

EU XXL FORUM 2009

3.-8. 3. 2009 | Campus Kreams/ Danube-University Kreams/ Austria
a cooperation with EMR – Institute of European Media Law Saarbrücken

PROGRAMME OVERVIEW

Wednesday, 4 March 2009

- 11:30-13:00 **Get Together**
Infopoint Accreditation & Welcome
- 13:00-14:00 **Focus Script: State Of The Art**
Audimax Assessing the status of screenwriters
an introduction to the debate
- 14:15-16:00 **Focus Script: Pimp My Rights**
Audimax Legal Rights and
the Business of Writing in Every-Day-Life
- 16:30-17:30 **Share The Experience: Breinersdorfer**
KiK (ÖFG) "Being a Screenwriter Is Great, Producing
Just Self-Defence"

Thursday, 5 March 2009

- 10:00-13:00 **Content Online: Where's My Money**
Audimax How the Audiovisual Sector Could Profit
from the Online-Market OR How to Make
Copyright Fit for the Online Reality
- 12:00-13:00 **Share The Experience: Ilmar Raag**
KiK (ÖFG) Individual Fates in the Context of
Universal Themes
- 15:00-17:00 **Content Online: Building Bridges**
Audimax Chances of Cooperation and Synergies
between Content Producer and Provider
- 17:30-19:00 **mobilemotion Screening**
Audimax Films in Competition for the mobilemotion
AWARD 2009 – Made For Mobile
- 21:30-22:30 **Share The Experience: A. Jakimowski**
KiK (ÖFG) 3 in 1: Screenwriter, Director and Producer

Friday, 6 March 2009

- 10:00-12:45 **Public Service Content:**
Sem. 2.4 (DUK) **Who's Watching It?**
Political Support for the Dual Broadcasting
System and TV-Reality
- 10:00-11:45 **Artists' Rights: Term Extension**
Audimax Protection of Artists, How Serious Is The
European Commission About It?
- 12:00-13:00 **Share The Experience: J.M. Adrover**
KiK (ÖFG) Stories Taken From Real Life
- 12:00-14:00 **Artists' Rights: Catch 'Em, If You Can**
Audimax Authors' Rights Contract Law

- 13:00-14:00 **Public Service Content:**
Sem. 2.4 (DUK) **In Times Of Change**
Diversity in the Media World 2.0
at the Crossroads
- 15:00-17:00 **Public Service Content:**
ULNÖ **Call For Young Experts**
Workshop for and by Young Experts
- 15:00-18:00 **FilmMusic: Composing for television,
fiction and documentary film**
Audimax concept: Andrea Huemer
- 15:00-17:00 **EU XXL Resolution**
Sem. 2.4 (DUK) Negotiation of the EU XXL Resolution 2009
- 18:00-19:30 **Share The Experience: D. Schechter**
Audimax News Dissector - Karl Kraus Of The
Internet-Era

Saturday, 7 March 2009

- 10:00-11:30 **Share The Experience: István Szabó**
KiK (ÖFG) Monsieur Szabó, How Did You Do That?
- 10:00-13:00 **Share The Experience: D. Schleip**
Audimax Not interested in great gestures:
No music is a kind of music
- 16:00-19:00 **IEMPM**
Sem. 2.4 (DUK) Informal European Media Policy Meeting
- 19:15-20:15 **Share The Experience: Michael Kreihls**
ULNÖ Contemporary History:
Archival Footage and Its Use
- 20:30-21:00 **Reception**
- 21:00 **Award Ceremony**
Westside Rewarding the EU XXL Award, the EU XXL
Audience and the mobilemotionAWARD

Sunday, 8 March 2009

- 10:00-11:30 **Filmquiz & Filmbrunch**
Filmbar at KiK A Filmquiz with Jackie Knöbel on
Storytelling in coop. with Verspielt & So
- 11:00-13:00 **The European Union Needs Culture.
Does Culture Need the EU?**
HdR A Panel Discussion between Integration
and Directives with Jiri Gruza

3.- 8. März 2009
Campus Krems

Europäische Filme

EU XXL FORUM 2009

3.- 8. 3. 2009 | Campus Krems/ Danube-University Krems/ Austria
a cooperation with EMR – Institute of European Media Law Saarbrücken

„building bridges – sharing the experience at EU XXL film“

THE PROGRAMME IN DETAIL

Wednesday, 4 March 2009

FOCUS SCRIPT

11:30-13:00 Get Together

Infopoint Accreditation & Welcome

13:00-14:00 Focus Script: State Of The Art

Audimax Assessing the status of screenwriters in Europe
an introduction to the debate

Welcome by:

- Mercedes Echerer
(Director EU XXL film)
- Eva Spreitzhofer
(Chairwoman Drehbuchverband Austria)

Panel discussion with:

- Stefan Ruzowitzky
(Scriptwriter, Director, Oscar 2008 for *The Conterfeiters*)
- Sveinbjörn Baldvinsson
(Vice-President of Federation of Scriptwriters in Europe, Scriptwriter)

14:15-16:00 Focus Script: Pimp My Rights

Audimax Legal Rights and the Business of Writing in Every-Day-Life

Chair:

- Sveinbjörn Baldvinsson
(Vice-President of Federation of Scriptwriters in Europe, Scriptwriter)

Input speech by:

- Wolfgang Closs
(Executive Director European Audiovisual Observatory - EAO)

panel discussion with:

- Wolfgang Closs
(Executive Director European Audiovisual Observatory - EAO)
- Martin Kretschmer
(Professor of Information Jurisprudence and IP policy, Bournemouth University)
- Stefan Ruzowitzky
(Scriptwriter, Director, Oscar 2008 for *The Counterfeiters*)
- Danny Schechter
(*"The News Dissector"*, Producer, Scriptwriter, Director, Journalist)

Issues to discuss: *Legal environment and status of writers in different EU member states; fight for rights and credits; creative success versus economic success; negotiation power and contractual practice in reality; strengthening authors' rights as solution; discrepancies between the level of protection and factual earnings' of authors'; secondary rights and online exploitation; the way forward in strengthening the status of authors on European level and in every-day life, for the individual screenwriter;*

16:30-17:30 Share The Experience: Fred Breinersdorfer
KiK (ÖFG) **"Being a Screenwriter Is Great, Producing Just Self-Defence"**

*A practicing attorney as eternal debutant: in 1980 as the author of the novel *Anwalt Abel*, in 1984 as a screenwriter for *"Tatort"*, in 2005 as the screenwriter and producer of *"Sophie Scholl – The Final Days"* (Oscar nomination), in 2007 as the director of *"Sommersonntag"*. In collaboration with his daughter Léonie-Claire he develops and writes new formats and material. What advice does Producer Fred B. have for Writer Fred B.? "Producers: if you can't beat 'em, join 'em!"*

Thursday, 5 March 2009

CONTENT ONLINE

10:00-13:00 Content Online: Where's My Money
Audimax **How the Audiovisual Sector Could Profit from the Online-Market
OR How to Make Copyright Fit for the Online Reality**

Chair:

- Philippe Kern
(Managing Director KEA European Affairs)

Kick-off statements by:

- Philippe Kern
(Managing Director KEA European Affairs)
- Florian Philipitsch
(Head of the Austrian Supervisory Authority for Collecting Societies, expert on IP law)
- Tilo Gerlach
(Executive Manager of the German Collecting Society for Performing Artists, Producers and Promoters – GVL;
President of the European Performers Organisation AEPO/ARTIS)

Working group session

Presentation and discussion of working group outcome - concluding plenary session

Rapporteurs: Florain Philipitsch, Tilo Gerlach and Harald Karl;

Issues to discuss: Changing constellation of actors in the audiovisual online market by diversification of business models and manifold new modes of private copying; level playing field of traditional models; possibilities and limits within the scope of the existing legal frameworks; alternative models for fair remuneration; "content levy" and other flat rate models as one possible answer to enable creative forces to share in the profits and advantages deriving from online exploitation of audiovisual content;

15:00-17:00

Content Online: Building Bridges

Audimax

Chances of Cooperation and Synergies between Content Producer and Provider

Chair:

- Philippe Kern
(Managing Director KEA European Affairs)

Panel discussion with:

- Kurt Einzinger
(President EuroISPA - Internet Service Provider Association)
- Jens Gaster
(Principal Administrator of the Industrial Property Unit, DG Markt D2, European Commission)
- Tina Sagmeister
(Legal Expert, Hutchinson 3G Austria)
- Anne-Catherine Lorrain
(Intellectual Property Expert at the Trans Atlantic Consumer Dialogue - TACD)
- David Schalko
(Scriptwriter, Director, Producer, Programme Developer, Author)

Issues to discuss: building upon the results of the first panel – interaction between legislator, creative sector and industry; functioning and exploitation chains of different market agents; shift in future assignment of tasks between creative forces and content and service provider; shared interests and needs; possibilities, requirements and tools for new modes of cooperation; "content levy" and other alternative models of remuneration;

17:30-19:00

mobilemotion Screening

Audimax

Films in Competition for the mobilemotionAWARD 2009 – Made For Mobile

Moderation: Julia Wippersberg (Expert on mobile entertainment and TV, University of Vienna)

Members of the Jury:

Hannes Eder (Managing Director Universal Music Austria)
David Schalko (Director, Producer, Screenwriter)
Gerald Trimmel (Head of the Austrian Center for Film Studies, DUK)

Films in Competition:

17 Sekunden Kunst
Anfängerfehler
Frost
Lost
Pimp My Burger
The Bumblebee Fur Coat

Filmmakers (in alphabetic order): Christian Hörlesberger, David Hradetzky, Lena Lapschina, Agnes Miesenberger, Markus Sladek and Marie-Therese Zumtobel;

Followed by an interview with the filmmakers and the disclosure of the authorship, which film was made by whom – a professional filmmaker, a film student or an amateur;

FOCUS SCRIPT

12:00-13:00 Share The Experience: Ilmar Raag
KiK (ÖFG) Individual Fates in the Context of Universal Themes

*after the Service- Screening of his film **Klass (EST 2007)** at 10:00, Kino im Kesselhaus (ÖFG)*

Ilmar Raag, award-winning screenwriter and expert in a number of different fields—Eurimages, Media 2007, former head of Estonian TV—has rededicated himself to screenwriting exclusively since 2007. The school shootings in Erfurt and Finland and the massacres of Littleton, Blacksburg and northern Illinois, as both personal tragedies and social phenomena, are obviously difficult to comprehend. Why and, more importantly, how did Raag approach this complex theme?

21:30-22:30 Share The Experience: Andrzej Jakimowski
KiK (ÖFG) 3 in 1: Screenwriter, Director and Producer

*after the Screening of his film **Sztuczki (PL 2007)** at 20:00, Kino im Kesselhaus (ÖFG)*

For his debut fiction film, "Zmruz oczy/Squint Your Eyes", Jakimowski united his many talents, financing, writing, directing and producing it, and his efforts were showered with awards at international film festivals in San Francisco, Tokyo, Venice, Brussels, etc. "Sztuczki" was a repeat of this success, at the box office too. Is working as a screenwriter, director and producer in one a recipe for success or a necessity?

Friday, 6 March 2009

ARTISTS' RIGHTS

10:00-11:45 Artists' Rights: Term Extension
Audimax Protection of Artists, How Serious Is The European Commission About It?

Chair:

- Pia Raug
(Singer-Songwriter, Secretary General of the European Council of Artists - ECA, Chairwoman of the Danish Society for Jazz, Rock and Folk Composers - DJBFA)

Input speeches by:

- Martin Kretschmer
(Professor of Information Jurisprudence and IP policy, Bournemouth University)
- Thomas Dayan
(Ass. General Secretary of the International Federation of Musicians - FIM)

Panel discussion with:

- Stefan Gheorghiu
(General Manager Romanian Center for Performers' Rights Management - CREDIDAM, President of the Union of Musicians of Romania - UCIMR, musician)
- Martin Kretschmer
(Professor of Information Jurisprudence and IP policy, Bournemouth University)
- Franz Medwenitsch
(Managing Director IFPI Austria - International Federation of Phonographic Industry)
- Thomas Dayan
(Ass. General Secretary of the International Federation of Musicians - FIM)

Issues to discuss: Commission Proposal extending the term of protection of copyright and certain related rights; earnings of artists, a matter of copyright or contract; encouraging economic

independence or just slicing the cake new; strengthening the social status of performers as rhetoric line of argumentation or paradigm shift; the way forward securing fair remuneration to performers; balancing the interests of right holders and new creative production and the public sphere;

12:00-14:00 Artists' Rights: Catch 'em, If You Can

Audimax

Authors' Rights Contract Law

Chair:

- Pia Raug
(Singer-Songwriter, Secretary General of the European Council of Artists - ECA, Chairwoman of the Danish Society for Jazz, Rock and Folk Composers - DJBFA)

Input speeches by:

- Albrecht Haller
(Lawyer, Expert on IT and Intellectual Property law, Lecturer)
- Ferdinand Melichar
(expert on authors' rights, form. Managing Director VG Wort, German Collecting Society for literary rights)

Panel discussion with:

- Christina Busch
(Legal Advisor to IMAGO - International Federation of Cinematographers, expert on IP right, lawyer)
- Cécile Despringre
(CEO of the Federation of European Film Directors - FERA)
- Albrecht Haller
(Lawyer, Expert on media and authors' rights law, Lecturer)
- Ferdinand Melichar
(expert on authors' rights, form. Managing Director VG Wort, German Collecting Society for literary rights)
- Dieter Schleip
(Film Music Composer, Guitarist, Keyboarder)
- Werner Richter
(Translator, IG Autorinnen Autoren – Association of Austrian Authors)

Issues to discuss: old claims, new reasons for an authors' rights contract law as integral pillar of authors' rights; useless efforts or the key to secure minimum standards and tackle bargaining imbalances; European legal context; particular interests and common goals; cross-border and sector-transcending coalitions;

FILM MUSIC

15:00-18:00 FilmMusic: Composing for television, fiction and documentary film

Audimax

concept: Andrea Huemer

Chair:

- Mike Beilfuß (Editor in chief "Cinema Musica")

With:

- Karim-Sebastian Elias on "Bella Block – Weiße Nächte"
- Wolfgang Schlögl on "Der Knochenmann"
- Dieter Schleip on "Die Hochstapler"

EU XXL film is focusing on soundtracks once again. As a continuation of 2008's discussion of film/music/dramatic structure, a closer look will be taken at work processes, with three different films with different formats as examples. Together with the composers, journalist Mike Beilfuß will explain the approach to and what interferes with the interface between direction and music;

PUBLIC SERVICE CONTENT

10:00-12:45 **Public Service Content: Who's Watching It?**

Sem. 2.4 (DUK) **Political Support for the Dual Broadcasting System and TV-Reality**

Chair:

- Alexander Scheuer
(General Manager Institute of European Media Law - EMR Saarbrücken)

Input speech by:

- Thomas Rathgeb
(Head of the Media Education Research Association Southwest, MPFS)

Session 1 with:

- Michael Groh
(Member of Board of the Association for the Advancement of Media Research - VFM, Head of the Dep. Protection of Youth at ProSieben)
- Alfred Grinschgl
(Managing Director RTR, Broadcasting Division - Austrian Regulatory Authority for Broadcasting and Telecommunications)
- Ilmar Raag
(Scriptwriter, director, producer, from. CEO of Estonian National Television – ETV)
- Thomas Rathgeb
(Head of the Media Education Research Association Southwest, MPFS)

Session 2 with:

- Ross Biggam
(Director General Assoc. of Commercial Television in Europe - ACT)
- Fred Breinersdorfer
(Scriptwriter, director, producer, lawyer)
- Michael Kogler
(Deputy Department Manager Media and Information Society (V/4), Federal Chancellery of Austria)
- Petr Vitek
(Expert on New Media Issues, CT Project Manager EBU, International Cooperation Czech Television)

Issues to discuss: increasing competition for viewers and advertising clients; decreasing market share, especially among young audiences; public service media financing, remit and acceptance; revision of the Commission Communication on the application of state aid rules to public service broadcasting; programming quality, cultural and social obligations; online services as new battle field; the future of the dual broadcasting system in Europe;

13:00-14:00 **Public Service Content: In Times Of Change**

Sem. 2.4 (DUK) **Diversity in the Media World 2.0 at the Crossroads**

Chair:

- Ludwig Laher
(Poet, Novelist, Essayist, Author, Scriptwriter, Expert on Cultural Diversity Issues)

Moderated dialogue with:

- Jürgen Grimm
(Prof. of Communication Science and Media, Sociologist)
- Danny Schechter
(„News Dissector“, Producer, Scriptwriter, Director, Journalist)

Issues to discuss: Severe changes in media systems, society and media usage; needs and expectations towards the current media system, especially the dual broadcasting system; diversity in the media world 2.0; role of the UNESCO convention on the protection and promotion of the diversity of cultural expressions and related case law; role of politics, to meet the requirements for such media production & consumption;

15:00-17:00 Public Service Content: Call For Young Experts
ULNÖ **A Workshop Conversation for and by Young Experts**

*Students and young professionals of relevant areas are invited to submit their analysis but also personal point of views on the current status of broadcasting. Contributions can be made on one of the following issues: Public Value and Audience Expectations; Cultural and Social Remit of Broadcasting towards Young Audiences; The Role of Local/ Domestic Content; Participants should consider public service broadcasting as well as private broadcasting and raise particular questions, which will constitute the basis for this **discussion with representatives of ORF and Pro7**.*

Panel discussion with:

- **Michael Groh**
(Member of Board of the Association for the Advancement of Media Research - VFM, Head of the Dep. Protection of Youth at ProSieben)
- **Klaus Unterberger**
(Head of the Public Value-Center of Competence of the Austrian Public Service Broadcaster ORF)

FOCUS SCRIPT

12:00-13:00 Share The Experience: Jaume Mateu Adrover
KIK (ÖFG) **Stories Taken From Real Life**

*after the Service- Screening of his film **Fuerte Apache (ES 2007)** at 10:00, Kino im Kesselhaus (ÖFG)*

A great deal of material taken from real life moves and touches us and is also relevant for everyone. Adrover's brother works as an attorney at Spanish youth homes and is familiar with what happens there. Did these stories inspire Adrover or were they ready for a screenplay before he started working on them? His experiences as a journalist and theater professional provide an important foundation for the film adaptation of real stories.

18:00-19:30 Share The Experience: Danny Schechter
Audimax **News Dissector - Karl Kraus Of The Internet-Era**

Mediacritic, TV-journalist, producer, filmmaker and author Danny Schechter worked for ABC and CNN before he changes sides and founded the independent media platform mediachannel.org - world's largest online media issues network. His critical documentaries focus on global policy and the structural changes in the media industry. Emmy award winning Schechter comments sharply and up to date in a daily blog under his nick news dissector contemporary stories and news.

EU XXL RESOLUTION

15:00-17:00 EU XXL Resolution
Sem. 2.4 (DUK)

Negotiation of the "EU XXL Resolution", a common position paper, prepared and passed by the present representatives of the European creative sector by consensus. The content of this resolution is based on the outcome of the EU XXL Forum, reflecting major points of discussions and findings reached during the conference. It constitutes the basis of discussion for the IEMPM but also for further lobbying on European, national and regional level.

Saturday, 7 March 2009

FILMMUSIC

10:00-13:00 **Share The Experience: Dieter Schleip**

Audimax

Not Interested in Great Gestures: No Music Is a Kind of Music

Dieter Schleip is one of the most established of all German film composers and has worked for a number of broadcasters in that country since 1995 (Tatort, Polizeiruf 110, Der Kriminalist, Kommissarin Lucas, etc.). He mostly writes complex orchestral scores and has received the German TV award and the German film critics' award a number of times, most recently in 2007 for lavish music with uncommonly large orchestration for the documentary Die Hochstapler (directed by Alexander Adolph). Directors of theatrical films he has worked with are Martin Enlen (Roula, 1995), Vivian Naefe (Four for Venice, 1997), Jobst Oetzmann (The Loneliness of the Crocodiles, 2001 German film critics' award), Hendrik Handloegten (Learning to Lie, 2003) and Dominik Graf (A Map of the Heart, 2002 German film critics' award; The Red Cockatoo, 2005). (Concept: Andrea Huemer)

FOCUS SCRIPT

10:00-11:30 **Share The Experience: István Szabó**

KIK (ÖFG)

Monsieur Szabó, How Did You Do That?

The award-winning filmmaker István Szabó (Oscars, Lions, Leopards, Bears, Palms, Golden Globes) is one of the greats of European postwar cinema. Szabó's debut fiction film, Age of Illusions (1964), attracted a great deal of attention around the world, from both critics and the public. He writes most of the screenplays for his films himself or together with Andrea Vészits (Rokonok; Dear Emma, Sweet Böbe), Israel Horovitz (Sunshine), Michael Hirst (Meeting Venus) or Péter Dobai (Hanussen, Colonel Redl, Mephisto).

Youths searching for their place in 1960s Hungarian society, complex stories involving outstanding personalities in times of historic change; recognition, doubt, corruptibility; individual stories that are interwoven with a society's collective experiences: Szabó's films revolve primarily around a single theme, namely the stories of individuals under the influence of historic events.

19:15-20:15 **Share The Experience: Michael Kreihsl**

ULNÖ

Contemporary History: Archival Footage and Its Use

*after the Screening of his film **Prager Frühling (AT 2008)** at 17:15, ULNÖ*

Historical facts represent the basis, and research makes more profound analysis possible, while the film enables an emotional look into the past. While the facts themselves do not permit interpretations, the spectacular TV documentary is obviously the work of director Michael Kreihsl, winner of the Neuberg award and the Golden FIPA.

MEDIA POLICY MEETINGS

16:00-19:00 **IEMPM: Informal European Media Policy Meeting**

Sem. 2.4 (DUK)

The IEMPM invites key decision makers of European audiovisual policy to an informal exchange of information in private. Participants are representatives of the European Commission, of the fractions of the European Parliament, the EU-Presidency and of European umbrella organisations of the audiovisual sector. Guiding to this discussion is the "EU XXL Resolution".

SOCIAL EVENTS

20:00-21:00 **Reception**

21:00 **Award Ceremony & Buffet**

Westside Rewarding the EU XXL Award, the EU XXL Audience Award and the mobilemotionAWARD

Sunday, 8 March 2009

10:00-11:30 **Filmquiz & Filmbrunch**

Filmbar at KiK A Filmquiz with Jackie Knöbel on Storytelling in cooperation with Verspielt & So

EU & CULTURE

11:00-13:00 **The European Union Needs Culture. Does Culture Need the European Union?**

HdR A Panel Discussion between Integration and Directives

Moderation:

- Jiří Gruša
(Director Diplomatic Academy Vienna)

Panel discussion with:

- Susanne Hoffmann
(Director of the European Parliament "Prix LUX")
- Heidemarie Meissnitzer
(Liaison Office Brussels, Austrian Federal Ministry for Education, the Arts and Culture)
- Karin Resetarits
(Member of the European Parliament, ALDE)
- Rudolf Strohmeier
(Head of Cabinet of Commissioner Viviane Reding, DG Information Society and Media, European Commission)
- Lojze Wieser
(Publisher, Head of "Wieser Verlag", Initiator of the "Europa erlesen" series)

Background: The next European Parliament elections will be held in June 2009. This represents sufficient reason to invite prominent representatives of the European cultural scene and the European parliamentary groups to discuss their positions and ideas concerning cultural policy. While culture is now, as in the past, primarily a matter for the individual member states to decide upon, the European Union is increasingly discovering its relevance to politics. In addition to the economic potential involved, what could be an integrative effect for the newly enlarged Union is taking shape, and this makes measures involving cultural policy seem more attractive to European political actors than ever. At the same time the EU regulates culture in innumerable guidelines. The EU needs culture. But does culture need the EU?

(ATTENTION: Working Language is German!)



3.- 8. März 2009
Campus Krems

Europäische Filme

EU XXL FORUM ACCREDITATION

Accreditation

	Advance Booking regular	Advance Booking reduced	On Location Booking regular	On Location Booking reduced
One-Day-Ticket	40 Euro	15 Euro	60 Euro	20 Euro
Fulltime Ticket	70 Euro	25 Euro	100 Euro	30 Euro

Reduced rates apply for representatives of the film industry and students;
Press accreditation is free of charge;

Cinema Tickets are included;

Advance Booking: **until 23 February 2009 at www.eu-xxl.at**

On Location Booking from 3 – 8 March 2009 at the EU XXL Infopoint, Danube University Krems

EU XXL FORUM CONTACT

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