



# CREATIVE EUROPE MEDIA @ BERLINALE 2017

MONDAY 13 FEBRUARY 2017 / THE RITZ-CARLTON, BERLIN

## EUROPEAN FILM FORUM BERLIN

### BIG DATA, BIGGER AUDIENCES?

Moderator: **Marjorie Paillon**, Journalist

- 09.00** Welcome coffee
- 09.30** **Keynote Speech** on *Promoting the use of data and automated tools for European audiovisual works*, **Roberto Viola**, Director-General, DG CONNECT, European Commission
- 09.50** Impulse by **Dirk Hofmann**, Founder & Managing Partner, Kreatit  
Q & A
- 10.10** **PANEL 1 BIG DATA AS A DRIVER OF THE AUDIOVISUAL INDUSTRY**  
**Sarah Lewthwaite**, Strategic Partnerships Director, Movio  
**Tom van Laer**, Senior Lecturer, Cass Business School, City University of London  
**Oscar Sharp**, Filmmaker and Producer, Therefore Films  
**Guenaëlle Collet**, European Affairs Manager, European Broadcasting Union  
Q & A
- 11.15** Coffee break
- 11.35** Input on *Data management in audiovisual business: Netflix as a case study* by **Elena Neira**, Consultant and Owner, La otra pantalla
- 11.45** **PANEL 2 HOW CAN THE AUDIOVISUAL SECTOR BENEFIT FROM AUTOMATED TOOLS?**  
**Paul Avril**, Advisor on European Affairs, Conseil supérieur de l'audiovisuel, France  
**Andreas Wildfang**, Executive Director and Co-Owner, EYZ Media GmbH  
**Dimitrios Mitsinikos**, Co-Founder & Director, Gower Street Analytics  
**Mustafa Isik**, Head of Software Development and Platforms, Bayerischer Rundfunk  
Q & A
- 12.50** Closing remarks by **Giuseppe Abbamonte**, Director, Media Policy, DG CONNECT, European Commission
- 13.00** European Film Forum Networking Lunch

## CREATIVE EUROPE MEDIA SHOWCASES

Moderator: **Wendy Mitchell**, Film Programme Manager, British Council; Contributing Editor, *Screen International*

- 14.30** Opening by **Roberto Viola**, Director-General, DG CONNECT, European Commission
- 14.40** Introduction and scene-setting by **Brian Holmes**, Director, Education, Audiovisual and Culture Executive Agency, European Commission
- 14.50** **SESSION 1 DOCUMENTARIES IN THE AGE OF POST-TRUTH**  
**Barbara Visser**, Artistic Director, International Documentary Filmfestival Amsterdam  
**Friedrich Moser**, Director, European Documentary Network member
- 15.30** **SESSION 2 DO DOCUMENTARIES TRAVEL BETTER THAN FICTION?**  
**Daniela Elstner**, Managing Director, Doc & Film International  
**Gunnar Dedio**, Founder, Looks Film & TV  
**Signe Byrge Sørensen**, Founder, Final Cut for Real
- 16.10** Coffee break
- 16.30** **SESSION 3 WOMEN IN FILM: ANOTHER APPROACH TO CO-PRODUCTIONS**  
**Ada Solomon**, Founder, Hi Film  
**Leontine Petit**, Founder, Lemming Film  
**Riina Sildos**, Founder, Amrion Productions
- 17.10** **SESSION 4 CREATIVITY MEETS TECHNOLOGY: AR/VR AND INTERACTIVE CONTENT**  
**Astrid Kahmke**, Head of VR Accelerator Europe  
**Michel Reilhac**, Head of Studies for Venice Biennale College Cinema & VR Head of Submarine Channel
- 17.50** Closing remarks by **Harald Trettenbrein**, Head of Unit MEDIA, Education, Audiovisual and Culture Executive Agency, European Commission
- 18.00** Creative Europe Networking Drinks