



THE INTERNATIONAL DIGITAL CINEMA MARKET

3530, Saint-Laurent Blvd., Suite 500
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PROGRAM //
The Global Digital Distribution Summit

THURSDAY, SEPTEMBER 22

9: 30 – 9: 40

Welcome by *Sheila de La Varende*,
Executive Director - DIGIMART

9: 40 – 10: 00

Introduction by *Daniel Langlois*,
Founder and Chairman - DIGIMART

10: 00 – 11: 00

Keynote address by Mark Cuban, HDNet (USA)

Followed by Discussion and Q & A

11:15 - 11:30

Digital Cinema Is Not A Technology - or, what the first 100 years of the cinema business has to teach us about the future of screening motion pictures.

Patrick von Sychowski, Unique Digital (UK), presents an overview of the digital cinema transition.

11:30 – 1:00

Digital Cinema Networks

Leading figures in the conversion to digital projection compare and contrast approaches to digital cinema. Will the proliferation of digital screens allow for greater diversity and flexibility, reduce costs, and lead to increased revenues? How will the theatrical experience be transformed by digital projection? Can these new digital networks solve the current distribution crisis for independents?

Moderator: *Patrick von Sychowski*, Business Development Director, Unique Digital (UK)

Speakers: *Peter Buckingham*, Head of Distribution and Exhibition, UK Film Council (UK); *Nicholas Clay*, Chairman and CEO, AVICA (USA); *Rickard Gramfors*, Project Manager, Digital House/Folkets Hus och Parker (Sweden); *Fabio Lima*, Co-Founder, Rain Network Digital Cinema (Brazil); *Nico Simon*, Vice-President, Europa Cinemas and President, Utopia (Luxembourg).

2:15 – 3:45

More Digital Cinema Networks – Alternative and Independent Spaces

Presentations from pioneers from around the globe whose models reach out to new audiences and promote work previously overlooked by traditional distribution and exhibition mechanisms. Some of these examples operate out of alternative exhibition spaces; others work out of traditional venues, reinventing the way films are released in theatres.

Moderator: *Peter Broderick*, President, Paradigm Consulting (USA)

Speakers: *Ira Deutchman*, President, Emerging Pictures (USA); *Lucinda Englehart*, Executive Producer and Distributor, Spier Films (South Africa/UK); *Mark Hooper*, Vice-President of Technology and Development, DigiScreen (Canada); *Stefan Kaspar*, Founder, Grupo Chaski and Microcinema Network (Peru); *Bjorn Koll*, CEO, Salzgeber Films and German Partner, CinemaNet Europe (Germany); *Kees Ryninks*, Head of Documentaries, The Netherlands Film Fund and Co-Founder of CinemaNet Europe (The Netherlands).

4:00 – 5:00

Presentation by Mark Pesce

"When The Going Gets Weird"

With the rise of peer-to-peer "hyperdistribution" techniques – which let anyone share anything with everyone anywhere in the world – the entire relationship between creative producer and audience consumer has been absolutely corrupted. Individuals can become film distributors – and they are. Seventy million people can watch a video – just because someone forwarded them a link. Is there a future for a professional class in cinema?

Followed by Discussion and Q & A



DIGIMART 2005 // The Global Digital Distribution Summit
September 21-24 2005
Ex-Centris, Montréal

FRIDAY, SEPTEMBER 23

9:30- 10:30

Presentation by Peter Broderick, Paradigm Consulting (USA)

"Reinventing Distribution"

Filmmakers are taking charge of the distribution of their films. No longer willing to cede complete control to middlemen, they are executing customized strategies to target audiences more directly and effectively. Using digital technologies they are maximizing the reach, revenues, and impact of their films. They are also building core personal audiences domestically and internationally.

10:45 - 12:15

Filmmakers Face The Future

Filmmakers assess the opportunities presented by digital production and distribution. How does digital production facilitate digital distribution? What financing possibilities are being created by new distribution approaches? Will filmmakers have greater creative freedom and control? How are they adapting old genres to new formats? What novel forms of filmmaking are now possible?

Moderator: Peter Broderick, President, Paradigm Consulting (USA)

Speakers: Chow Keung, Producer, XStream Pictures (China); Jason Kliot, Co-President, HDNet Films and Co-Partner, Deutsch/Open City Films (USA); Rob Nilsson, Director and Digital Filmmaking Pioneer (USA); David S. Vadiveloo, Series Creator and Director, Us Mob (Australia).

Followed by Discussion and Q & A

2:00 - 3:00

Presentation by Cory Doctorow, Electronic Frontier Foundation - EFF (Canada/UK)

"The Future of Digital is Digital"

"Technologies that seek to restrict the copying and use of digital works are wrong and wrong-headed. Wrong because they don't work, because they suppress creativity, and because they treat honest users like crooks."

Followed by Discussion and Q & A

3:15 - 5:00

New Models in an Age of Hyperdistribution

This session looks at a variety of digital models created by artists and other third party businesses and entrepreneurs that take advantage of online, peer-to-peer no borders mechanisms to find novel and powerful ways to promote work and generate income. How can artists and filmmakers develop an audience for their work and make money online? Can these new approaches work alongside traditional distribution?

Moderator: Mark Pesce (USA)

Speakers: John Evershed, CEO & Executive Producer, Mondo Media (Canada/USA); Gary Lerhaupt, President, Prodigem Inc. (USA); Brian Zisk, Founder and Technologies Director, The Future of Music Coalition (USA); Cory Doctorow, European Affairs Coordinator, EFF (Canada/UK)

SATURDAY, SEPTEMBER 24

10:00 - 11:30

Democratization of Distribution

New digital tools have given filmmakers unfettered access to audiences, activist groups unprecedented access to voters, and citizens unparalleled access to a diversity of ideas and information. This panel will examine how online social networks, video on demand, blogs, and house parties are being used to inform, educate, and organize. Can this counter the growing concentration of control over traditional mass media and distribution?

Moderator: Cory Doctorow, European Affairs Coordinator, EFF (Canada/UK)

Speakers: Ken Jordan, Project Director, Open Network (USA), Drazen Pantic, Founder, Digital Video Network and Co-Director, Location One (USA); Neil Sieling, Consultant for Strategic Partnerships and Digital Media, Link TV and Interra (USA); Steven Starr, Founder and CEO, Revver Inc. (USA).

Closing words from Daniel Langlois and Sheila de La Varenne