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# â??EFM Industry Debatesâ?• 2017: Promises and Reality of Digital Distribution, Challenges and Opportunities in the Arab Film Industry and Innovations in Film Sales and Marketing

## Description

In the tenth year of their existence, the â??*EFM*

Industry Debatesâ?• (February 10 to 12) will once again bring together high-calibre international experts to discuss current topics of interest, trends and perspectives for the rapidly changing film industry. The first panel discussion addresses the question to what extent digital distribution can be advantageous, in particular for independent film producers. The second debate focuses on the film industry in the Arab world and its challenges and potential. Finally, the significance and necessity of innovations in the field of film sales and marketing will be treated within the scope of the third debate.

The event is being presented for the sixth time by the IFA, the leading global trade show for consumer electronics and home appliances, the official host of the â??*EFM* Industry Debatesâ?•.

The discussion series is organized in co-operation with the international trade magazines Screen International, The Hollywood Reporter and Variety. The â??*EFM* Industry Debatesâ?• will take place on Friday, February 10; Saturday, February 11 and Sunday, February 12, from 4.00 to 5.00 pm at the Gropius Mirror Restaurant.
**Friday, Feb 10, 2017, 4.00â??5.00 pm**

**Online Distribution: Promise and Reality**
In co-operation with The Hollywood Reporter

Online distribution promises to be the savior of the independent production industry, providing a long-tail global audience for even the most niche art house films and TV productions.
But how does the promise of online distribution match up to the reality? How can independent producers best use the Internet to both finance productions and recoup on their investment? And how can an indie producer or director assess the real value of their films on the global market?

Moderation: Scott Roxborough, The Hollywood Reporter
**Saturday, Feb 11, 2017, 4.00-5.00 pm**
**New Prospects: Challenges and Opportunities in the Arab Film Industry**
In co-operation with Variety

The Arab world is growing significantly as a market and producer of films. But growth has been uneven, with screens and investment increasing in areas like the Gulf but lagging in countries such as Egypt. Meanwhile, Arab producers and directors face creative and commercial challenges as pay-TV and SVOD gain ground. What are the regionâ??s prospects? The panel will present fresh data on Arab cinema and discuss how best to navigate a growing but tricky market.

Moderation: Nick Vivarelli, Variety

**Sunday, Feb 12, 2017, 4.00-5.00 pm**
**Market Innovation 2017: How To Get Things Moving?**
In co-operation with Screen International

With its new â??*EFM* Horizonâ?• platform, the *EFM* offers various initiatives focusing on the film industry of the future. â??*EFM* Horizonâ?• sets out to help discover the latest technological developments and forward-looking trends and to take advantage of networks in sectors bordering the audio-visual industry. The panel introduces entrepreneurs with strategies that will shape the future in distribution and marketing of films and potentially attract new audiences. The new â??Propellor Film Tech Hub,â?• of which *EFM* is a founding partner, is setting up an incubator program for the development of new distribution and marketing prototypes, and will present its strategy for 2017 and 2018.

Moderation: Wendy Mitchell, contributing editor at Screen International.
Admission to the â??*EFM* Industry Debatesâ?• is free of charge for owners of the market badge. The â??*EFM* Industry Debatesâ?• will be followed every day by a networking cocktail hour.

You can find further information for the event on the EFM website: http://www.efm-berlinale.de

(Source: Berlinale Press Office)

**Category**

1. #BIFF
2. Berlin Film Festival
3. Berlinale Co-Productions Market
4. European Film Market

**Tags**

1. Arab Film Industry
2. Art
3. Cinema
4. Competition
5. Conversation
6. creativity
7. EFM Industry Debates
8. entertainment
9. Film
10. film festivals
11. Filmmaking
12. inspiration
13. Larry Gleeson
14. marketing
15. Media
16. News
17. platform
18. Programming
19. Propellor Film Tech Hub
20. Society
21. writing

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