



## THE ON-DEMAND ECOSYSTEM | VOD Inspirational Lab

WHEN EAST MEETS WEST 22-25 JANUARY 2023

Curated by Silvia Cibien & Agustina Lumi, the VoD Inspirational Lab is a unique opportunity to better understand the diversity of the VOD landscape and the dynamics behind the on-demand ecosystem. Through a series of lectures, case studies and masterclasses, sharing data and know-how on the current VoD market and players, with a focus on Europe and LATAM, the Lab will help the participants to plan ahead the online distribution strategy and co-financing of their content, answering to the audience demand.

### CURATED BY



#### **SILVIA CIBIEN**

##### **Project Manager and Consultant**

Silvia Cibien is a freelance project manager and consultant for European business & affairs, market intelligence and specialized in EU funding schemes; producer of professional events (trainings, meetings, workshops, markets and conferences), keynote speaker and panel moderator. She joined the VoD industry in 2017, working for several VoD platforms and providers, coordinating in parallel EUROVOD association as General Delegate until December 2021: bringing the voice of the European independent VoD platforms to the industry and the public institutions, developing the association and its projects, like the European VoD Meetings, the VoD Market Days and Eurovod Pro, among others.

She started in 2005 as arthouse film programmer, film production & distribution assistant, volunteering in festivals and coordinating for 10 years Art Cinema = Action + Management, the professional training of CICAIE, the International Confederation of Arthouse Cinemas.

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#### **AGUSTINA LUMI**

##### **Producer / Content & Marketing Consultant**

Film and TV producer with almost 20 years of experience in the field. She developed her career in the main Argentine production companies & broadcasters. She was part of INCAA, the National Film Body in Argentina, as Head of Exhibition & Media Content Manager for CINE.AR (TV / VoD) and the national cinema network. She specializes in audience development, public policies and global promotion for national film & audiovisual content.

Currently in Madrid, she works as a Senior Marketing & Content Consultant, helping distributors, exhibitors, public bodies and audiovisual producers to integrate new digital efficiencies for B2B & B2C audience generation.

She is also Manager for [Series LAB at SANFIC Industria](#) (Chile) and [Mentor for CICAIE's Arthouse Cinema Training and Mentoring Program \(ACT\)](#).

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