

2nd Film-to-DVD Seminar focuses on distribution channels for independent content producers

The 2nd Film-to-DVD Seminar has been announced by Globalcom Limited, the multimedia consultancy and publishing house that specialises in the European DVD industry.

The one-day seminar, designed for independent content producers looking to release their work on DVD-Video through the variety of distribution channels, will take place on 11th July at the National Film Theatre in London.

“DVD is already in well over half the homes in the key European countries and its appeal continues to grow rapidly. European DVD households passed the 90-million mark. Consumers currently spend in excess of £250/home a year on DVD. And DVD is Hollywood’s Number One source of revenue and profit. It’s time for independent film producers and other content owners to tap into the DVD market in a big way,” says Seminar Director Jean-Luc Renaud, who is also CEO of Globalcom Ltd., proprietor of the industry annual review, the *DVD Primer*, and the www.dvd-intelligence.com website.

Renaud goes on: "The number and variety of distribution outlets have grown with the advent of DVD. From specialist video shops, supermarkets, bookstores, toyshops and petrol stations to mail order companies, Internet services, fast food restaurant chains and mounted on magazine covers, every DVD product can potentially find an audience. Our intention with this 2nd Film-to-DVD Seminar is to be highly focused in providing independents with very practical, actionable information on how to use effectively each of these channels, who to talk to, how much it costs and what are the returns."

Speaking at the Seminar will be professionals with first-hand experience in distributing DVD titles through these various channels. They will cover – in lay terms – the practical how-to steps involved. Also speaking will be filmmakers who have embraced some of these new distribution routes to market. The speakers will be announced shortly.

To help build their knowledge of DVD as a commercially attractive delivery system, delegates to the 2nd Film-to-DVD Seminar will receive a publication, *Filmmakers Guide to DVD*, and have access to demonstrations in a dedicated venue next to the main theatre. Indeed, the Seminar attracts representatives from the multiple facets of the DVD industry, such as replicators, packagers, authoring and post-production houses, ready to assist content owners.

Says Renaud: "Registration fee for this 2nd Film-to-DVD Seminar is kept at a low £215 to make it affordable to all sections of the independents community. It is the least expensive and most highly focused conference around." It will be attended by film producers, documentary makers, television programme makers, independent distributors and film sales companies, and representatives of the DVD support industry.

Visit www.dvd-intelligence.com for details as we sign up speakers.

About Globalcom

Globalcom Limited is an independent UK company established by Dr Jean-Luc Renaud in 1991. The company carries out research and consultancy assignments in the new media, IT and telecom fields. It launched the highly-regarded *Advanced Television Markets* industry newsletter in 1991. It then joined the stable of the Financial Times's newsletter portfolio and has now been transformed into a website www.advanced-television.com.

Globalcom Publications also launched *CD-info*, Europe's only independent CD-i focused newsletter that morphed into *DVD-Intelligence* to cover the new format from its inception. The newsletter has now been transformed into www.dvd-intelligence.com, the premier source of news, data and analysis for the DVD professionals in Europe.

Globalcom Publications produces the annual *DVD Primer* – now in its seventh year – a highly successful executive-level information resource for the European DVD industry.

Globalcom Ltd founder and managing director is Swiss-born Jean-Luc Renaud. He has been involved in various aspects of the new media industry for over 20 years. After graduate studies at the universities of Lausanne and Geneva, he went to the United States where he spent seven years, and earned a PhD in media economics from Michigan State University as well as carrying out consultancy work and teaching.

Jean-Luc spent a year at the European Institute for the Media, then in Manchester, where he co-authored *The Future of the European Audiovisual Industry*. He was recruited as a senior consultant by Logica, the UK's largest independent IT company. In 1991 he set up Globalcom Ltd. Jean-Luc continues to develop Globalcom's publishing activities. He is a regular contributor to several European publications, is a frequent speaker at industry conferences and was the chair and organiser of the DVD Europe 2001 and 2002 conferences in London.

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