



VOD FOR PRODUCERS | Online Distribution Inspirational Lab 24th January 14:30-18:00

Organised by When East Meets West and EUROVOD, the lab is a unique opportunity to raise awareness of the diversified VOD landscape and discover new distribution models within the European digital market. The series of lectures will be led by EUROVOD experts and representatives of some of the most active and successful European VOD platforms and will help to inspire attending film companies to plan ahead the digital distribution of their films. The lab includes lectures, case studies and a workshop on the 24th January 2022, followed by 1-to-1 meetings between the participants and the experts.

PARTICIPANTS

Sonia Calligaro (Incipit Film, Italy)
Debora Chiara Desio (A_Lab, Italy)
Anna Di Toma (Agherose, Italy)
Iva Jurlina (Zagreb Film Festival, Croatia)
Giovanni Pellegrini (Ginko Film, Italy)

Svitlana Soloviova (SVITLOFORFILM, Ukraine)
Marco Spinetti (Dinamo Film, Italy)
Magdalena Sztorc (New Horizons VOD, Poland)
Stefanos Tai (KIPOS, Greece)
Tina Tišljar (Eclectica, Croatia)

PROGRAMME

14:30-14:45 **Presentation of the Lab and of the participants**
14:45-15:00 **MARKET ANALYSIS / Overview on the VoD market and trends** (Silvia Cibien)
15:00-15:40 **BUSINESS OPPORTUNITIES, MODELS & LICENSING / Choices, Choices: Navigating the International VOD/OTT Platform Explosion - for EU doc/indie film producers** (Wendy Bernfeld - Rights Stuff)
15:40-15:50 *Break*
15:50-16:20 **AUDIENCE / Building content demand: the next frontier for AV independent producers** (Agustina Lumi - UsherU)
16:20-17:30 **CASE STUDIES / The VoD business**
FILMIN (Joan Sala), **FilmDoo** (Weerada Sucharitkul), **7Arts** (Kalin Zlatanski)
17:30-17:40 *Break*
17:40-18:30 **WORKSHOP / Open discussion & debriefing about the assignments**

Followed by the individual meetings between the participants and the experts the 27th and 28th January.

SPEAKERS



AGUSTINA LUMI

Head of Content and Marketing, Usheru / Consultant and Producer

Agustina Lumi is a film and TV producer. She developed her career in the main Argentine production companies and broadcasters. She was part of INCAA, the National Film Body in Argentina, as Head of Exhibition and Media Content Manager for **CINE.AR** (TV / VoD) and INCAA's cinema network. She specializes in audience development, public policies and global promotion for national film and audiovisual content. Currently in Madrid, she is Head of Content & Marketing at *usheru* (Ireland), Manager for Series LAB at SANFIC (Chile) and supports EUROVOD's activities & network.

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JOAN SALA

Managing Editor and Programmer, FILMIN

Joan Sala has a degree in Humanities and Audiovisual Communication. Since 2008 he works on the Filmin VOD platform, currently as co-head of acquisitions, programmer and managing editor. Filmin is a pioneer company, the main independent cinema platform of Europe. The project has obtained enormous recognition. In 2010, Filmin created its own festival, Atlántida Film Fest, of which Joan is also deputy director and programmer.

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KALIN ZLATANSKI

Head of Business Development, 7Arts

Digital Media Strategist experienced in the marketing and advertising industry. Responsible for the platform's advertising and digital presence, company's growth, content acquisition as well as international relations.

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SILVIA CIBIËN

Freelance Project Manager and Consultant

Silvia Cibiën has 16 years of experience in the film industry, as arthouse film programmer for Boldù cultural center (2005-08) and production assistant for 360 Degrees Film (2007-08) in Venice, as distribution assistant for Officine UBU (2010-11) in Milan and Insomnia World Sales (Montpellier); coordinating *Art Cinema=Action+Management* professional training with CICAIE, the International Confederation of Arthouse Cinemas in Paris (2007-2015). From 2013 she is a freelance consultant, specialized in European funding schemes, public policies and project management for the audiovisual sector, along with the organization (programme, logistics) of events, markets, conferences, trainings and professional meetings. In 2017 she joined the VoD industry as consultant for several European VoD services, coordinating in parallel EUROVOD association and its projects since then.

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WEERADA SUCHARITKUL

CEO & Co-Founder, FilmDoo

Weerada is an international entrepreneur, building new, democratic models for film distribution and education. Weerada is the CEO of FilmDoo, a platform using innovative technologies to bridge film content with edtech. Having lived in eleven countries across five continents, Weerada launched FilmDoo to bring together the three things she's most passionate about: films, language learning and technology. Today, FilmDoo is a global media company helping people to discover and watch great films, including hard-to-find award-winning shorts and documentaries. With a catalogue of over 3,000 films from over 80 countries, FilmDoo is a global leader in promoting diversity and helping under-represented stories around the world to get seen and heard. Most recently, FilmDoo launched their game-based edutainment platform that makes it fun and easy to teach and learn languages through engaging films at FilmDoo Academy. Drawing on over ten years of experience across digital strategy and innovation as Management Consultant, Weerada's mission at FilmDoo is to disrupt the traditional film distribution model and create new language learning technologies. Weerada first came to the UK as a Thai Cambridge Foundation Scholarship recipient where she graduated with a degree in Management from the University of Cambridge.

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WENDY BERNFELD

CEO & Founder, Rights Stuff

Wendy Bernfeld, former Montrealer and founder/CEO of Rights Stuff (Amsterdam) www.rights-stuff.com, is a passionate film buff with 25+ years in film/paytv/VODchannel startup, biz dev and content/programming experience in N.A. and EMEA/international. This includes (before Rights Stuff) prior multi-region roles as CEO Canal+ International, MD Alliance Atlantis and earlier on as entertainment lawyer. Wendy has a J.D./LLB from Queens University, after one year of BA/MBA at McGill & University of Toronto. She was earlier, one of 10 Law Clerks to Chief Justice, Supreme Court and remains a member of the Ontario and UK bars. Since founding Rights Stuff consulting/digital agency in '99, she provides content strategy and pragmatic licensing, including content curation, acquisition, distribution and development, to maximise rights/windows/audiences across an evolving digital landscape. Key expertise is international Pay/SVOD/AVOD/FAST/OTT licensing, and Originals deals - whether traditional, digital-first/webseries, cross-platform/hybrid, blockchain and/or VR/XR), and going beyond just the "big5" Netflix/Amazon types to other thematic and (multi) regional services - the new buyers and (co-)funders - who compete head-on or complement them. Wendy is also a frequent lecturer, speaker, moderator on digital media and VR (business), as well as a strong supporter of the production/festival/industry sectors, including advisory boards (IDFA, Binger Film Institute, The Film Collaborative, Blockfilm.io etc). In 2010, Wendy was named as one of the "[Brave Thinkers of Indie Film, 2010](#)" by Oscar-winning independent producer Ted Hope. Her most recent articles include, for the L.A. Film Collaborative, a practical guide to alternative and niche streamers, updated March 2021 [here](#); and a Screen International June 30 2021, Cannes fest article [here](#); aimed at navigating streaming buyers and funding deal opportunities.

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