

NEW WAYS IN DISTRIBUTION

November 15th, 2018
from 16:00 – 19:00
followed by Networking Drinks

Location: Rex am Ring, Hohenzollernring 60, 50672 Cologne

The audiovisual industry is currently undergoing more drastic changes than ever before. New markets are emerging and, in addition to classic linear television, online platforms have now reached the status of major players. For the documentary industry, this means new opportunities in storytelling, production and distribution.

The session will focus on new ways of financing and distributing factual programs. Experienced documentary professionals will present marketing strategies and forms of collaboration with online platforms. They will also discuss the future of the industry as well as the role of television.

The event is organized by **Documentary Campus** in collaboration with the **Film- und Medienstiftung NRW** and **Creative Europe Desk NRW**.

Curated and moderated by **Anne Hufnagel, Autentic Distribution**, Cologne.

Attendance is free of admission. Please rsvp to the CED NRW via rsvp@ced-nrw.eu by **12 November**.

Programme

16:00 – 16:30

Welcome & Introduction

16:30 – 17:00

Digital Producing

Case Study: “Humans of New York” for Facebook Watch

- Julie Goldman, Producer and Founder of Motto Pictures (USA) *(via Skype)*

17:00 – 17:45

Digital Distribution

Keynote: “Digital Distribution – An Overview and Outlook”

- Christian Wiens, Content- & Productmanager, RC Release Company (Germany)

Case Study: Streaming Platform “Pluto TV”

- Paul Edwards, Director of Content Partnerships, Pluto TV (USA, UK, Germany)

17:45 – 18:00

Break

18:00 – 19:00

TV Distribution

Keynotes: „TV Distribution in the Digital Age“

- Ludo Dufour, Managing Director, Sales & Co-Productions, Off the Fence (Netherlands)
- Louise Rosen, Managing Director, Louise Rosen Ltd. (USA)

Followed by a Roundtable with:

- Ludo Dufour, Louise Rosen & Paul Edwards

19:00 – 20:00

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