



International Chamber of Commerce
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Institute of World Business Law



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the legal profession

IAEL

International Association
of Entertainment Lawyers



Marché du Film

20th Annual Conference on International Audiovisual Law

Hosted by the Marché du Film on the occasion of the 59th Cannes Film Festival and co-organized by the International Bar Association (IBA) and the International Association of Entertainment Lawyers (IAEL).

Film Distribution, New Technology and Piracy

Thriving in a brave new world

New business models and changing economics for film distribution and the interaction with piracy

Dates

Thursday and Friday, 18–19 May 2006

Venue

Palais des Festivals, Cannes

Working language: English only

Objectives

Rapid technological changes to distributing films and the growing threat of piracy are changing the business models and economic sharing arrangements for films. This event will:

- Explore the latest developments in the business of film distribution
- Examine challenges and opportunities to fighting piracy in the film industry
- Provide practical business and legal techniques for prospering in this ever-changing environment

Who should attend?

- Film producers, directors and distributors
- Corporate counsel and lawyers specialized in entertainment law
- Business executives in the film, finance and technology industries worldwide
- Agents and financial advisors

Extras

- Free access during the Conference to the Marché du Film, the most important meeting place for film industry professionals worldwide
- The possibility of applying for CLE credits

In partnership

An ICC initiative
BASCAP
Business Action to Stop
Counterfeiting and Piracy



The
WALT DISNEY
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OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSTELLE

HOGAN & HARTSON

International Chamber of Commerce

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Website www.iccwbo.org/events E-mail events@iccwbo.org

ICC Events

Programme

Co-Chairmen

- **Peter Armstrong**, Partner, Salans, United Kingdom
- **Eric Enrich**, Partner, Enrich Advocats, Spain
- **Thomas F.R. Garvin**, Thomas F.R. Garvin P.C., United States
Past Chairs, Intellectual Property and Entertainment Law Committee, International Bar Association
- **Eric Keyzer**, Partner, Allen & Overy LLP, The Netherlands; President, International Association of Entertainment Lawyers

Thursday 18 May

SESSION I

The big picture on film distribution – what is this new, morphing beast?

Film audiences and technologies aren't what they used to be. Unpredictable and constantly evolving, they make the business of distributing a movie more complicated.

- As "push" turns to "pull", what is at the heart of the seismic changes in film distribution?
- How do new technologies such as video-on-demand, Internet Protocol TV, Google Video, wireless distribution and satellite delivery to digital projectors create a new business model for making money out of movies?
- Do these new forms of distribution mean that traditional "windows" will shorten? Or dissolve entirely?
- What are the consequences of these rapid changes to the ways in which films are distributed? What is the new evolving relationship between film producers, sales agents, distributors, exhibitors and the audience?
- Stories from the front: how is the movie business responding to the new order?
- **Roundtable:** New issues facing producers, sales agents, local distributors, exhibitors and broadcasters.

Friday 19 May

SESSION II

Getting it out there – the new contractual landscape for film distribution

A brave new world for film distribution has entertainment lawyers rewriting the bible on preparing contracts. Clients want to feel protected in a world where technology allows anyone to access their work at any time and very often for free.

- Detailed analysis of contracts that won't work anymore and how to prepare one that will.
- Are rights agreements keeping up with the technological changes to distribution methods in different countries?
- What do mobile, ISP and VOD rights mean for new business models? How can they best be exploited?
- How can conflict be avoided? And in the event that a dispute should arise, how can it be resolved?
- What kind of public assistance is available to help distribute a film?
- **Roundtable:** How are business models evolving in response to new forms of film delivery methods and what is the impact on the traditional release "windows"?

Lunch with speakers and attendees

AFTERNOON
14.00 – 17.30

MORNING
09.30 – 12.00

12.00 – 14.30

Programme *(continued)*

Friday 19 May *(continued)*

AFTERNOON
14.30 – 17.30

SESSION III

Film piracy - the industry's worst nightmare?

Piracy is the single most significant threat to the film industry. The Motion Picture Association estimates that 400,000 to 600,000 films are illegally downloaded around the world every day. In the last 12 months, 48 million pirated DVDs were sold. Box office revenue fluctuated significantly in 2005 – down an estimated 6.2% in the US and 11% in Europe but huge increases reported in China and Russia. What is the real financial impact of film piracy? Is the film industry clutching at straws to find a solution?

- What role does new technology play in perpetuating the problem? Could it be part of the solution? A demonstration of the newest hardware essential in the fight against film piracy.
- What are the latest legal developments in fighting piracy?
- How can governments work with the film industry to improve the situation?

Among confirmed speakers

- **Darcy Antonellis**, Senior Vice President – Anti-Piracy Operations, Warner Bros, USA
- **Peter Armstrong**, Partner, Salans, UK
- **Al Barton**, Vice President – Digital Technologies, Sony Pictures Entertainment, USA
- **Jonathan Blair**, Partner, Michael Simkins LLP, UK
- **Enric Enrich**, Partner, Enrich Advocats, Spain
- **Thomas F.R. Garvin**, Thomas F.R. Garvin P.C., USA
- **Maria-Silvia Gatta**, Head of Distribution Team, MEDIA Plus Programme, EU Executive Agency, Brussels
- **Dan Glickman**, Chairman and Chief Executive Officer, Motion Picture Association of America, USA
- **Patrick Grüter**, Vice President – Government Relations Europe, the Walt Disney Company, Belgium
- **Ruth Harley**, Chief Executive Officer, New Zealand Film Commission
- **Ivan Hronec**, General Manager, SPI International, Czech Republic, Hungary and Slovakia
- **Tim Johnson**, Partner, Media and Communications Group, SJ Berwin, UK
- **Eric Keyzer**, Partner, Allen & Overy, LLP, The Netherlands
- **Tim Kuik**, Managing Director, BREIN Foundation – Anti-Piracy Organization for Film, Music and Interactive Software, The Netherlands
- **André Lange**, Head of Department for Information on Markets and Financing, European Audiovisual Observatory, Strasbourg
- **Winston Maxwell**, Partner, Hogan and Hartson MNP, France
- **Ashwin Navin**, Co-founder and President, BitTorrent, USA
- **Susan Newman-Baudais**, Analyst – Department for Information on Markets and Financing, European Audiovisual Observatory, Strasbourg
- **Jerôme Paillard**, Executive Director, Marché du Film, France
- **Viviane Reding**, EU Commissioner for Information Society and Media, Brussels
- **Charles-Edouard Renault**, Member of the Paris Bar, Gide Loyrette Nouel, France
- **Patrick Russo**, Principal, The Salter Group, USA
- **Mathias Schwarz**, Partner, Schwarz Kelwing Wicke Westpfahl, Germany
- **Guy Sebban**, Secretary General, International Chamber of Commerce, Paris
- **Nicolas Seydoux**, Chairman of the Supervisory Board, Gaumont; President, Association de Lutte contre la Piraterie Audiovisuelle, France
- **Ronald Zink**, Associate General Counsel – Intellectual Property and Licensing, Microsoft EMEA, France
- **Deborah Zipser**, Investment Manager, Film Finance Corporation, Australia
- **Mark Zoradi**, President, Buena Vista International and Buena Vista Home Entertainment International, USA

Logistical note

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language

English only



MCLE Credit

ICC Events is a State Bar of **California** approved MCLE Provider, is eligible for CLE credit under **New York's** approved jurisdiction procedures and is a Law Society and the General Council of the Bar of **United Kingdom** External CPD Course Provider. So that we can help you with your reporting requirements, please indicate on your registration form where you plan to apply for credit.

Special
conditions
offered

Marché du Film registration – before Friday 14 April 2006

Registration to the Marché du Film gives access to the most important Film Festival in the world. ICC participants get free access to all Marché du Film facilities on 18–19 May 2006, and may register for the rest of the Festival at a special rate of 268 Euros. This additional fee gives access to all Marché du Film services, including the listing of their company in the Market Guide, invitations to Market events, access to all Market screenings, and of course registration to the Festival. Participants will also have access to the website www.cannesmarket.com (list of buyers and screenings) and will receive a password upon registration.

If you wish to register and take advantage of these special conditions, please tick the appropriate box on the "ICC Registration Form". The deadline is Friday 14 April 2006 if you wish to be listed in the Market Guide.

Cancellations

50% of the contribution to costs will be refunded if notice of cancellation is received in writing by ICC before **14 April 2006**. Cancellations after this date are not refundable. However, the registration may be transferred to another person of the same company or organization at no extra charge. Please contact our office if you intend to transfer as updated registration materials will be required.

Travel
arrangements

Participants are responsible for making their own travel arrangements and hotel reservations. Rooms have been reserved for participants at preferential rates in the following hotels:

Hotel Ambassadeur ****

50-52 Chemin des Sables, 06161 Juan-les-Pins (*outskirts of Cannes*)

Tel: 33-4 92 93 74 10; Fax: 33-4 93 67 79 85

E-mail: manager@hotel-ambassadeur.com

Contact: Régine Lefranc

Price of room per day:

250 Euros/standard – 280 Euros /superior

Rooms will be held until 14 April 2006

Residences Hôtelières Open ***

Avenue Georges Pompidou, 06220 Golfe Juan (*outskirts of Cannes*)

Tel: 33-4 93 63 01 01; Fax: 33-4 93 63 44 84

E-mail: reservations@resorts-open.com

Website: <http://www.resorts-open.com>

Contact: Béatrice Essafaoui or Jesper Olesen

Quote ref. "ICC 2006" to benefit from preferential prices

Price of room/day: 89 Euros /single – 107 Euros/twin (breakfast and taxes not included)

Please ensure you indicate your expected arrival time when you make your reservation

Registration form

S 0619

Thursday and Friday, 18–19 May 2006

Palais des Festivals, Cannes

Register online
www.iccwbo.org/events
or complete and return to:
events@iccwbo.org
Fax: +33 1 49 53 30 30

Dates

Venue

Subject

Film Distribution, New Technology and Piracy *Thriving in a brave new world*

For security reasons, the Marché du Film will need an I.D. photograph for each participant. Please send this along with your registration form.

Participant information

Title (Mr/Dr/Mrs/etc.)
(Family name) (First/given name)
Position
Company
Address
City Country
Tel (.....) Fax (.....)
E-mail

Staple one I.D. photo here with name in block letters on back of photo

Contribution to costs

(Please tick the appropriate box)

Before 7 April 2006

450 Euros “early-bird” special
applies to all participants

Do you wish to apply for Marché du Film registration

yes no

(see “special conditions offered” in the logistical note)

After 7 April 2006

550 Euros for members of ICC, IBA and IAEL

Please specify the association:

650 Euros for non-members

Contribution to costs covers attendance at all working sessions, working papers, lunch, refreshments during breaks and free access to all Marché du Film facilities on 18–19 May 2006.

Method of payment

By cheque made payable to the International Chamber of Commerce with the reference “ICC Events S 0619”

By credit card American Express Eurocard/MasterCard Visa

Card number Expiry date

Name of card holder

Date Signature

The information you provide on this form will be used to compile the participants list for this event. By providing this information, you consent to ICC storing it in its data base for the sole use of the ICC International Secretariat. You may have access to this information and request to have it deleted or corrected at any time by contacting ICC Events.

If you know of someone who would be interested in participating, please let us know:

Family name First/given name

Company Country

Phone (.....) Fax (.....)

E-mail