

KineDok Conference on Alternative Distribution

March 10 – 11, 2016

KineDok conference will present new trends in the field of alternative distribution and will give the opportunity to meet the representatives of European distribution platforms to discuss the innovative ways of bringing documentary films closer to the audience.

THURSDAY, March 10, 2016

10 am – 11 am | Welcome and Introduction (Registered conference guests only)
Overview of the situation in the region regarding the distribution of documentary films.
Implementation of alternative distribution models. Funding and co-financing.
Where: Cervantes Institute, Room No. 14

11:15 am – 12:30 pm | Presentations (Registered conference guests only)
Brainstorming about different distribution environments across Europe – presentations and discussion.
Where: Cervantes Institute, Room No. 14

12:30 pm – 1 pm | Social Media Campaign: Joanna Solecka (EDP accreditations only)
Joanna Solecka is the head of Alphapanda's Polish branch covering the Eastern European market. She brings her expertise in international PR and festivals and she will present international campaigns on social media marketing, one of which is the Academy Awards campaign for Oscar nominated documentary „Joanna” – KineDok film 2015.
Where: Cervantes Institute, Room No. 14

2 pm – 3 pm | Lecture: Digital Rights Stuff
Wendy Bernfeld decodes the possibilities of new digital distribution windows and platforms around the world (TVOD, SVOD, AVOD etc.) and hits the business side of web series, cross-platform and transmedia programming. Where: Cervantes Institute, Cinema Hall

3:15 pm – 4:30 pm | Campaigning Duel Sarah Mosses feat. Fredrik Gertten
Sarah and Fredrik will be giving an introduction to Impact Distribution Strategy; how to work successfully alongside traditional film distribution routes to launch a campaign to effect change. Focussing on Budgets, Platforms, Partners and Skills in order to launch an effective campaign.
Where: Cervantes Institute, Cinema Hall

5 pm – 6:30 pm | Panel on Alternative Distribution
Panel discussion on alternative distribution will explore 5 different approaches to alternative distribution of documentaries. Jana Ripplová (KineDok), Maja Lindquist (Doc Lounge, Moving Docs), Ondřej Kamenický (Get Your Audience!), Dimitra Kouzi (CineDoc, Moving Docs), will be presenting the innovative ways of bringing documentary films closer to the audience.
Moderator: Diana Tabakov (Doc Alliance Films)
Where: Cervantes Institute, Cinema Hall

8:30 pm – 12 am | KineDok Screening, Q&A with the director & Party

6 Degrees (Bartosz Dombrowski, Poland, 2014, 81')

The film is inspired by Milgram's "Six degrees of separation" theory with its assumption that every person in the world can be reached through 6 personal connections.

Where: Vinohradský Pivovar

FRIDAY, March 11, 2016

10 am – 11:15 am | Lecture: Catch Up with iTunes, Sony Entertainment, Google, YouTube, Amazon and Vudu?

Vincent Lucassen is an experienced producer, distributor and film-marketing specialist. His company Under the Milky Way works as an aggregator and a facilitator. It helps rights holders to get their titles onto platforms. His lecture will cover different digital distribution models focusing on new trends in alternative distribution.

Where: Cervantes Institute, Cinema Hall

11:30 am – 12:30 pm | Lecture: Crowdfunding for Alternative Distributors

Wolfgang Gumpelmaier (gumpelmedia) will give a lecture on different types of crowdfunding, overview and operation of major platforms, the expiry of a campaign, focusing then on the tailored campaign for distribution platforms as a way of co-financing.

Where: Cervantes Institute, Cinema Hall

1:30 pm – 3 pm | Conference Resume

Conference outcomes – moderated discussion. Cooperation possibilities. Participant's reviews. Networking.

Where: Cervantes Institute, Room No. 14 (Registered conference guests only)

3 pm – 4 pm + 6:30 pm – 8:30 pm | Lecture: Crossing Inspirations: Anima/Doc + Screening: The Magic Mountain (EDP accreditations only)

The Magic Mountain (2015), a Romania - France - Poland co-production, had the World premiere in Annecy 2015, and the international premiere in Karlovy Vary IFF in the main Competition where it received a Special Mention of the Jury and it was already selected for more than 40 festivals. It follows the photographer Adam J. Winkler, who fought in Afghanistan with the mujahedin against the Soviets in the 80s.

Where: Cervantes Institute, Cinema Hall