

Content Production and Distribution in a Digital Era: Changing the Current Business Models

Friday, November 25, 2011, Nova scena Narodniho divadla, Narodni 4, Praha 1

Discussion with leading European professionals about challenges of digital distribution facing producers, distributors and VoD providers.

Programme

Digital distribution platforms. Their possibilities, significance and development.

Digital media enable distribution of content on a range of new platforms. Which part of these distribution channels is handled by traditional media companies? Which part of the market is covered by players established in other sectors and how big is the role of new and independent companies?

Changes in the money flow from audience/users to distributor and producer.

Digital distribution changes the revenues structure. How much income can the producer expect from digital distribution of his work? What is the typical income structure of digital distribution? Which sources are available to finance production and distribution of product aiming at the digital market? Funds, European financing, private sources.

Changes in audience/users behavior and demands. Transmedia storytelling.

Digital media change the film narration. Which formats are suitable for which platforms? What the audience expects from and how it consumes the audiovisual content?

How to make your product interesting for digital distribution?

How to adjust the product itself? How to increase its visibility at the market? New marketing possibilities.

New role of the producer.

How is the producer's role changing when producing multiplatform content? What will be the new structure of the production company and its relation with distributors?

Speakers:

Philip Pratt, Content Acquisition & Business Development, Jakun Media

Philip Pratt is a specialist in the digital distribution of films and the legal, technological and economical developments of the online video market. In 2008 he co-founded Jakun Media - a license dealer and movie distribution company for video content of all genres and lengths exclusively via digital platforms. The company can rely on an extensive network of video portal partners (among others Deutsche Telekom, Vivendi Mobile Entertainment and ProSiebenSat1).

Pasa Mustafa, TV App Agency

Pasa is a digital executive with over 10 years experience producing, distributing and strategizing around digital content including branded entertainment, mobile, web series. Having spent over 8 years running the Digital Studios for Endemol UK and as Global Head of Digital for Endemol International, Pasa has picked up many awards for his work including a Bafta and Emmy Nomination, Webby award for drama, Mobile Marketing awards and Broadcast Digital awards. He now runs a true multiplatform production company developing entertainment formats across TV, video, games and apps.

Hilary Perkins is the Multiplatform Commissioner for Drama and Film at Channel4.

She is responsible for new media commissions around programmes like Skins, Misfits, Shameless and Hollyoaks. Previously Hilary was Editor of Film4.com, looking after Film4's presence online and cross-platform. She joined Channel 4 in 2007 after eight years at the BBC, including managing the interactive team at 1Xtra and six years as Interactive Producer for Radio 1.

Pete Buckingham – Head of Distribution & Exhibition at the British Film Institute

Buckingham joined the UKFC in 2002 and during his tenure he introduced an array of innovative solutions for the distribution and exhibition sector, such as the Digital Screen Network to digitize 240 screens, and the Prints and Advertising Lottery Fund, which supported distribution and marketing of specialty pics. He also started up Findanyfilm.com, a website that helps Brits find any film to watch in any format.