



## Detailed Agenda

**Thursday, May 13, 2010**

**12:00 – 12:30 pm**

**Registration and Networking @ the Hotel Majestic Barriere**

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**12:30 – 12:45 pm**

**Co-Chairs' Opening Remarks: Introduction of the Program**

Forum Co-Chairs:

- Ted Shapiro, SVP, General Counsel and Deputy Managing Director, EMEA  
**Motion Picture Association**
  - Gary Concoff, Partner and Chair of Entertainment and Media Department  
**TroyGould**
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**12:45 – 2:00 pm**

**An Update on International Sources of Film Financing in a Global Economy**

- Capital structure trends: Equity, debt, soft monies, pre-sales as collateral, etc.
- Lending market update:
  - a) Is the credit squeeze loosening up?
  - b) And which banks are lending? On what terms? Gap loans?
- What type of content is receiving emphasis and funding in the studio and independent context?
- Approaches to raising finance through international investors:
  - a) China, Russia, India, Germany, Canada, Italy, Middle East, etc.

Moderator:

- Tim O'Hair, Agent, Motion Picture Finance  
**Paradigm**

Panelists:

- Ashok Amritraj, Chairman and CEO  
**Hyde Park Entertainment Group**
- Claudia Blümhuber, Managing Partner  
**Silver Reel Partners AG**

- Jeanette Buerling, President  
**Magnet Media Group**
  - Clint Kisker, Director  
**Screen Capital International**
  - Marshall Sonenshine, Chairman and Managing Partner  
**Sonenshine Partners**
  - Jared Underwood, Senior Vice President/Manager  
**Comerica Entertainment Group**
  - Eric van den Eijnden, Founder  
**Ephebe Investment Company**
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**2:00 – 3:15 pm**

**Effective Negotiation of Risk Management and Mitigation Strategies from the Standpoint of the Investor or Lender and Enhancing Upside**

- Identifying high-risk factors and potential problems
- Slate deals
- Full or partial cross-collateralization?
- Completion bonds
- Broad insurance coverage; political insurance?
- Negotiating fees from talent to distribution; pressure on talent fees and gross participations
- Presales outside U.S.
- Budget management and reduction
- Investing in P&A to facilitate U.S. independent release or studio distribution; effect on foreign sales
- Tax credits or subsidies; U.S. based or foreign based
- International auditing issues
- Use of collection and disbursement agencies
- Currency hedging
- Profit participation - the equity split between investors and producers/studios

Moderator:

- Gary Concoff, Partner and Chair of Entertainment and Media Department  
**TroyGould**

Panelists:

- Robbert Aarts, Co-CEO  
**Fintage House**
- Anthony Gudas, Tax Credit Finance  
**Tax Credit Finance**
- Mark Hutchison, CPA, Principal  
**Rothstein Kass**
- Fred Milstein, Managing Director  
**AON/Albert G. Ruben Insurance Services**
- Leon Morgan, Head, Media Department  
**Davenport Lyons**

- Hal Sadoff, Head of International and Independent Film  
**ICM | International Creative Management**
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**3:15 – 3:45 pm**  
**Networking Break**

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**3:45 – 4:00 pm**  
**Confronting Piracy to Protect Your Investment**

- Content Protection Strategies
    - o Commercial considerations including release strategies
    - o Enforcement, including litigation
    - o ISP cooperation
  - Technology developments
  - Raising public awareness
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**4:00 – 5:30 pm**  
**Challenges and Opportunities in Securing Distribution**

Part 1: EUROPEAN INVESTMENT AND DISTRIBUTION

- Distribution by European media; international sales and licensing
- The German view; UK view; Italy, France
- What are distributors looking for and able to pay?
- Moral rights of authors/performers
- Theatrical and secondary releases
- Territoriality
- The role of collective management

Part 2: U.S. DISTRIBUTION – STUDIO AND INDEPENDENT

- Are the new release models working?
  - o Collapsing traditional distribution windows
  - o Simultaneous theatrical and VOD releases
- How to finance and monetize on digital delivery platforms
- Studio release issues
- The impact of festivals
- U.S. distribution of foreign language pictures
- Producer provision of P&A funds
- Viral marketing

Part 3: OVERALL INTERNATIONAL DISTRIBUTION OUTLOOK

Moderator:

- Ted Shapiro, SVP, General Counsel and Deputy Managing Director, EMEA  
**Motion Picture Association**

Panelists:

- Adrian Alperovich, Senior EVP and General Manager, Worldwide Acquisitions Group  
**Sony Pictures Entertainment**

- Edward Arentz, Managing Director  
**Music Box Films**
- Bob Berney, Founder  
**Apparition**
- Richard Guardian, President  
**Lightning Entertainment**
- Jill Gwen, SVP Finance and Operations  
**FOX Searchlight Pictures**

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5:30 – 7:30 pm

Networking Reception @ the Clara One Yacht docked at Jetée Albert Edouard



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