

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

Keynote: „TV Distribution in the Digital Age“

- Ludo Dufour, Managing Director, Sales & Co-Productions, Off the Fence (Netherlands)

Followed by a Roundtable with:

- Ludo Dufour, Paul Edwards & David Cornwall, Managing Director, Scorpion TV (UK)

19:00 – 20:00

Networking Drinks

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Speaker Profiles

Julie Goldman (Producer and Founder of Motto Pictures, USA)

Julie Goldman founded Motto Pictures in 2009. She is an Oscar-nominated and Emmy Award-winning producer and executive producer of documentary feature films and series.

***MOTTO PICTURES** specializes in producing and executive producing documentary features. Motto secures financing, builds distribution strategies and creatively develops films with an eye towards maximizing the position of each project in the domestic and international markets.*

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

Christian Wiens joined RC Release Company in 2015. Previously he worked as Productmanager at Splendid-Film in Cologne.

***RC Release Company** – a division of WDR mediagroup GmbH – is a programme provider and programme distributor in the home entertainment segment. The focus is on physical and digital product marketing. The core business is the DVD, Blu-ray and Video-on-Demand distribution of high-quality content from the parent company WDR and other ARD institutions – be it the archive treasures of the past 60 years or current new productions. In addition, they acquire the rights to the programmes of other well-known partners and put together digital packages, which are distributed across platforms via all relevant video-on-demand providers.*

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

Paul Edwards has worked in the media industry for over 20 years, working for such organizations as Channel 5, Discovery Networks International. Most recently he joined Pluto TV as Director of Content Partnerships.

He is currently working out of Berlin, preparing the launch of Pluto TV in the UK and Germany.

***Pluto TV** is a free online television service, broadcasting over 75 live channels full of TV shows, movies and Internet videos.*

Ludo Dufour (Managing Director, Sales & Co-Productions, Off the Fence Distribution, The Netherlands)

Ludo Dufour manages the Sales, Marketing, Business Affairs and Acquisitions departments at Off The Fence. He is responsible for linear and VOD content sales, channel carriage deals, and production-financing globally, with direct focus on the USA. Before joining Off the Fence, in March 2011, Ludo spent 5 years in London, where he worked in communications, international programme sales and social responsibility for MTV Networks International (Now Viacom Media Networks International).

Off the Fence Distribution is the world's leading independent factual distribution company. With a catalogue of over 6,500 hours of diverse programming across Wildlife, Science, History, Travel, People & Culture and Lifestyle genres. Off the Fence delivers high-quality programming to broadcasters and new media partners across the globe. Off the Fence has a truly international footprint with sales offices in Amsterdam, London, Cape Town and Mainz.

David Cornwall (Managing Director, Scorpion TV, UK)

David Cornwall is the Managing Director of Scorpion TV. He previously headed up the sales department of a major international producer and distributor and has worked with clients ranging from the BBC, Channel 4, NBC USA, CBC Canada, Discovery, Nat Geo, NTV Japan and TV4 Sweden.

Scorpion TV is an international production and distribution company dedicated to the worldwide sales of award-winning documentaries, films and television shows. Working closely with the independent film and television community, the productions represented by Scorpion are creative and often critically acclaimed. With a focus on culturally diverse content Scorpion TV was founded to fulfill the needs of producers small and large to maximize their audience and of broadcasters looking for the most fascinating and inspiring stories to drive audiences to their channel.

Curator Profile

Anne Hufnagel (General Manager, Autentic Distribution, Germany)

Anne Hufnagel joined Autentic Distribution in 2013. Previously she was Head of Distribution Asia/Australia at Deutsche Welle and Head of united docs Cologne.

Autentic Distribution is the sales division of the documentary label **Autentic** and a subsidiary of the **Beta-Group**. Equipped to offer a wide-range of factual productions spanning a broad thematic base in different genres, their diverse and exclusive portfolio satisfies the demands of a changing international market. **Autentic Distribution** caters to the public and private commercial broadcasting sectors, VOD services and other relevant platforms.