

THURSDAY

18 MAY

10:00 - 11:00

*Main Stage – Palais des festivals
and online*



EUROPEAN COMMISSION | EUROPEAN FILM FORUM: “LOOKING AHEAD: A VISION FOR THE EUROPEAN AUDIOVISUAL AND MEDIA INDUSTRIES”

After an opening by European Commissioner Thierry Breton on the competitiveness of the industry, high-level European CEOs will share their views on how to prepare for the future of the sector and better position the European audiovisual industry in European and global markets.

Moderator: Marjorie Paillon

Speakers: Pierre-Antoine Capton, Co-founder and CEO of Mediawan; Bruno Patino, CEO of ARTE; Teresa Fernández-Valdés, independent producer and founder of Bambu productions; Daniela Elstner, Executive Director of UniFrance

THURSDAY 18 MAY

LET'S CELEBRATE THE MEDIA COMMUNITY! WITH THE BUSINESS CLUSTER BENEFICIARIES

The Creative Europe MEDIA Desks welcome beneficiaries of the MEDIA programme (2021-2022) to gather together & meet with European professionals during Happy Hour at the Creative Europe MEDIA Stand.

Business cluster including Talent & skills, Markets, MEDIA 360, Innovative tools & business models beneficiaries.

17:30 - 19:00

*Pavilion Creative Europe MEDIA at
International Village (number 120)*

*If you'd like to attend and you're not a Creative Europe MEDIA participant, please, get in touch with your **local Creative Europe Desk**.*



FRIDAY 19 MAY

17:00 - 17:30

*Pavilion Creative Europe MEDIA
at International Village (number 120)*



USHERU | SHOWCASE: UNLOCK THE COMMUNITY

usheru are excited to announce a groundbreaking new project, with the support of Creative Europe funding, called 'Unlock The Community'. This project aims to build meaningful audiences for films and drastically reduce the cost of marketing. We invite you to join us in exploring this new cutting-edge approach to film distribution, which has the potential to revolutionise the industry.

Moderator/Speaker: Oliver Fegan

SATURDAY

20 MAY

16:00 - 16:30

*Palais Stage – Palais des festivals
and online*



EUROPEAN COMMISSION | UNVEILING THE “EUROPEAN MEDIA INDUSTRY OUTLOOK”

The European Commission will present the results of its “European Media Industry Outlook”, a report on industry developments in the audiovisual, media and videogames sectors across the EU. It will unveil new data on audience preferences and consumption, explore demand and supply trends, and report on the potential impact of these trends on the European media market and business models.

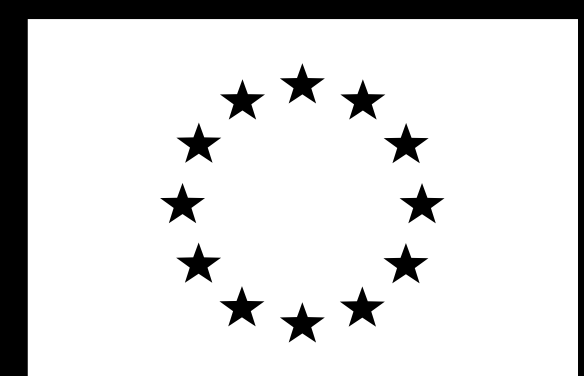
Moderator: Sten Saluveer

Speaker: Lucia Recalde, Head of Unit, and Bastien Remy, Policy Officer, at “Audiovisual Industry and Media Support Programmes” Unit, DG CNECT

SUNDAY 21 MAY

17:30 - 19:00

*Pavilion Creative Europe MEDIA at
International Village (number 120)*



Creative
Europe
MEDIA

LET'S CELEBRATE THE MEDIA COMMUNITY! WITH THE CONTENT CLUSTER BENEFICIARIES

The Creative Europe MEDIA desks welcome beneficiaries of the MEDIA programme (2021-2022) to gather together & meet with European professionals during Happy Hour at the Creative Europe MEDIA Stand.

Content cluster including mini-slate, slate, co-development, XR/VG development, TV beneficiaries.

*If you'd like to attend and you're not a Creative Europe MEDIA participant, please, get in touch with your **local Creative Europe Desk**.*

MONDAY 22 MAY

LET'S CELEBRATE THE MEDIA COMMUNITY! WITH THE AUDIENCE CLUSTER BENEFICIARIES

The Creative Europe MEDIA Desks welcome beneficiaries of the MEDIA programme (2021-2022) to gather together & meet with European professionals during Happy Hour at the Creative Europe MEDIA Stand.

Audience cluster including Festivals, Network of festivals, VOD, Education film & audience development, Cinema network, Films on the move, Sales, Distributors beneficiaries.

*If you'd like to attend and you're not a Creative Europe MEDIA participant, please, get in touch with your **local Creative Europe Desk**.*

17:30 - 19:00

*Pavilion Creative Europe MEDIA at
International Village (number 120)*

TUESDAY
23 MAY

**CREATIVE EUROPE MEDIA I
INFO SESSION SALES AGENTS CALL**

Presentation of the Call.

Speaker: Stefano d'Orilia

9:30 - 10:30

*Pavilion Creative Europe MEDIA
at International Village (number 120)*

