

Audio-Visual Producers Summit

June 10-12, 2024 | New Frontiers



AVPSummit

Altafiumara Resort & Spa | Santa Trada / Scilla / Reggio Calabria

Format



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AUDIO-VISUAL PRODUCERS SUMMIT - JUNE 10-12, 2024

“New Frontiers”

The Audio-Visual Producers Summit, which this year will be held in Altafiumara Resort & Spa | Santa Trada/Scilla/Reggio Calabria (Italy) on June 10-12 2024, is an international conference, a format APA - Audiovisual Producers Association, realized with the support of MiC - Ministry of Culture, DGCA of Ministry of Culture, MAECI - Ministry of Foreign Affairs and International Cooperation/ICE and Fondazione Calabria Film Commission, with the collaboration of Cinecittà, MPA - Motion Picture Association, PGA - Producers Guild of America, CNC - Centre National du Cinéma et de l'image animée, Unifrance and BFI - British Film Institute.

The Summit is a 3-day event dedicated to the Italian and international industry, bringing together the representatives of some of the most prestigious production and distribution companies, TV networks, digital platforms and independent studios.

It will be structured in a series of panels to discuss current challenges and opportunities affecting the industry, as well as hot topics, such as the value of co-productions, the impact of new technologies like artificial intelligence and VFX, financing models and State incentives, from a comparative perspective. It has the ambition to define together the future paradigms of the global audiovisual ecosystem and to strengthen the relationships between professionals in the audiovisual industry through networking opportunities, as we navigate new frontiers.





Day 1

10 June (half day) | Museo Archeologico Nazionale Reggio Calabria (Piazza Giuseppe De Nava, 26)

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|-------------------|--|
| 4:00 pm - 4:30 pm | Press Conference |
| 4:30 pm - 5:00 pm | Welcome Meeting - Institutional Remarks |
| 5:00 pm - 5:30 pm | Prime Video in Conversation Speakers: Davide Nardini (Head of Italian Scripted Originals, Amazon Studios) Moderator: Andrea Appella (Advisory Committee, Centro Sperimentale Cinema) |
| 5:30 pm - 7:00 pm | “The value of co-productions” The business model of co-productions can leverage partnerships to achieve a value that would not be possible individually. What are the key factors that can facilitate successful co-productions? The panel discussion will delve into the collaborative opportunities and challenges from financing models to creative synergies. The panelists from Italy, UK, France and US will share insights, best practices and case studies to empower producers to leverage co-productions effectively by discussing valuable strategies for maximizing resources, navigating local frameworks, and fostering international partnerships to produce compelling content. Speakers: Nicola De Angelis (CEO, Fabula Pictures) Lori McCreary (CEO, Revelations Entertainment) Nathalie Perus (General Manager, Atlantique Productions) Sonia Rovai (CEO, Wildside) Moderator: Carlo Dusi (Managing Director, Endor Productions) |





Day 2

11 June (full day) | Altafiumara Resort & Spa

09:30 am - 10:15 am **Keynote:** Wayne Garvie (President of International Production, Sony Pictures Television)

Introduction:
Eric Mika (President and Publisher, The Film Verdict)

10:15 am - 11:30 am ***New Frontiers in Technology:* “The practical impact of Artificial intelligence on AV productions: contracts, creativity and business”**

This cutting-edge technology is reshaping the landscape of film and television production. From AI-driven script analysis and predictive analytics to personalized content recommendations and virtual actors, industry leaders and AI experts discuss how AI is revolutionizing every aspect of the entertainment value chain and share real-world examples, and case studies from the US and Italy. The panel will include a demonstration of a best in class Italian production company, insights from one of the key negotiators of the US Writers' Guild's Agreement and the latest developments from OpenAI on SORA.

Speakers
John August (Screenwriter, WGA)
Stefano Salvati (CEO, Daimon Film) and Francesco Siro Brigiano (Director)
Damien Viel (Chief Digital & Marketing Officer, Banijay Group)

Moderator:
Andrea Appella (Associate General Counsel EMEA, OpenAI)

11:30 am - 12:00 pm **Coffee Break**

12:00 pm - 13:00 pm ***New Frontiers in Technology:* “Virtual production and digital content creation revolution: unleashing creative possibilities in film and TV”**

Step into the future of entertainment with our engaging panel discussion on virtual production and digital content creation techniques transforming the landscape of film and television production. Explore the cutting-edge technologies reshaping storytelling and visual effects, learn from industry pioneers and leading experts as they share their insights on harnessing the power of technology to enhance creativity, streamline workflows, and bring fantastical worlds to life on screen.

Speakers:
Morgann Brun (Production Manager, La Planete Rouge)
Manuela Cacciamani (Founder, One More Pictures)
Christina Lee Storm (Founder & CEO, Asher XR)

Moderator:
Eric Mika (President and Publisher, The Film Verdict)





13:00 pm - 13:30 pm

Networking Mixer

3:00 pm - 4:15 pm

***New Frontiers in Storytelling*: “National Stories for International Audiences”**

In a world that is increasingly interconnected, is it possible to create national content that resonates with international audiences? What are the factors that can help achieve global success? Is story-telling different if it is meant for cinema audiences or TV audiences? The panel will discuss the insights that can be critical to develop content that connects audiences inside and outside the national boundaries.

Speakers:

Verdiana Bixio (President, Publispei)
Ben Donald (Executive Producer and Founder, Cosmopolitan Pictures)
Benedetto Habib (Partner & Producer, Indiana Production)
Federico Scardamaglia (CEO, Compagnia Leone Cinematografica)
Roberto Sessa (Co-owner and CEO, Picomedia)

Moderator:

Nick Vivarelli (Italy and Middle East Correspondent, Variety)

4:15 pm - 4:45 pm

Coffee Break

4:45 pm - 5:30 pm

***New Frontiers in Storytelling*: “Expand the story, change the world: if you can see it, you can be it”**

Stories that allow people to see themselves reflected on screen are incredibly powerful. Research shows that including more perspectives behind the camera leads to better representation in front of the camera. Inclusive representation in the media can transform the world. Is progress being made?

Speakers:

DeVon Franklin (President and CEO, Franklin Entertainment)
Federica Lucisano (AD, Lucisano Media Group)
Nicola Serra (Co-CEO, Palomar)

Moderator:

Gary Lucchesi (Former President, Producers Guild Current Chairman International Committee, Producers Guild, Partner Revelations Entertainment)

5:30 pm - 6:00 pm

Spotlight on NETFLIX

Luisa Cotta Ramosino (Director for Italian language series, Netflix)
Chiara D’Alfonso (Head of Production Italy, Netflix)

Moderator:

Marco Spagnoli (Journalist, Film Critic, Writer and Director)

8:00 pm

Award Ceremony for Italian Series - MAXIMO Award **Dress code: semi-formal attire**





Day 3

12 June (full day) | Altafiumara Resort & Spa

10:00 am - 10:30 am

Spotlight on Sky Studios

Emanuele Marchesi (Head of Editorial Content, Sky Studios Italia)

Moderator:

Marco Spagnoli (Journalist, Film Critic, Writer and Director)

10:30 am - 11:30 am

“A comparative analysis of production incentives”

Supporting the health and growth of the domestic production sector and attracting inward investment in cultural products requires production incentives that are of the right level, that take account of relevant factors in the territory, and that are straightforward to navigate. This panel of institutional representatives discusses the approach to fiscal incentives in Italy, France and the UK to compare and assess their impact and possible improvements.

Speakers:

Nicola Borrelli (General Director Cinema e Audiovisivo, Ministry Of Culture)

Daphné Lora (Head of Film, CNC)

Agnieszka Moody (Head of International Relations, British Film Institute)

Moderator:

Roberto Stabile (Head of Special Projects, Directorate General for Cinema and Audiovisual of the Ministry of Culture DGCA-MiC, Cinecittà)

11:30 am - 12:00 pm

Coffee Break

12:00 pm - 12:30 pm

Spotlight on Rai Fiction e Rai Cinema

Maria Pia Ammirati (Head of Drama, Rai Fiction) and Paolo Del Brocco (CEO, Rai Cinema)

Moderator:

Andrea Appella (Advisory Committee, Centro Sperimentale Cinema)

12:30 pm - 1:00 pm

Networking Mixer

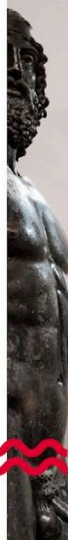
3:00 pm - 3:30 pm

Spotlight on Mediaset

Daniele Cesarano (Head of Drama, Mediaset)

Moderator:

Marco Spagnoli (Journalist, Film Critic, Writer and Director)





3:30 pm - 4:15 pm

***New frontiers in Financing:* “Decentralized finance in the entertainment industry: how blockchain technologies can transform the way independent content is financed and produced. Is it possible to imagine a future where independent producers can create films and series without the traditional players?”**

Independent producers and artists have been increasingly looking at the blockchain and its technologies to bring creativity to life through alternative models. “Decentralized Finance” has become the basis to introduce and experiment some innovative models which, inspired by crowdfunding and utilizing instruments such as NFTs and other forms of IP tokenization, attempt to return the power to decide what is produced to artists and the fans who support them. But is it truly possible to finance a motion picture or TV series through the blockchain completely bypassing the traditional channels? This panel will discuss perspectives and practical experiences about the use of alternative business models to finance audiovisual content.

Speakers:

Jordan Bayne (Founder and CEO, Film3)
Barry Chamberlain (Executive Advisor, Vabble)

Moderator:

Barbara Bettelli (Lawyer and Co-Founder, BeLaw)

4:15 pm - 4:45 pm

Coffee Break

4:45 pm - 5:45pm

Round Table: The future of Hollywood

A conversation about the current challenges and perspectives on the shifting paradigms reshaping the future of the Hollywood studios.

Speaker:

John August (Screenwriter, WGA)
DeVon Franklin (President and CEO, Franklin Entertainment)
Neils Juul (CEO, No Fat Ego)
Lori McCreary (CEO, Revelations Entertainment)
Veronica Sullivan (Senior Vice President, Head of Global Production External Affairs and State & Local Government, NBC Universal)

Moderator:

Gary Lucchesi (Former President, Producers Guild Current Chairman International Committee, Producers Guild, Partner Revelations Entertainment)

