ideology and reception in audiovisual culture (RIRCA) at the UIB.

13:00 - 14:30

LUNCH / AMADIP ESMENT - ES PES DE SA PALLA

Sponsored by FILMIN/Atlàntida Mallorca Film Festival

14:30

15:20

EUROPEAN PUBLIC FUNDING OPPORTUNITIES FOR THE VOD SECTOR

INOVA+ INTERNATIONAL
Chiara Frenchia

EUROVOD
Silvia Cibien

This session will give an overview on the latest European funding schemes for the VoD sector, focusing on the collaborative approaches for the upcoming calls for proposals for Creative Europe and Horizon.

Chiara FRENCHIA

Inova+ International, Head of Brussels office

Chiara Frenchia holds Master of Arts in Cooperation, development and international trade market by the Università degli Studi di Torino in Turin, Italy. She is currently Head of Brussels' office at Inova+ and expert in regional policies and funding schemes. With more than 10 years of experience in coordinating and managing European and International projects, Chiara has an extensive experience in scientific and technical management of European projects, such as CIVITAS Initiative (support action for the EC initiative for supporting better urban mobility in Europe and beyond), PRO INNO Europe (aimed at contributing to the development of new and better innovation policies in Europe) and ESPON Transnational Outreach Support 2016-2019, organizing events and training all over Europe involving academy and policy makers at local, regional and National level. Chiara is also experienced in research and data collection activities, as she coordinated a number of studies, including the recently published Study on Business Angels Funding and High growth enterprises. Since 2016 she is also Head of Secretariat of the no-profit organization Startup Regions Europe Network (SERN), managing the association activities, engaging regional policy makers and local authorities in high-level meetings and mentoring projects in the field of Creative Industries, STARTS, public procurement of innovation (PPI&PCP) and workspace innovation.

15:30

17:00

WORKSHOP: COOPERATIVE MODELS FOR VOD PLATFORMS & STAKEHOLDERS

PZAZ TV LTD
Vincent Weberink

MIRADA
Juan Manuel Muñoz-Cruzado

The session is intended to be an open discussion for the initial evaluation of cooperative models, sharing best practices and common pitfalls, as an opportunity for benchmark and mutualize resources, but also for having access to European funding schemes. The trainees are invited to submit their proposals of cooperative projects.

Vincent WEBERINK

Pzaz TV LTD, Founder

Serial entrepreneur with twenty-six years' of experience in the creation of disruptive technologies. Founder of TVMucho.com - "TV-ing from home" and Pzaz.tv "The TV and Music Super App".

EUROVOD co-production fund

What if European independent VoD platforms, under the umbrella of EUROVOD, join for the creation of a co-production film fund for European original content? Which are the business models already existing? Open discussion with the training participants, raising interests and evaluating the feasibility of the project.

Juan Manuel MUÑOZ-CRUZADO

Mirada PLC, Key Account Manager

Juan Manuel is responsible for business development at Mirada in Europe, Middle East and Africa. With over 20 years of experience, Juan Manuel has worked for several companies in the media and entertainment industry covering different technologies. In his current role, Juan Manuel works with companies that are looking to launch a new video service using a consultative approach, to help them identify the technology choices that best meet their business objectives and define and measure how users will experience the content they provide across different devices.

Juan Manuel enjoys learning new languages and has lived in several countries. He holds a degree in Telecommunications Engineering from the University of Madrid.

Reaching new international audiences through Communication Service Providers

Many broadband and mobile operators worldwide are struggling with the escalating price war. In order to retain their subscribers and avoid churn they are launching advanced video services. However, they often only focus on content from major studios and sports. This approach offers little differentiation from incumbent Pay TV platforms and results in a challenging business model. Some of our customers have instead been quite successful by also promoting content produced locally. At Mirada we believe that they can further increase brand loyalty by joining forces with European VOD platforms, who can in turn benefit by scaling their operations with new cross-border audiences and boosting visibility of their audiovisual works.

In this collaborative session Mirada will present its vision on content aggregation and open up the discussion on how these partnerships can help European VOD platforms achieve their business objectives.

17:00 - 17:30 DEBRIEFING & CLOSING SESSION

17:30 - 20:00 CLOSING COCKTAIL / CAN BALAGUER

EVENING AMFF SCREENINGS AND CONCERT

DAY 5

SATURDAY

31st JULY

ALL
DAY

CHECK-OUT AND DEPARTURES

WHO'S WHO



EUROVOD TEAM



Silvia CIBIEN
General Delegate



Aurore FLEUTOT
Training and Communication Assistant



Agustina LUMI
Product Manager EUROVOD PRO
Training tutor



Clémence DES PLACES
Technical Assistant and Graphics Designer

EUROVOD BOARD OF DIRECTORS REPRESENTATIVES



Marc PUTMAN
EUROVOD President



Guy KNAFO
EUROVOD Secretary



Kirill GJOZEV
EUROVOD Administrator

SPEAKERS

BELGIUM

INOVA+ INTERNATIONAL

inova.business



Chiara FRENCIA
Head of Brussels Office

FRANCE

SPIDEO

spideo.com



Thibault D'ORSO
Co-founder & COO

NETHERLANDS

MEDIA CHOICE

mediachoice.eu



Marvin KOOLJ
COO/ CDO

OUTTV

out.tv



Marc PUTMAN
CEO

SPAIN

FILMIN/ ATLÁNTIDA FILM FEST

filmin.com



Jaume RIPOLL
CoFounder, Head of Content & Development

DONES VISUALS

donesvisuals.cat



Salima JIRARI EL KOUAHI
Board Secretary



Carla SOSPEDRA SALVADÓ
Treasurer

SWITZERLAND

EBU

ebu.ch



Hemini MEHTA
Sustainability Lead & Head of Operations

OPSEC SECURITY

opsecsecurity.com

**Robin BOLDON**
Director Anti-Piracy Product Management**SAMPOMEDIA**

sampomedia.org

**Michael GUBBINS**
Partner**AMPERE ANALYSIS**

ampereanalysis.com

**Guy BISSON**
Research Director**BRITISH FILM INSTITUTE**

bfi.org.uk

**Edward HUMPHREY**
Director of Digital and Ventures**SPEAKERS AND TRAINEES**

UNITED STATES OF AMERICA

PREMIERE DIGITAL

artcamfilms.cz

**Abigail HUGHES**
Vice-President Growth/ EMEA

UNITED KINGDOM

PZAZ TV LTD

pzaz.tv

**Vincent WEBERINK**
Founder**MIRADA PLC**

mirada.tv

**Juan Manuel MUÑOZ-CRUZADO**
Founder**TRAINEES**

BELGIUM

FRAME25

frame25.tv

**Bassem CHARANEK**
Founder/ Director/ Producer

FRANCE

21 MEDIA STUDIO

21mediastudio.com

**Antoine SIMKINE**
President

CZECH REPUBLIC

ARTCAM FILMS

artcamfilms.cz

**Lukáš MEINHART**
Project Coordinator**FILMOLINE**

filmotv.fr

**Alexandre HAUTECOEUR**
Head of Marketing

MAGNET DISTRIBUTION

magnet.ge



David ISAKADZE
Managing Partner

CONTENTSCOPE GMBH

sooner.de



Andreas WILDFANG
Executive Director

REELPORT GMBH

ava-library.com



Tilman SCHEEL
CEO

EYZ MEDIA GMBH

eyzmedia.de



Stefan NEUMANN
Executive Director

GRUPA BB MEDIA LTD

grupabbmedia.com



Karina TATARCZYK-DROUETS
Head of Sales and Acquisitions



Emilia CISZEWSKA
Managing Director

DOCMOVIES

movieseverywhere.net



Yoram SCHAFER
CEO and Founder

CULTURAL ASSOCIATION FOR CINEMA AND AUDIOVISUAL

aflamuna.online



Stephano MENDELEK
Director of Development

AUDIOVISUAL AUTHORS RIGHTS ASSOCIATION AVAKA

kinofondas.lt



Darius VAITIEKUNAS
Managing Director

AUDIOVISUAL WORKS COPYRIGHT ASSOCIATION AVAKA

avaka.lt



Justina SEMENAITE
Communication Specialist

CUTAWAY

cinesquare.net



Kiril GJOZEV
Project Manager

OUTTV MEDIA B.V.

grupabbmedia.com



Ian VAN DER PUTTEN
Marketing Director & Business Development

MEDIA CHOICE/ MEJANE

mediachoice.eu

mejane.com



Demian BUIJS
Head of Software Development

TONGARIRO RELEASING

tongariri.pl



Jakub MROZ
CEO

MULTIKINO S.A.

multikinomedia.pl



Mariusz SPISZ
Board Member

SWEDEN

TRIART FILM AB

triartplay.se



Per LÖVENDAHL
VOD Manager

BITMAX UK LTD

bitmax.net



Scott PAWSEY
Director of Operations

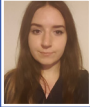


Gareth NOBLE
Business Development & Content
Relation Manager

UNITED KINGDOM

FILMDOO LTD

filmdoo.com



Christina LEARNMONTH
Head of Content and Marketing

OBSERVERS

FRANCE

B-A BA CONSEIL



Bruno ATLAN
Owner

NOKZE

nokzedoc.tv



Guy KNAFO
CEO

A circular graphic composed of concentric rings. The outermost ring features twelve arrows pointing outwards at regular intervals. The middle ring contains twelve lightbulb icons. The innermost ring depicts a molecular or network structure with interconnected nodes and lines.

AMFF TALENTS LAB

AMFF TALENTS LAB

3 min pitches of the 20 Atlàntida Mallorca Film Festival Talent Lab projects.

The Mallorca Talents Lab is a talent development program that will allow twelve emerging filmmakers to work on their feature film projects under the watchful eye of leading experts in the film industry. The six selected fiction projects will be eligible for a funding prize of €50,000, while the prize for one of the six documentary projects (a new section in this fourth edition) will be €20,000. These amounts are much higher than those awarded in previous editions, which reflects Filmin's determined and growing support for new audiovisual talent and the production of feature films. During the four days of the Mallorca Talents Lab, participants will receive guidance and advice from eight film industry professionals.

The European VoD Meetings participants will have the opportunity to meet the AMFF Talents Lab representatives for a pitch presentation and one-to-one meetings, for digital rights licensing and co-production purposes.

DOCUMENTARY

DUES MARES Two Mothers INTACTES FILMS

Anna always wanted to be a mother but, like so many women, she has struggled to find the right moment. Her professional career, economic instability, or the difficult work-life balance have been some of the determining factors to postpone this decision.

In 2018, after four inseminations and one IVF failure, Anna decided to take a break and freeze the 6 eggs she had left. Tired of a long, expensive and unkind process she started to lose all hope to ever become a mother. But when Anna met Ari, things changed. They decided to resume the process together and try again. Today, two years later, after three failed attempts, a biochemical abortion, an undifferentiated abortion and €14,000 less on their bank accounts, they are still fighting for motherhood. But how far are they willing to go to become mothers?

Ariadna SEUBA
Writer and Director

Maria NOVA LÓPEZ
Producer

LOS CANGREJOS The Crabs ALHENA PRODUCTION

A young filmmaker finds a notebook in which his great-grandfather wrote down his memories during the Civil War in Soria. He discovers that he was persecuted and taken prisoner for years and tries to reconstruct the story by trying to find these places in order to film them. He discovers that one of his family's main livelihoods at the time was crab fishing, which led to the nickname that has been passed down for generations. The story of these animals becomes a metaphor for reality when an invasive species causes the extinction of the native crabs. The crabs that had saved their family in the worst of times, suffered a similar situation to theirs.

Rubén SECA
Writer and Director

Norbert LLARÀS
Producer

SATURNO Saturn JAIBO FILMS

In January 2018, an event took place that changed my life forever. My grandfather got arrested for child abuse and attempted kidnapping. Since then, my family has been trying to understand who this person really is.

Now, my grandfather, Joaquín (75), has been sentenced to twelve years in prison and is currently waiting to serve his s in prison. For the moment, he is spending his last days at liberty in a town in the interior of the Valencian Community. He lives there after being banished by my father, José (55), who has tried to protect us relentlessly.

Meanwhile, Joaquín remains in the village, where he has met Victoria, a woman of his own age with whom he has started a relationship and from whom he hides the reason for his sentence.

Daniel TORNERO
Writer and Director

Miguel MOLINA
Producer

THE HUMAN HIBERNATION PROJECT JAPONICA FILMS

«The Human Hibernation Project is a film about human nature, if it had been different. This film shows the daily life of a community that hibernates during the three coldest months of the year. Through the death of a child during hibernation, and the suspicions and accusations that this will generate among the families of the community, we will go through all the phases of its cycle, closely tied to nature and the rest of animal species.

We will witness how they get fat before hibernating, how they protect themselves, their awakening, their reproduction period, as well as their traditions, beliefs, taboos and legends; features that define this proto-society in which we quickly find affinities.

A reflection on man, his contradictions and his animal condition.

Anna CORNUDELLA
Writer and Director

Gerard RODRÍGUEZ
Producer

TRASOBARES

A boy from Cadaqués, under the tutelage of Salvador Dalí, grew up different from the rest: the sex with which he was born did not represent him until he was 16 years old. A portentious woman with voluptuous curves was imprisoned in the male body and marked a before and after in Spanish LGTBIQ+ history. We are talking about Manuela Trasobares. She studied bel-canto and sang at La Scala in Milan, the Venice Opera and the Liceo in Barcelona; she also became the first transsexual councillor in Spain, but most people only remember her for appearing in trash TV programmes that ridiculed her in prime time. Today, she lives away from television sets and politics in her home-studio in Valencia after undergoing several operations to make her look even more like the dolls in her paintings.

Sergi MERCHÁN
Director

Anna MORAGRIEGA
Producer

TÚ DURO, YO TIEMPO What does a dog say to a bone? INSULA SUR

In the outskirts of a small town in Granada, two twins known as «Los Paracas» live torn between routine and madness. One summer, they meet Edu, a photographer who comes from the city and is looking for a change of scenery through an artistic residency. He and «Los Paracas» soon build a friendship based on simplicity, which distances them from their most harmful habits and confronts their way of seeing life.

One afternoon they decide to build a hut, something that makes them spend time next to the totem pole, while they strengthen their bonds. When they decide to inaugurate their creation, they discover that the totem pole has been destroyed. The search for the culprit generates mistrust and strains the ties between the village, «Los Paracas» and Edu.

Javier MORALES
Writer and Director

FICTION

BALEARIC

Three Dobermann dogs are holding a group of young people inside the swimming pool of a luxury villa they have sneaked into in Mallorca. Time is running out. One of the boys is injured with severe bites. Despite their screams, no one comes to their aid: all the residents of the area are celebrating the start of the summer with a traditional paella at a nearby finca. The guests of the party suffer a strange spell that does not allow them to go into the pool because everyone who swims feels the pain of the youngsters. It is the eve of San Juan. A day conducive to magic.

Juan GONZÁLEZ

Ion DE SOSA

ELS HOMES I ELS DIES Men and Days

Summer of 1992. After five years in London preparing a thesis on autobiographies and queer theory, David decides to put an end to the toxic relationship he had been in for a long time with Josh and returns to Barcelona. Disappointed by the break-up, in a city experiencing both the euphoria of the Olympics and the fear of AIDS, the protagonist prepares himself for an open competitive exam to obtain a position in the university, all while taking refuge in anonymous sex. After the birth of his nephew and the Catalan university's rejecting LGBT studies, aware of his emotional dependence on his mother, David begins to write a diary in which he relives a chapter of childhood in which he was abandoned and that marked him forever. Like some of the homosexual writers he had studied, David was writing his autobiography until the day of his unexpected death at the age of 45.

Arnau VILARÓ

Writer and Director

MARIO

SOMERA PRODUCCIONS

Gloria, 38 years old and emotionally dependent on her boyfriend Mario, goes to great lengths to throw him the best surprise birthday party.

Suddenly, the party falls apart when the guests discover that Mario is not who he says he is. The lies they discover destroy both the party and the family completely.

Guillem MIRÓ

Writer and Director

Ana Inés FALCONE

Producer

L'ESTRANY The stranger

FRACTAL 7

Amadeu, a nine-year-old boy, goes to a summer camp for the first time. There he meets Nilo, a monitor who helps him to integrate and explains to him that the only existing rule is precisely that there are no rules; and that if he does what he feels, everything is fine.

Amadeu manages to blend in, but during a moment of intimacy, Nilo sexually abuses him, taking advantage of the trust Amadeu had given him.

Eight years later, Amadeu faces his first camps as a monitor. With the help of Laia, his girlfriend, and thinking that he has overcome the trauma, he manages to explain to his colleagues that he was abused by a monitor.

But what seems like a solution to his problems will turn out to be a new challenge for Amadeu: to understand that he is surrounded by victims, and that he, as a man, has also been an aggressor.

Marc GUANYABENS

Writer and Producer

Oriol GUANYABENS

Writer and Director

QUEST

LA PERIFERICA

Lluc, a biologist deeply affected by the suicide of his wife Maria, undertakes an investigation to catalogue the flora of the place where she died: the uninhabited island Quest. Once there, he realises that a supernatural element is reigning over the island. When Carme, his sister, whom he has not seen for ten years, suddenly appears after an episode that Lluc does not seem to remember, Lluc is forced to face the ghosts of the past in order to redeem the guilt he feels for Maria's death.

Antonina OBRADOR

Writer and Director

ULTRAVIOLETA Ultraviolet

LA PARCELA PRODUCCIONES

Violeta lives in Madrid, is about a quarter of a century old and wants to be a writer. She has had a string of disappointing jobs and now, disoriented and a little sad, she decides to take a break from herself. To do so, she becomes an apprentice in a run-down detective agency, becoming an observer of other people's lives and dramas. Little by little, without her looking for it, she becomes more and more involved in the cases until one of them ends up obsessing her: is she the woman she has to investigate her future self?

Ultravioleta will face three cases: the Candeira Case, the Cattana Case and the Catherine Case. With the help of Tristán, her brother (an aspiring filmmaker who records everything), Platón, her boyfriend, and Próspero, her boss at the Agency, Violeta will manage to solve some of the cases or, at least, get to know herself better through them.

Violeta BAHÍA RODRÍGUEZ GIL

Writer

María DEL CARMEN DÍAZ

Co-Writer and Director

The logo consists of a rectangular box with a vertical gradient from bright magenta at the top to a darker purple at the bottom. The word "EUROVOD" is centered within this box in a white, bold, sans-serif typeface.

EUROVOD

THE ASSOCIATION OF EUROPEAN VOD PLATFORMS

WHO IS EUROVOD?

EUROVOD is the only established association of European VoD platforms.

Created in France in 2010, EUROVOD redefined in 2018 a new strategic approach and actions, animating a network of more than 300 companies since then, companies that contribute to the evolution of a knowledge economy and a cooperative management within the VoD sector.

The association represents a range of VoD platforms and stakeholders: national, international and global VoD services with a catalogue of 78% European works on average, but also relevant stakeholders, like technical and service providers, as associate members.

OUR MEMBERS

CORE



AFFILIATE



ASSOCIATE



CONSULTATIVE MEMBERS

Wendy Bernfeld
Michael Gubbins

OUR ACTIONS

Network & Benchmark

Enhancing the dialogue and the cooperation among the European VoD platforms and other professionals working in content digital distribution through the organization of professional meetings, workshop, and trainings, sharing expertise and establishing the priorities of the sector.

Connecting VoD professionals, rights holders, and service providers (technical, marketing, trading, etc.)

Developing close relationships and partnerships and partnerships with AV stakeholders and professional events.

Information & promotion Of VoD Business in Europe

Collect and analysing data of the European independent VoD platforms providing market studies and reports.

Organizing public conferences, events and professional meetings.

Informing members about the news on the digital market and the public policies.

Foster Competitiveness

Supporting collaborative approaches and the implementation of new cost-effective tools and projects.

Giving more visibility to our members and supporting initiatives to better target and reach audiences.

Enhancing the development of business partnerships and the mutualisation of costs and services

International Representation

Grouping European VoD platforms under a common umbrella.

Addressing policy makers and speaking on behalf of the European VoD sector as a collective force.

Developing collective positions on regulatory developments and bringing a unique point of view on the digital market.

Defending the cultural diversity of our offering, our European catalogue and fragile films and audiovisual works

Co-funded by the
European Union



Creative
Europe
MEDIA

TRAINING/ EUROPEAN
VOD MEETINGS

VOD
MARKET DAY

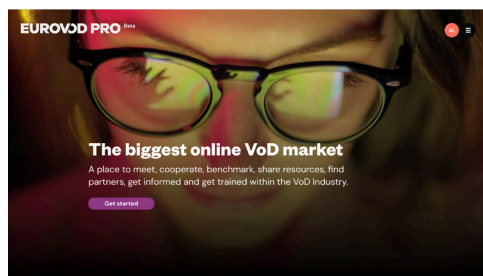
EUROVODPRO.ORG
PRO PLATFORM

EUROVOD REPORT
ON INDIE VOD SERVICE

PROFESSIONAL MEETINGS,
MARKETS & CONSULTING

EUROPEAN
PUBLIC POLICIES

DISSEMINATION &
PROMOTION



EUROVOD Report





THE FIRST MARKET EVENT FOCUSED
ON THE EUROPEAN VOD INDUSTRY | 5-6 SEPTEMBER 2021
VENICE, ITALY

3rd EDITION

www.veniceproductionbridge.org
www.eurovod.org/vod-market-day

EUROVOD organizes for the 3rd year its market event fully dedicated to the European VoD sector, renewing the cooperation with the Venice Production Bridge, taking place the 5th and 6th September 2021 at the Excelsior Hotel, Lido of Venice, and online, during the 78th Venice International Film Festival.

For the first time, the market event will happen over 2 days.

The 5th September will be dedicated to conferences (14:00 – 17:00), accessible on the spot and online, while the 6th September more than 20 European VOD platforms will be available at the VPB market, each with a private stand, for meeting rights holders and relevant VoD stakeholders through in-person one-to-one meetings.

In order to book the meetings, a reserved area VOD Market Day will be available to Industry delegates (Gold, Trade and Online VPB) on the VPB website (www.veniceproductionbridge.org).

Although the stands for the European VoD platforms will be reserved in priority to EUROVOD members and to the participants of the European VoD Meeting, if you are interested in attending or to sponsor the event, please contact scibien@eurovod.org.

SATURDAY 4th SEPTEMBER / SAN SERVOLIO ISLAND, VENICE

15:00-18:00 EUROVOD GENERAL ASSEMBLY (for member only)

SUNDAY 5th SEPTEMBER

14:00-17:00 VOD MARKET DAY CONFERENCES / Excelsior Hotel, Venice Production Bridge

19:00-22:00 VOD MARKET DAY COCKTAIL / Aurora Beach

MONDAY 6th SEPTEMBER / EXCELSIOR HOTEL, VENICE PRODUCTION BRIDGE

10:00-18:00 VOD MARKET DAY 1-TO-1 MEETINGS

Licensing market for digital rights.

European VoD Platforms members of EUROVOD and participants of the European VoD Meetings will have a stand for meeting Industry professionals of the Venice Film Festival in a one-to-one basis. The meetings are organised by the Venice Production Bridge via their website <http://www.veniceproductionbridge.org>

**EUROPEAN
VOD
MEETINGS**

BY **EUROVOD**

3RD

WORKSHOP 5

Palma de Mallorca - Spain

28 - 30 July 2021

The Network of European
Video on Demand Platforms



@EuroVoD_network



@eurovod



EUROVOD



EuroVoD

EUROVOD

www.eurovod.org
www.eurovodpro.org