**European Film Forum Berlin**

How European works can benefit from technology

*13 February 2017, Hotel Ritz-Carlton, Potsdamer Platz 3, 10785 Berlin*

The European Film Forum Berlin 2017 is moderated by **Marjorie Paillon**, Journalist.

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| 09:30 – 09:50 | Keynote Speech on *Promoting the use of data and automated tools for European Audiovisual works*, **Roberto Viola**, Director-General, DG CONNECT, European Commission |
| 09:50 – 10:10 | Impulse by **Dirk Hofmann**, Founder & Managing Partner, Kreait  Q & A |
| 10:10 - 11:15 | **Panel 1:**   **Big data as a driver of the audiovisual industry**  **Sarah Lewthwaite**, Strategic Partnership Director, Movio  **Tom van Laer**, Senior Lecturer, Cass Business School, City University London  **Oscar Sharp**, Filmmaker and Producer, Therefore Films  **Collet Guenaëlle**, European Affairs Manager, European Broadcasting Union (tbc)  Q & A |
| 11:15 – 11:35 | Coffee break |
| 11:35 – 11:45 | Input on Data management in audiovisual business: Netflix as a case study  by **Elena Neira**, Consultant and Owner, La otra pantalla |
| 11:45 – 12:50 | **Panel 2:**   **How can the audiovisual sector benefit from automated tools?**  **Paul Avril**, Conseil supérieur de l’audiovisuel, France  **Andreas Wildfang**, EYZ Media GmbH  **Dimitrios Mitsinikos**, Gower Street Analytics  Q & A |
| 12:50 – 13:00 | Closing remarks by **Giuseppe Abbamonte**, Director, Media Policy Directorate, DG CNECT |

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| 13:00 – 14:30 | Networking lunch |

**Creative Europe MEDIA showcases**

Spotlight on uniting film, democracy and technology

The Creative Europe Showcases are moderated by **Wendy Mitchell**, Film Programme Manager, British Council & Contributing Editor, Screen International

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| 14:30 – 14:40 | Welcome by **Roberto Viola**, Director-General,  DG CONNECT, European Commission |
| 14:40 – 14:50 | Introduction and scene-setting by: **Brian Holmes**, Director,  Education, Culture and Audiovisual Executive Agency (EACEA) |
| 14:50 – 15:30 | **Session 1:** D**ocumentaries in the age of post-truth**  **Barbara Visser**, Artistic Director, IDFA  **Friedrich Moser**, Director, EDN member |
| 15:30 – 16:10 | **Session 2:** **Do documentaries travel better than fiction?**  **Daniela Elstner**, Managing Director, Doc & Film International  **Gunnar Dedio**, Founder, Looks Film & Tv  **Signe Byrge Sørensen**, Founder, Final Cut for Real |
| 16:10 – 16:30 | Coffee break |
| 16:30 – 17:10 | **Session 3:** **Women in film: another approach to co-productions**  **Ada Solomon**, Founder, Hi Film  **Leontine Petit**, Founder, Lemming Film  **Riina Sildos**, Founder, Amrion Productions |
| 17:10 – 17:50 | **Session 4:** **Creativity meets technology: AR/VR and interactive content**  **Astrid Kahmke**, Head of VR Accelerator Europe  **Michel Reilhac**, Head of Studies for Venice Biennale College Cinema & VR Head of Submarine Channel |
| 17:50 – 18:00 | Closing remarks by **Harald Trettenbrein**, Head of Unit MEDIA,  Education Audiovisual and Culture Executive Agency |

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| 18:00 – 19:00 | Creative Europe Networking Cocktail |