



FIPA  
INDUSTRY

2018  
PROGRAM

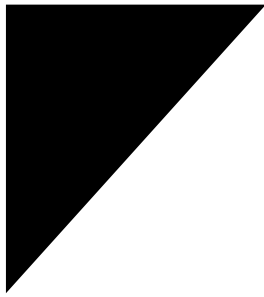
FIPA

31 23-28  
JANUARY  
2018

THE FESTIVAL FOR  
INTERNATIONAL  
AUDIOVISUAL  
CREATION

BIARRITZ

WWW.  
FIPA.  
TV/EN



# FIPA INDUSTRY THE INDUSTRY DAYS

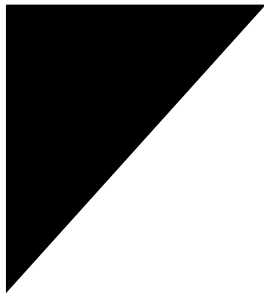
**FIPA INDUSTRY ANALYSES  
AND PREDICTS STRUCTURAL,  
ECONOMIC, TECHNOLOGICAL,  
AND ARTISTIC EVOLUTIONS  
IN THE AUDIOVISUAL SECTOR.**

It builds bridges between professionals, allowing them to meet one another, to share ideas, and to work together to build the future of creation and of television. It supports daring creation by offering project leaders expertise and coaching to better understand the marketplace.

Fipa Industry is organised around **3 professional, practical, and themed days, each of which has a central theme each day:**

In the Israeli Focus, the Fipa will also organise different meetings to create new opportunities of coproduction and to increase collaborations on the market thanks to the presence of many professionals and Israeli formations.

And last but not least, to create more bridges between the young professionals and the audiovisual industry, the Fipa campus "Education and Training" will support and stimulate the young professionals in their approach of the audiovisual and to be aware of the coming of New Talent.



# INDUSTRY DAYS

## PROGRAM DAY # 1

### WEDNESDAY 24 JANUARY: OPPORTUNITIES & MARKETS

Bellevue - Rotonde

#### OVERVIEW OF THE ISRAELI AUDIOVISUAL SECTOR

9.30 > 10.15

Bertrand Le Delezir  
Attaché audiovisuel Israël

#### PERSPECTIVES ON THE MARKET AND CO-PRODUCTIONS WITH ISRAEL

10.30 > 11.15

Moderator : Bertrand Le Delezir  
with Anat Nattel (CoPro)  
Hadar Porubanova (Ruth Films)  
Tamar Marom (Reshet)  
Paul Rozenberg (Zadig productions)

#### LINE-UP YES

11.30 > 12.00

*Israel's premium multi-channel platform and a prolific producer of award winning content.*

-  
Danna Stern (Managing Director Yes Studios)

#### LINE-UP RESHET

12.00 > 12.30

*Reshet, which was one of two dealerships (with Keshet) in the Channel 2 commercial channel, has since 2017 a full channel, Reshet 13..*

-  
Tamar Marom (Head of Content - Drama)

#### LINE-UP HOT

12.30 > 13.00

*Altice, an alias Telecommunication company, presents on cable, phone, mobile, internet, Hot has two television channels, Hot 3 and Hot Plus, and distributes more than 190.*

-  
Mirit Toovi (Head of Drama)

#### 2017 REPORT ON REGIONAL CINEMATOGRAPHIC AND AUDIOVISUAL SELECTIVE FUNDING

14.00 > 18.00

-  
Bellevue - Port des Pêcheurs

#### THE FRENCH-SPEAKING AFRICAN MARKET

16.00 > 16.45

Moderator : Sinatou Saka (RFI - France 24)  
with Russell Southwood (Balancing Act), Serge Noukoué (Côte Ouest Audiovisuel, Sandra Basset (TV5 Monde), Charli Beléteau (Showrunner)

#### WORKING WITH THE BALKANS

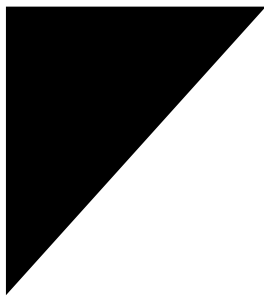
17.00 > 17.45

Moderator : Constantin Deliyannis (Séries Balkans) with Nebojša Bradić (RTS, Serbian Broadcasting Corporation), Robert Naskov (KINO OKO Production), Sevda Shismanova (Producer), Tatjana Saudet (Series Balkans-

-  
Bellevue - Rotonde

#### AFTER WORK

In partnership with Sacem  
18.00 > 20.00



# FIPA INDUSTRY PROGRAM DAY # 2

**THURSDAY 25 JANUARY  
EXPERTISE  
& CASE STUDIES #1**

Bellevue - Rotonde

## **AUDACITY AND INNOVATION: ISRAELI AUDIOVISUAL CREATION**

**10.00 > 10.45**

*Our contributors will analyse the keys to Israel's audiovisual success. Israel has become a key player on the international market, particularly in terms of successful adaptation and exportation of series.*

-  
Moderator : **Bertrand Le Delezir** (Israel audiovisual attaché)  
with **Danna Stern** (Yes Studios),  
**Leora Kamenetzky** (Scénariste),  
**Hillel Roseman** (Cassis Films)

## **FEEDBACK ON EXPERIENCES: FAUDA**

**11.00 > 11.45**

With **Rotem Shamir** (Director)  
Moderator : **Pierre Langlais** (Télérama)

## **MASTER CLASS DROR MOREH**

**12.00 > 13.00**

*Dror Moreh is a renowned Israeli author and director. After the success of his first documentary film «Sharon», In 2012, he directed «The Gatekeepers» (presented at Fipa) which met a phenomenal success and earned him an Oscar nomination.*

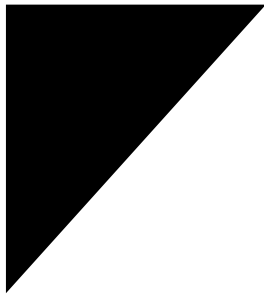
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Moderator : **Anne Georget**

## **THE VITALITY OF ISRAELI AUDIOVISUAL CULTURE: EDUCATION AND TRAINING!**

**14.00 > 14.45**

*With approximately 15 cinema schools, Israel fully assumes its role as a breeding ground for talent, and offers innovative productions.*

-  
Moderator : **Bertrand Le Delezir** (Israel audiovisual attaché)  
With **Shmulik Duvdevani** (Tisch School),  
**Mordechai Vardi** (Ma'Alah School),  
**Daniel Pakes** (Minshar School of Art)  
**Boaz Frankel** (Director, The Sam Spiegel School)



# FIPA INDUSTRY PROGRAM DAY # 2

**THURSDAY 25 JANUARY  
EXPERTISE  
& CASE STUDIES #2**

Bellevue - Rotonde

## **THE NARRATIVE POWER OF DOCUMENTARY SERIES**

15.00 > 15.45

*Applying the codes used for series can allow documentary directors to explore complex subjects, boost their audience, and create buzz. (You can discover the whole documentary series **The Staircase** screened during the festival and **Shadows of Truth in the Library** during the festival).*

-

Moderator : **Cédric Mal** (Le Blog Documentaire)  
With **Matthieu Belghiti** (What's Up film)  
**Sylvie Brunet** (monteuse), **Yotam Guendelman**  
(Director), **Ari Pines** (Director)

## **NEW CREATIVE OPPORTUNITIES FOR DOCUMENTARIES**

16.00 > 16.45

*Why make an immersive, interactive, or VR documentary... as opposed to a linear one? What do these new narrative forms bring to the documentary?*

-

Modératrices : **Dominique Remy** et **Isabelle Andreani** (Storycode)  
With **Valérie Darveau** (ONF), **Agnès Chauveau**  
(Ina), **Caitlin Robinson** (Scatter)  
**Karim Ben Khelifa** (réalisateur)

## **LINE-UP ARTE**

17.00 > 18.00

**Gilles Freissinier**  
(Digital Business Developer)

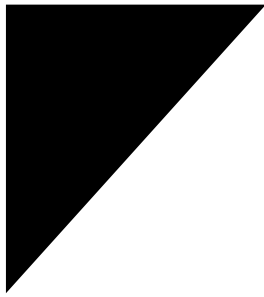
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Bellevue - Rotonde

## **AFTER WORK**

In partnership with **Bpifrance Le Lab**  
18.00 > 20.00

Cocktail, presentations and networking.



# FIPA INDUSTRY PROGRAM DAY # 3

## FRIDAY 26 JANUARY: INSPIRATION & FORECASTING #1

Bellevue - Rotonde

### ISRAELI DIGITAL CREATION

10.00 > 10.45

*Israel puts focus on the digital and has ambitions to become a leader in the field of VR, visual effects, and gaming. How will they do it?*

-

Moderator : **Bertrand Le Delezir** (Israel audiovisual attaché)  
With **Adi Lavy** (Director), **Hila Gavron** (Israeli Public Broadcasting Corporation), **Yoram Honig** (Jerusalem Film & Television Fund)

### DIGITAL CREATION: BROADCASTING POLICY AND FINANCING

11.00 > 11.45

Moderator : **Frédéric Chambon** (PRIMI)  
with **Chloé Jarry** (Camera Lucida), **Richard Cohen** (Inception VR)  
**Gilles Freissinier** (Arte France)  
CNC, France Télévisions

### MULTI-PLATFORM STORYTELLING: BETWEEN CREATIVITY AND MARKETING

14.15 > 15.00

*How are these multiplatform narratives thought out and constructed? What are the keys to keeping a community of fans engaged, and making a buzz without compromising creativity?*

-

Moderator : **Mélanie Bourdaa** (Université Bordeaux)  
With **Ignacio Gomez Hernandez** (TVE), **Steve Coulson** (Campfire), **Julien Aubert** (Bigger Than Fiction)

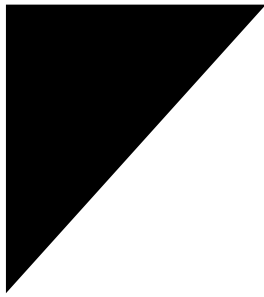
### WHY THE AUDIOVISUAL BUSINESSES ALWAYS GETS SO EXCITED BY THE LATEST TECHNOLOGICAL DEVELOPMENTS AND BUZZWORDS

15.00 > 15.45

*From VR, 360 Video, Transmedia, Augmented Reality, Social Media to Interactive Storytelling.*

-

**Nuno Bernardo** (beActive Entertainment)  
**Paul Tyler** (Media Consultant)



# FIPA INDUSTRY PROGRAM DAY # 3

## FRIDAY 26 JANUARY: INSPIRATION & FORECASTING #2

Bellevue - Rotonde

### CASE STUDY « DREAMS » (NATIONAL FILM BOARD OF CANADA - NFB)

15.45 > 16.15

*The NFB presents the narrative and participative mechanism of this interactive project that generates individual micro-experiences structured from the unique mechanisms of dreams.*

-

Valérie Darveau (ONF)

### CASE STUDY: « 7 LIVES » (RED CORNER / FRANCE TÉLÉVISIONS)

16.15 > 16.45

*Feedback, the author and the producer sift through the production of this fiction in VR, with one objective: keeping you from some pitfalls.*

-

Marie Blondiaux (Red Corner)  
Charles Ayats

### LINE-UP FRANCE TÉLÉVISIONS

17.00 > 18.00

Tbc

### PRESENTATION OF HACKATHON RESULTS

18.00 > 18.30

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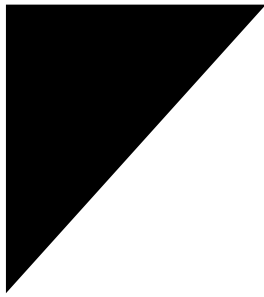
Bellevue - Rotonde

### AFTER WORK

en partenariat avec l'INA

18h30 > 20h

Cocktail, presentation  
and announcement of the Hackathon



# PITCHING SESSIONS PROGRAM

**THURSDAY 25 JANUARY**

Bellevue - Port des Pêcheurs

## DOCUMENTARY PITCH SESSION

9.00 > 9.45

Catherine Alvaresse (France Télévisions)  
Roch Bozino (Java Films)  
Isabelle Christiaens (RTBF)  
Hedva Goldschmidt (Go2Films)  
Bertrand Lossignol (Terranoa)  
Serge Noukoué (Côte Ouest Audiovisuel)  
Jean Pelletier (Radio Canada)  
Hadar Porubanova (Ruth Films)  
Alex Szalat (Arte France)

## SACD DRAMA PITCH SESSION

15.00 > 16.30

## SHOOT THE BOOK! PITCHING LITERARY WORKS

17.00 > 18.00

*Shoot the Book, organised by Fipa in partnership with the Centre National du Livre and the SCELFF (Société Civile des Editeurs de Langue Française), unveils 10 books with high potential for audiovisual adaptation, pitched by their editors to a panel of international producers.*

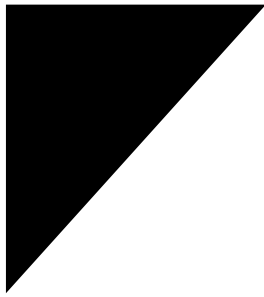
Bellevue - Salle Vague 1

## PITCH SESSION - REGIONAL DOCUMENTARY PROJECTS

9.30 > 12.00

*Eight graduates of the professional master's offered by Créadoc (University of Poitiers and the professional master's in film studies (Bordeaux Montaigne University) present the plans for their first documentaries to Tv7 Bordeaux and a panel of producers from Nouvelle-Aquitaine in search of new talent. In partnership with the Ecla Agency.*





# AND ALSO... FIPA CAMPUS MEETINGS

## VENDREDI 26 JANVIER

Médiathèque

### ROUND TABLE #1: YOUNG VOICES IN THE MEDIA, CIVIC EDUCATION IN ACTION!

12.00 > 13.00

Thousands of students are speaking out and, with the help of their teachers, creating print and online newspapers, plus radio and video programmes. Academic media projects provide an opportunity for youth to acquire skills that go beyond traditional learning.

In an age where the majority of secondary school students get their information from social media, this round table invites us to discover innovative educational and social initiatives in youth media, both inside and outside of the school system.

A panel of contributors (teachers, students) will be present to speak about their varied experiences.

*Table ronde animated by François Saltiel (journalist for Arte), with a panel of teachers and students, testifying their experiences.*

Bellevue - Port des Pêcheurs

### ROUND TABLE #2: YOUNG PROFESSIONALS - TRAINING,

### ENCOURAGING MOBILITY, AND DEVELOPING TALENT

14.30 > 15.45

How can we help young graduates new to the industry to respond to the expectations and evolutions of the market?

What opportunities exist in terms of diversifying their skill sets, and in terms of overseas mobility? Who are their training partners?

First-hand testimonials from those teaching a new generation and nurturing opportunity, and others who have gone through the process.

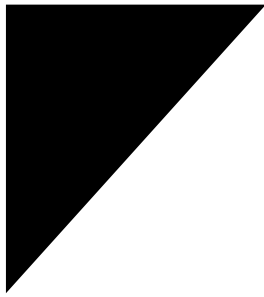
### ROUND TABLE #3: UNDER THE STONES OF DOCUMENTARY? POLITICAL IMAGES AND FILM ENGAGEMENT FIFTY YEARS AFTER MAY 68

16.00 > 17.30

Collective films, militant experiments, subversive images, independent media ...

This round table will be an opportunity to question the documentary forms of today with regard to major themes that have marked the film productions around May 68.

*A public debate organized and animated by the Masters "Documentaires et archives" of Bordeaux Montaigne and "Image et Société" of the University of Évry Val d'Essonne.*



# **PRACTICAL INFO**

## **PROFESSIONAL ACCREDITATION**

This accreditation gives access to:

- Fipa's projection rooms (more than 100 programmes)
- meetings and debates organized by the Fipa the Fipa Industry (professional days)
- the Smart Fipa (international showcase for digital creation)
- the professional version of the Fipa's App (available on iOS & Android) allowing you to directly talk to the present professionals
- The Fipa Club and evening events

**Accreditations Department | [accreditations@fipa.tv](mailto:accreditations@fipa.tv)**

## **CAMPUS ACCREDITATION**

This accreditation gives access to:

- Fipa's projection rooms
- meetings and debates organized by the Fipa

**Campus Department | [campus@fipa.tv](mailto:campus@fipa.tv)**

## **ACCREDITATIONS**

**ACCREDITATIONS DEPARTMENT**

**[ACCREDITATIONS@FIPA.TV](mailto:ACCREDITATIONS@FIPA.TV)**

**[WWW.FIPA.TV](http://WWW.FIPA.TV)**

## **FIPA 31**

**FESTIVAL FOR INTERNATIONAL AUDIOVISUAL CREATION**

**23 - 28 JANUARY 2018**

**BIARRITZ**

**[WWW.FIPA.TV/EN](http://WWW.FIPA.TV/EN)**