

# RECEPTION & SCREENING

**LES NEIGES DU KILIMANDJARO** by Robert Guédiguian

Winner of the 2011 LUX Prize

FLAGEY\*, Place Sainte-Croix, 1050 Brussels

The conference will be followed by a reception (19:00) and an exclusive screening (20:30) of *Les neiges du Kilimandjaro* (in French with English subtitles) by **Robert Guédiguian**, the winner of the 2011 LUX Prize awarded by the European Parliament on November 16th.



\* A shuttle bus will leave after the conference for Flagey



[www.saa-authors.eu](http://www.saa-authors.eu)  
[info@saa-authors.eu](mailto:info@saa-authors.eu)

T. +32 2 894 93 30 87 rue du Prince Royal  
F. +32 2 894 93 34 B-1050 Bruxelles

# AUDIOVISUAL AUTHORS ONLINE – SEIZING THE DIGITAL REVOLUTION

## GETTING WORKS OUT AND REMUNERATION IN

**29<sup>TH</sup> NOVEMBER 2011**

**CONCERT NOBLE**

82 rue d'Arlon, 1000 Brussels



Society of Audiovisual Authors  
Société des Auteurs Audiovisuels

# SAA Conference

## AUDIOVISUAL AUTHORS ONLINE – SEIZING THE DIGITAL REVOLUTION GETTING WORKS OUT AND REMUNERATION IN

Authors are at the heart of audiovisual works. They then rely on the work of a long chain of other actors to turn their project into cinematographic reality and to reach the audience. New technologies and new ways of distributing content are providing new opportunities for authors to make films, communicate them and to be remunerated in ways which were previously impossible. However, such opportunities are never without their challenges.

With the participation of authors of the SAA board of Patrons and the support of representatives of the main political groups in the European Parliament, and following hot on the heels of the European Commission's Green Paper consultation on the distribution of audiovisual works online, this conference brings together multiple stakeholders to look at the evolution of the sector and how audiovisual authors fit into it. Among them, authors' collective management societies are essential partners of the audiovisual authors to make it possible for them to benefit from the digital revolution.

Following the publication of the SAA White Paper on Audiovisual Authors' Rights and Remuneration in Europe in February 2011, which proposes a creative solution to enforce audiovisual authors' making available right, this conference is a unique occasion for SAA member societies, industry partners and politicians to discuss the place of authors in the European audiovisual value chain, how to increase the availability of European works online and the solutions to guarantee audiovisual authors a fair remuneration for the on-demand exploitation of their works.

Interpretation: English, French and Polish.

## PROGRAMME

### 13:30 Registration of the participants

### 14:00 OPENING SPEECHES

Luigi Berlinguer, MEP, Vice-Chair of the Legal Affairs committee [IT]

Kerstin Jorna, Deputy Head of Cabinet of Commissioner Barnier [DE]

Fred Breinersdorfer, screenwriter and director, member of the SAA Board of Patrons [DE]

### 14:30 AUTHORS IN THE EUROPEAN AUDIOVISUAL VALUE CHAIN

#### Introduction

Paul Powell will look at the structure of the European audiovisual sector and explain how audiovisual authors (directors and screenwriters) fit into the value chain, followed by testimonies of authors from different countries and sectors (animation, documentary, fiction). The other actors and their roles, including collective management organisations, will also be identified and detailed to produce an overall view of the functioning and the economics of the sector.

**Moderator:** Helga Trüpel, MEP, Vice-Chair of the Culture committee [DE]

**Participants:** Paul Powell, TV writer, Creative Director, Black Dog Productions [UK]

Stijn Coninx, screenwriter and director, member of the SAA Board of Patrons [BE]

Francis Nielsen, screenwriter and director [FR]

Janusz Kijowski, screenwriter and director [PL]

Andrew Chowns, CEO of Directors UK [UK]

### 15:20 INCREASING THE AVAILABILITY OF EUROPEAN WORKS ONLINE

#### 1<sup>st</sup> roundtable

The internet presents the opportunity of unlimited shelf space and the possibility for all audiovisual authors to see their works out there and available for a European audience. However, this is far from being a reality. What are the obstacles to the large availability of European works online? How can collective management organisations help make this happen?

**Moderator:** Piotr Borys, MEP [PL]

**Participants:** Jerome Chung, Co-founder, Under the Milky Way [FR]

Cay Wesnigk, screenwriter and director, Chairman of OnlineFilm [DE]

Maxime Lacour, Directing Manager, Universciné.be [BE]

Janine Lorente, Deputy General Manager, SACD [FR]

### 16:15 Coffee and tea break

### 16:30 CREATIVE SOLUTIONS

#### 2<sup>nd</sup> roundtable

How can the audiovisual sector seize the digital shift to improve its efficiency and transparency for all links of the chain and address the specific needs of the authors? What is the industry response to SAA's legislative proposal to ensure audiovisual authors get a fair share for the online exploitation of their works? This final panel will look at how the sector can work together to resolve the issues and guarantee a thriving market for European works.

**Moderator:** Cecilia Wikström, MEP [SE]

**Participants:** José Antonio Suárez, Secretary General, EGEDA [ES]

Anna Wesslau, Legal Counsel, Swedish Radio [SE]

Emjay Rechsteiner, Curator Contemporary Dutch Film, EYE Film Institute [NL]

Robert Staats, General Manager, VG Wort [DE]

### 17:30 – 18:00 CLOSING REMARKS

Stijn Coninx, screenwriter and director, member of the SAA Board of Patrons [BE]

Gérard Krawczyk, screenwriter and director [FR]