

**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

The shape of the global cinema industry continues to change, with new regions and territories growing in importance to match long-established markets in North America and much of Europe . This session will feature two dynamic presentations featuring prominent players from two key emerging markets: Serbia and South Africa. It will provide an in-depth look into the cinema landscape in both countries, from an exhibition, distribution and production point of view, with the aim of identifying key opportunities for growth and investment.

Opening

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

09:00 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

09:20 A FOCUS ON SERBIA

An Introduction and Overview of the Region

Presenter: Christof Papousek, Chief Financial Officer, Cineplexx

09:30 The Importance of Local Production

Presenter: Dragana Tešić, Executive Manager of Continental Film

09:40 Deal-Making 101: How Distribution Works in the Region

10:00 Executive Roundtable

Almost a decade after conversion to digital cinema technology brought about huge changes to the industry landscape, it could be argued that we are now seeing a "second digital revolution" that will certainly have equal - if not greater - impact. From new types of interactions with cinema-goers and industry partners to redefining the premium experience, cinema exhibitors are constantly exploring new ways to convey and create excitement around the Big Screen experience. At the same time, the emergence of new competing and complementary platforms on the market now presents a myriad of challenges and opportunities for the sector. This session will bring together senior executives from the industry to discuss how they see the future of cinema and explore the impact of current trends in the ever-changing cinema business.

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/Cinapolis 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)

Presenters: Anna Marsh, EVP International Distribution and General Manager UK
Hugh Spearing, Head of Global Marketing

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)

Presenters: Simon Hewlett, President International Marketing
Niels Swinkels, Executive Vice President, International Distribution

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 MDIBernacchi
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 Bernacchi, Senior Manager Theatre Development, IMAX Corporation
Bob Raposo, Head of Cinemas, Sony Electronics
Ste Thompson, CEO / Founder, POWSTER

13:15 *Creating the Ultimate Viewing Experience*

Moderator: Till Cussmann, 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:

Alcons Audio
Arts Alliance Media
CINEMECCANICA SPA
Cinionic
GDC Technology
Gofilex

Greta & Starks
Lighting Technologies International
NEC
POSitive Cinema
Soundparc
Webedia Movies Pro

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)

Presenters: John Friedberg, President, International
Llewellyn Radley, Managing Director, UK & EVP International

NOTE: The STXinternational presentation and Universal Pictures International screening will run consecutively, without break.

18:00 Universal Pictures International Screening of *Good Boys*

(CCIB Auditorium)

20:00 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)

The first ever Event Cinema product presentation will showcase a wide range of exciting titles from over 15 different Event Cinema content providers. An indulgent hour of an eclectic mix of content to tantalise and

Introduction: Grainne Peat, Managing Director, Event Cinema Association

Presenters: Tim Richards, Founder and CEO, Vue International
Christine Costello, CEO, More2Screen
Janelle Mason, CEO, CinemaLive

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)

Co-sponsors: Paramount Pictures International
4DX | ScreenX

11:45 Paramount Pictures International Product Presentation

(CCIB Auditorium)

Presenters: Mary Daily, Co President World Wide Marketing and Distribution
Mark Viane, President International Theatrical Distribution

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 New Technologies to Unleash VIP Seating, Mini-Theatres with On-Demand Movies

Today's consumers are more enlightened and empowered than ever. And they are placing ever-greater demands on cinemas to either "provide more convenience, choices and control" or they will look to other platforms for entertainment. Driving consumer behavior today – at least in large part – are new technologies that allow them access to huge amounts of information. They know more than ever about what they want, how they want it and who they want it from. Plus, they are willing to explore new ways to interface with their cinemas of choice. Moviegoers – especially younger Generation Y consumers (ages 20-30 years) – are also

increasingly using social media and alternative channels to communicate. This session will look at the new technologies and concepts, such as mini-theatres and cinema on-demand platforms from the perspective of exhibitors, distributors, architects and leading digital cinema technology providers.

Moderator: Patrick von Sychowski, Editor Celluloid Junkie

Panelists: Dr. Man-Nang Chong, Founder, Chairman & CEO, GDC Technology Limited

Theresa English, Principal, TK Architects International

Jaime Tarrazon, President, FECE, Federation of Cinemas, Spain

Wez Merchant, Creator of MyFilmClub

Georges Garic, Senior Vice President, CinemaNext]

16:45 Walt Disney Studios Motion Pictures International Product Presentation

(CCIB Auditorium)

Presenters: Cathleen Taff, President of Distribution, Franchise Management, Business and Audience Insight for Walt Disney Studios

Tony Chambers, Senior Vice President, Studio Distribution, The Walt Disney Company EMEA and Country Manager UK & Ireland

Lee Jury, Senior Vice President, Studio & Integrated Marketing The Walt Disney Company EMEA

Rebecca Kearey, President, Fox Searchlight International

18:45 Dinner Reception

Sponsor: Webedia Movies Pro

Beverage

Sponsor: Walt Disney Motion Pictures Studios International
(CCIB Auditorium Foyer)

THURSDAY, 20 JUNE

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

08:00-12:00 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)

Co-Sponsors: ATOM Seating
D-Box
Digicine
GTC Industries/Galalite Screens
Qube Cinema
Strong MDIBernacchi
ticket. International
Ushio
VIP Cinema Seating

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 of Toy Story 4

(CCIB Auditorium)

12:00 A Toast to the 2019 CineEurope Honorees

(CCIB Auditorium Foyer)

12:30 CineEurope Awards Program

(Rooms 116-117, Level 1)

Ceremony

Sponsor: The Coca-Cola Company, Ltd.

Emcees: Fernando Evole, Country Manager, Yelmo Cines/Cinapolis Spain
Anna Marsh, EVP International Distribution and General Manager UK,
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, Director, FCPA

Marcin Czubak, CTP, Helios

Kam Dosanjh, Director of Operations, Vue International

Jaime Gerbolés, Growth Director, Yelmo

Rolv Gjestland, Adviser in Cinema Design and Technology, Film & Kino

Valeria Kurohtina, Duty Manager, Cinamon

Duncan Reynolds, Group Development Director, Odeon Cinemas Group

Carola Schmid, Head of Booking/Exhibition, Cineplexx

CineEurope Closing Day Event

(Starts immediately following the Awards Ceremony)

(Room 111 & Terrace, Level 1)

Sponsor: Comscore Movies