



FNE CEI Innovation Days @ Regiofund Festival Katowice

October 5th - 6th 2017

Developed by Sten-Kristian Saluveer, CEO & Founder, Storytek Creative Accelerator,
sten@storytek.eu

FNE CEI Innovation Day at Regiofund Film Festival 2017

Concept Description

Confidential, not to be distributed to 3rd parties without the consent of the author

By Sten-Kristian Saluveer, CEO @ Storytek Creative Accelerator, sten@storytek.eu, @stenksaluveer

Introduction

The keyword for European audiovisual and film industries anno 2017 has been global disruption as traditional and well established practices and conventions of production, financing and distribution in the continent have come under the increasing pressures from new players in the content industry including the Big 4 of Amazon, Apple, Netflix and Youtube but as well as the increasing prevalence of new technologies such as AR (artificial reality), Virtual Reality, web series and other forms of digital short content.

Whilst the discussion within the industry players in the festival circuit has evolved around polarizing viewpoints between the traditional theatrical window based practices versus new and highly disruptive strategies of new digital players, only a few have addressed the pending issues from the angle of the opportunities opened up by the digital technologies for creatives, producers, financiers and policymakers in the European independent film community, especially from countries with small production capacities.

The FNE innovation day at Regiofund Film Festival addresses this pending need through a half day of discussions and practical case studies and workshops with the goal of presenting new trends and innovations in the digital media landscape that can be utilized in innovating regional film and audiovisual industries. In detail the day will look at new strategies and opportunities undertaken by established producers, the cutting edge business models in other digital industries that can be adapted to the content production chain, the overview of new technologies and their relevance to the film industry such as regional VR, AR and game & mobile creators, the increasing importance of intellectual property and its valuation for producers, trends in new forms of financing such as venture capital and crowdfunding / crowdfinancing, as well as case studies of regional innovators.

The goal of the day thus is to give participants both a crash course in the newest developments in new trends of production, distribution, and new tech of storytelling, capacity to understand the opportunities and limitations of new storytelling and audience engagement technologies, basics of venture capital and private film investment, and last but not least, key concepts and frameworks in intellectual property valuation and legal regulations for co-productions.

The FNE Innovation Day is curated by Sten-Kristian Saluveer, CEO of Storytek Creative Accelerator and Head of Development & Special Projects for the Industry@Tallinn & Baltic Event summit for audiovisual professionals.

SESSION 1: RETHINKING FINACING & CO-PRODUCTIONS

Duration: 45 minutes panel discussion with practical examples + 15 minutes Q&A discussion

It is a widely know truth that soft money for co-productions in Europe is reaching its limitations setting producers on the move for new sources and partners for financing for their productions such as venture capital investments from technology and finance entrepreneurs. Although the VC industry has ample of resources available and has demonstrated a reborn interest in investing into content industries the basics and expectations of venture capital investors differ to a great degree from classical soft money based financing. The panel thus brings together key players from Europe's new financing landscape from sales agents, dedicated software platforms to venture capital investors to give a hands on overview where's the money and how to access it.

Speakers:

- Ilann Girard (France) - award winning producer / CEO @ Online Film Financing (OLFFI)
<https://www.linkedin.com/in/ilanngirard/>
 - Ian Collins (UK) - Managing Partner @ Radium Services
<https://www.linkedin.com/in/iancollins2/>
 - Tony A Verb (Hungary) - Producer & Venture Capital Investor @ Greater Bay Ventures
 - Jan Kwieciński (Poland) - Producer @Akson Studio
-

Showcase: HRZ 3D Studios

Hz 3D studios is an up and coming 3D and VFX studio based in Warsaw which has recently evolved into VR production with their house built application. The showcase will demonstrate their recent work as well as discuss the opportunities and challenges for smaller studios bridging to new formats

<http://www.hrz3d.com>

Speaker: Marysia Bialkowska (Poland) - Producer @ Hrz3D

Case Study: From Youtube to Blockbuster, the Slovenian Experience

Suprisingly the top grossing Slovenia film in recent years has been a comedy *At Hostar / Pr' Hostar* by Luka Marčetič that achieved topped 210,000 admissions, becoming the most viewed domestic title since Slovenia claimed its independence in 1991. However, its less know that the film is based on highly popular Youtube series.

The case study will discuss how the producers grew their audience on digital short form channels such as Youtube and how that helped to foster the films unprecedented success.

Speakers:

Goran Hrvačanin (Slovenia) - Producer

Case Study: Taking Poland multiplatform: understanding the basics of VR, AR and storytelling in game universes

Recent developments in multiplatform technologies from VR, AR and games have opened up exciting possibilities for producers and creative storytellers to broaden their story horizons and engage new audiences. The session will present the newest in VR, AR and game landscape in Poland and will provide the participants basics of the do's and don'ts of expanding from film to other digital platforms.

Speakers:

- Pawel Feldman or Patryk Grzeszczuk - 11 bit Studios, developers of acclaimed war survival game "A War of Mine"

<https://www.11bitstudios.com/contact/>

- Marcin Lunkewic - "Para nie do pary" 360 video series (Poland) Zielony Pomidor, Warsaw
- Marcin Marcyk - organizer, StoryCode Conference (Poland)
- Dawid Biegun - Chernobyl VR documentary project (Poland), The Farm 51 Group

<http://www.chernobylvrproject.com/en/>

6 October 2017

Networking Day

- One on one meetings with Experts and Participants following up on Innovation Day Sessions
- Chance to attend Regiofund Forum Pitchings