

**CINEEUROPE 2019
SCHEDULE OF EVENTS**

SUNDAY, 16 JUNE

08:00-18:00 Trade Show Registration
(Booth Exhibitors Only)
(Entrance C Foyer, Level 0)

14:00-18:00 Convention Registration
(Entrance B Foyer, Level 0)

MONDAY, 17 JUNE

07:30-18:00 Convention Registration
(Entrance B Foyer, Level 0)

07:30-18:00 Trade Show Registration
(Booth Exhibitors Only)
(Entrance C Foyer, Level 0)

08:15-08:45 Breakfast
(Foyer 1, Level 1)

Sponsor: DTS:X

09:00-12:00 CineEurope Business Sessions**
(Room 116-117, Level 1)
*(**Simultaneous Translation Provided In French, German, Spanish And Russian)*

An Update on Europe and a Focus on Emerging Global Markets

EMERGING GLOBAL MARKETS

Moderator: Arturo Guillén, Vice President, EMEA & India, Comscore Movies

9:00 A FOCUS ON SOUTH AFRICA

*Film Distribution and Exhibition:
A 2019 Perspective on South Africa / Africa as an Emerging Market*

Presenter: Aboobaker 'AB' Moosa, CEO, Avalon Group

9:30 A FOCUS ON SERBIA

An Introduction and Overview of the Region

Presenter: Christof Papousek, Chief Financial Officer, Cineplexx

9:30 The Importance of Local Production

9:40 Deal-Making 101: How Distribution Works in the Region

10:00 Executive Roundtable

Moderator: Julien Marcel, CEO, Boxoffice / Webedia Movies Pro

Panelists: Tony Chambers, Senior Vice President, Studio Distribution, The Walt Disney Company EMEA and Country Manager UK & Ireland
Duncan Clark, President, Distribution, Universal Pictures International
Jane Hastings, CEO & Managing Director, Event Hospitality & Entertainment Ltd.
Alejandro Ramírez Magaña, Chief Executive Officer, Cinépolis
Tim Richards, Founder and CEO, Vue Entertainment

11:00 European Commission - Untapped Audiences, Opportunities for Growth

We know that as many as half of adults living in Europe have not visited a cinema in the last 12 months, representing a massive potential new audience for the region's cinema operators. This session will ask what we know about these people and – more importantly perhaps - what cinema operators and their partners can do to persuade them back to the Big Screen experience.

Opening

Remarks: Lucia Recalde, Head of Unit, Creative Europe Media, European Commission

Moderator: Tanya Easterman, Group Head of Partnerships, ODEON Cinemas Group

Panelists: Fernando Evole, Country Manager, Yelmo Cines/Cinopolis Spain
Lucy Jones, Executive Director UK & Ireland, Italy, Middle East, Africa, Comscore
Lisa Ohlin, Film Director & Screenwriter
Michael Porseryd, President and CEO, SF Studios
Marine Suttle, SVP & Chief Product Officer, Webedia Movies Pro

11:00-17:00 Hospitality Lounge

(Entrance Foyer, Level 0)

Co-sponsors: Walt Disney Studios Motion Pictures International
Sony Digital Cinema Solutions

12:00 Lunch

(Room 111 & Terrace, Level 1)

Co-Sponsors: STUDIOCANAL
UniFrance and Creative Europe
IMAX Corporation

13:30 Opening Ceremony

(CCIB Auditorium)

CineEurope's 100 Million Euro Retrospective – Films of 2018

Official Welcome Address

Andrew Sunshine, President, CineEurope

Industry Address

Laura Houlgatte, Chief Executive Officer, UNIC

Director's Spotlight

Rian Johnson, Director, *Knives Out*

NOTE: The Opening Ceremony and uniFrance presentations will run consecutively, without break.

14:30 UniFrance and Creative Europe Product Presentation
(CCIB Auditorium)

NOTE: UniFrance and Studiocanal presentations will run consecutively, without break.

15:30 Studiocanal Product Presentation
(CCIB Auditorium)

16:30 Refreshment Break
(CCIB Auditorium Foyer)

17:15 Warner Bros. Pictures International Product Presentation
(CCIB Auditorium)

18:15 Opening Night Dinner Reception
(CCIB Auditorium Foyer)

Co-Sponsors: Warner Bros. Pictures International
Dolby Laboratories, Inc.

19:15 Warner Bros. Pictures International Screening of *Annabelle Comes Home*
(CCIB Auditorium)

TUESDAY, 18 JUNE

07:30-17:00 Convention Registration
(Entrance B Foyer, Level 0)

08:00-17:00 Trade Show Registration
(Entrance C Foyer, Level 0)

08:00-08:45 Continental Breakfast
(Foyer 1, Level 1)

Sponsor: DTS:X

09:00-10:15 Coca-Cola Seminar**
(Room 116-117, Level 1)
*(**Simultaneous Translation Provided In French, German, Spanish And Russian)*

Are You Ready For The Digital Retail Revolution?

Food and beverage is a critical profit generator for cinema exhibition. With the establishment of new consumer habits, new paths to purchase, and developments in retail technology – how can cinemas capitalise and maximise retail growth in the future?

Facilitated by:

Oliver Delaney, European Cinema Development Director, The Coca-Cola Company

In conversation with:

Monica Ciapponi, Client Services Director, Conecta
Alex Simpson, Head of Strategic Partnerships, EMEA, UBER

10:00-17:00 Hospitality Lounge
(Entrance Foyer, Level 0)

Co-sponsors: Walt Disney Studios Motion Pictures International
Sony Digital Cinema Solutions

10:30 Universal Pictures International Product Presentation & Screening of *Yesterday*
(CCIB Auditorium)

11:30-18:00 CineEurope's Opening Day on the Trade Show Floor
(Exhibition Hall, Level 0)

Co-sponsors: ATOM Seating
D-Box
Digicine
GTC Industries/Galalite Screens
Qube Cinema

Strong MDI
ticket. International
Ushio
VIP Cinema Seating

12:30-15:30 CineEurope Focus Sessions on the Trade Show Floor
(Exhibition Hall, Level 0)
Presented by the ICTA

12:30 What Drives Premium Cinema Going Experiences?

Moderator: Grainne Peat, CEO, Event Cinema Association

Panelists: Jean-Francois Gagnon, Sales Director Theatrical, D-BOX
Crispin Lilly, CEO, Everyman Cinemas
Alessandra Pavan Bernachi, Senior Manager Theatre Development, IMAX Corporation
Bob Raposo, Head of Cinemas, Sony Electronics

13:15 Creating the Ultimate Viewing Experience

Moderator: Till Cusmann, Managing Director, Vista Entertainment Solutions

Panelists: Mark Christiansen, Executive Vice President Worldwide Operations, Paramount Pictures
Dan Huerta, Vice President Studio Relations, Cinionic
David Hernandez, Cinema Business Development Manager, Samsung
Roland Jones, Executive Director, Technical Services, VUE Entertainment International

14:00 Industry Roundtable: From Customer Insight To Admissions Growth

Moderator: Marine Suttle, SVP & Chief Product Officer, Webedia Movies Pro

Panelists: Xavier Albert, Managing Director, Universal Pictures International, France
Brina Collins, Product Partnerships Manager, Facebook
Antoine Gouiffes-Yan, Head of Marketing, CGR Cinemas
Sarah Lewthwaite, Managing Director and SVP EMEA, Movio

14:45 Innovations in the pipeline – Manufacturers Presentations

Short presentations on product and service innovations by ICTA members

13:30 Buffet Lunch

(CCIB Auditorium Foyer)

Co-sponsors: Universal Pictures International
Facebook Movie Ticketing

15:00 Happy Hour on the Trade Show Floor

(Exhibition Hall, Level 0)

Co-sponsors: GDC Technology Limited
PCO Group

- 16:45** **STXinternational Product Presentation**
(CCIB Auditorium)
- 18:00** **Refreshment Break**
(CCIB Auditorium Foyer)
- 18:30** **Sony Pictures Releasing International Screening**
(CCIB Auditorium)
- 20:30** **Dinner Reception**
(Room 111 & Terrace)
- Sponsor:* Cinionic

WEDNESDAY, 19 JUNE

08:00-18:00 Convention Registration
(Entrance B Foyer, Level 0)

08:00-18:00 Trade Show Registration
(Entrance C Foyer, Level 0)

08:30-09:00 Continental Breakfast
(Foyer 1, Level 1)

Co-sponsors: DTS:X
Event Cinema Association

09:00-09:45 Coca-Cola Seminar
(Room 116-117, Level 1)

Sustainability and The Cinema Industry

Scientists say we have 12 years to stop the planet warming above 1.5°C. In this 2nd Coca-Cola seminar, we look at how the cinema industry can embrace this challenge of a generation.

Facilitated by: Oliver Delaney, European Cinema Development Director, The Coca-Cola Company

In conversation with:

Laura Houlgatte, CEO, UNIC - International Union of Cinemas
Therese Noorlander, Sustainability Director Europe, The Coca-Cola Company
Oliver Rosevear, Head of Environment, Costa Coffee

10:00 Event Cinema Association Product Presentation
(CCIB Auditorium)

10:30-17:00 Hospitality Lounge
(Entrance Foyer, Level 0)
Co-sponsors: Walt Disney Studios Motion Pictures International
Sony Digital Cinema Solutions

11:00-18:00 CineEurope Tradeshow & Luncheon
(Exhibition Hall, Level 0)
(Lunch served from 13:30-14:30)
Sponsor: Paramount Pictures International

11:45 Paramount Pictures International Product Presentation
(CCIB Auditorium)

14:00 – 16:00 CineEurope Focus Session on the Trade Show Floor

(Exhibition Hall, Level 0)

14:00 *Film Theft – Where Are We?*

In a time of exceptional creativity and choice, and as the availability of online content continues to expand, those operating illegal sites are finding new ways to profit from the theft and distribution of unauthorised content. This is activity that harms creators and rights-holders, and jeopardises the ability of audiences safely to enjoy film content. This session will look at how film theft is evolving and the latest steps to tackle it at all stages, from capture to distribution to consumption. It will explore in particular what role cinema operators and their film distribution partners can play in promoting fairer content consumption and encouraging more robust enforcement.

Moderator: Liz Bales, CEO, British Association for Screen Entertainment (BASE) and Industry Trust for IP Awareness

Presenters: Simon Brown, Director, Film Content Agency, FCPA
Lori Flekser, Executive Director, Creative Content, Australia
Stan McCoy, President and Managing Director EMEA, MPAA
Olga Zinyakova, President, KARO Cinema Chain

15:30 *Evolving The Interactive Customer Experience With Movies On Demand In Private Cinemas*

16:45 *Walt Disney Studios Motion Pictures International Product Presentation*
(CCIB Auditorium)

19:00 *Dinner Reception*
(CCIB Auditorium Foyer)

THURSDAY, 20 JUNE

08:00-12:00 Trade Show Registration
(Entrance C Foyer, Level 0)

08:00-14:00 Convention Registration
(Entrance B Foyer, Level 0)

08:30-12:00 Continental Breakfast on the Trade Show Floor
(Exhibition Hall, Level 0)
(Breakfast served from 08:30-10:30)

09:00-10:00 CineEurope Focus Sessions on the Trade Show Floor
(Exhibition Hall, Level 0)

**European Commission Session –
Accessibility – A Big Screen Experience for All**

The Big Screen experience should be open and welcoming to all. To deliver on this commitment, European cinema operators and their partners in film distribution have in recent years invested significantly in a range of areas around accessible cinema for disabled customers. Looking at best practice across the sector, this session will explore what cinema operators are doing to make their cinemas more inclusive, and where there may be opportunities for further improvement.

Moderator: Edna Epelbaum, CEO of Cinevital, Cinepel, Cinemont, Quinnie;
President of the Swiss Cinema Operators' Association; Vice-President of UNIC

Panelists: Leah Byrne, Audience Development Manager, Picturehouse Cinemas
Veronika Fläxl, Managing Director, Cineplex (Vilsbiburg, Erding & Neufahrn)
Grainne Peat, Managing Director, Event Cinema Association & Consultant, UKCA
Demir Yavuz, Head of Technical Operations, Universal Pictures

09:30-12:00 Hospitality Lounge
(Entrance Foyer, Level 0)

Co-sponsors: Walt Disney Studios Motion Pictures International
Sony Digital Cinema Solutions

10:30 Walt Disney Studios Motion Pictures International Screening
(CCIB Auditorium)

13:00 A Toast to the 2019 CineEurope Honorees
(CCIB Auditorium Foyer)

13:30

CineEurope Awards Program
(Rooms 116-117, Level 1)

Ceremony

Sponsor:

The Coca-Cola Company, Ltd.

Emcees:

Fernando Evole, Country Manager, Yelmo Cines/Cinepolis Spain
Anna Marsh, Executive Vice President, Global Distribution,
STUDIOCANAL

CINEEUROPE'S 2019 HONOREES

Comscore European Box Office Achievement Award

Walt Disney Studios Motion Pictures International's
Avengers: Infinity War

UNIC Award of Achievement

Peter Fornstam, Svenska Bio and Swedish Exhibitors' Association

International Exhibitor of the Year

Blitz-Cinestar

*Accepted by Hrvoje Krstulovic, Founder and Member of the Board,
and Jadranka Islamovic, CEO and Member of the Board*

International Distributor of the Year

Mark Viane, Paramount Pictures International
Mary Daily, Paramount Pictures International

CineEurope Gold Awards

Simon Brown, FCPA

Marcin Czubak, Helios

Kam Dosanjh, Vue International

Jaime Gerbolés, Yelmo

Rolv Gjestland, Film & Kino

Valeria Kurohtina, Cinamon

Duncan Reynolds, Odeon Cinemas Group

Carola Schmid, Cineplexx

CineEurope After Party

(Starts immediately following the Awards Ceremony)
(Room 111 & Terrace, Level 1)

Sponsor:

Comscore