**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, KreaitQ & 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 studyby **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 AnalyticsQ & 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 |