



ANNECY 2008 / EUROPA DISTRIBUTION DISTRIBUTION WORKSHOP

**Optimizing the distribution of an independent feature in Europe
Friday 13th June - 9-12am - Imperial Palace - Centre de Congrès**

Europa Distribution - European Network of Independent Distributors - organizes during the next International animation film market a **Distribution Workshop on Friday 13th June between 9am and 12am** (Centre de Congrès de L'Impérial Palace).

This workshop aims at optimizing the distribution of independent animation features in Europe thanks to case studies on upcoming movies.

The idea is **to gather at an early stage the producer, the sales agent and the European distributors of a movie** in order to discuss the release strategy and to share information on the upcoming promotional material, the P&A budget....

The objective of these case studies is to **enhance the communication and the cooperation between European distributors** and thus to **strengthen the competitiveness of European animation films**.

These are some of the questions the different panels will deal with regarding distribution (non exhaustive).

- Acquisition: How did you decide to release this film? Was it a co-production or an acquisition? What were your expectations?
- What will your marketing strategy be? How will you communicate before the release? Will you work with associations, schools...?
- What will be the release budget? Which part represents promotional costs in this budget?
- What are your relations towards press?
- Have you chosen the release date? If yes, Why and how? Will there be much competition on that date?
- What are your relationships with exhibitors? Have they already heard about that film?
- Release: how many prints will you have? How many admissions have you planned?
- Do you have other rights than the theatrical rights? If yes, have you managed to sell them?
- Do you plan to work with other distributors on that release?

The panels will be moderated by the Italian journalist **Monica Tasciotti**.

9 am: Waltz with Bashir by Ari Folman

Synopsis

One night at a bar, an old friend tells director Ari about a recurring nightmare in which he is chased by 26 vicious dogs. Every night, the same number of beasts. The two men conclude that there's a connection to their Israeli Army mission in the first Lebanon War of the early eighties. Ari is surprised that he can't remember a thing anymore about that period of his life. Intrigued by this riddle, he decides to meet and interview old friends and comrades around the world. He needs to discover the truth about that time and about himself. As Ari delves deeper and deeper into the mystery, his memory begins to creep up in surreal images ...

Information

- **Producers :**
 - o Les Films d'Ici (France) - Serge Lalou
 - o Razor Film Produktion (Germany) - Gerhard Meixner and Roman Paul.
- **Sales Agent :** Match Factory (Germany) - Brigitte Suarez
- **Distributors**
 - o **France** : Le Pacte - Jean Labadie (*release date : 25 June 2008*)
 - o **Belgium** : Cineart - Eliane Dubois (*release date : 27 August 2008*)
 - o **Italy** : Lucky Red - Andrea Occhipinti
 - o **Germany** : Pandora - Reinhard Brundig (*release date : Fall 2008*)
 - o **Switzerland** : Frenetic - Monika Weibel (*release date in the French part : 25 June 2008 / release date in the German part : Fall 2008*)
 - o **Norway** : Arthaus - Svend Jensen (*release date : February 2009 => coordinated pan-Nordic release*)
 - o **Sweden** : Folkets Bio - Marie Booberg
 - o **Finland** : Future Film - Lars Backlund
 - o **Denmark** : Miracle Film - Jes Gravesen
 - o
- **Speakers :**
 - o Les Films d'Ici : Charlotte Uzu
 - o Cineart : Chantal Moens
 - o Frenetic : Stefan Staub
 - o Le Pacte : Xavier Hirigoyen
 - o Folkets Bio : Rose-Marie Strand

10 am: Brendan and the secret of Kells by Fabrice Ziolkowski & Tomm Moore

Synopsis

An animated tale set 1200 years ago in a desolate Irish wilderness which houses Kells Abbey where 12-year-old orphan Brendan encounters Brother Aidan, the keeper of the extraordinary but unfinished book of illuminations. Aidan sets him a task: to complete the Book of Kells...

Information

- **Budget:** 5,5M€
- **Producers:**
 - o Les Armateurs (France) - Didier Brunner
 - o Vivi Films (Belgium) - Viviane Vanfleteren
 - o Cartoon Saloon (Ireland) - Paul Young
- **Sales Agent:** Celluloid Dreams (France) - Hengameh Panahi
- **Distributors:**
 - o **France:** Gebeka - Marc Bonny (*release date: January/February 2009*)
 - o **Belgium:** Kinopolis Film Distribution - Maud Van De Velde (*release date: 22 October 2008 - tbc*)
 - o **UK/Ireland:** Buena Vista - Séverine Mori
 - o
- **Speakers :**
 - o Les Armateurs : Didier Brunner
 - o Celluloid Dreams : Pierre Menahem
 - o Jean-Paul Commin

- Gebeka : Marc Bonny
- Kinopolis : Stéphanie Maussen

11 am: NIKO (aka the Way to the stars) by Tuomainen & Marteinn Thorisson

Synopsis

Based on an original story that Tuomainen co-wrote with **Marteinn Thorisson**, *Niko* tells the adventures of a young reindeer and his quest to find and save his absent father whom he believes to be a member of Santa's "Flying Forces", the elite reindeers pulling his sleigh. "The boy is raised by his mother and a 'stepfather', a flying Squirrel named Julius who has nothing heroic but loves Niko. The film is a classic fairy tale with a modern twist, dealing with single parenthood," said Tuomainen. Juusonen won the Short Film Animation Jury Prize in Cannes 2001 for *Pizza Passionata* and Hegner the European Director of the Year at Cartoon Movie 2007 for *Ugly Duckling & Me*. The animation work on the film was finished in January 2008. The final mix will start in May and the first print will be available in June 2008.

Information

- **Budget** : 6,1M€
- **Producer** :
 - Animaker Ltd (Finland) – Petteri Pasanen
 - A Film A/S (Denmark) – Anders Mastrup
 - Ulysses GmbH (Germany) – Emely Christians
 - Magma Films (Ireland) – Ralph Christians
- **Sales Agent** : Telepool (Germany) – Marc Gabizon
- **Distributors** :
 - **Spain** : Filmax – Rafael Cabrera (*release date : Christmas 2008*)
 - **Scandinavie** : Nordisk – Katarina Nyman (*release date : 10 October 2008*)
 - **Germany** : Universum
 - **France** : Bac Films – Roch Lenner (*release date : 10 December 2008*)
 - **Belgium** : Kinopolis – Maud Van de Velde (*release date : 10 December 2008*)
 - **Portugal** : Lnk Audiovisuais – Joao Paula Abreu (*release date : 4 December 2008*)
 - **English territories and Latin-America** : The Weinstein Company
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- **Speakers**:
 - Bac Films : Roch Lenner
 - Filmax: Paco Rodriguez
 - Kinopolis: Stéphanie Maussen
 - Telepool: Marc Gabizon (tbc)

About Europa Distribution:

Europa Distribution is a **European association gathering 60 independent distributors coming from 19 different countries**. The association is headed by Robert Guédiguian, the 2 vice-presidents are Régine Vial from Les Films du Losange (France) and Antonio Medici from Bim (Italy). The association has 2 objectives: to represent and defend the interests of independent distributors on European and national level and to implement network actions in order to improve the cooperation and the exchange of experiences and information between European Distributors.

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