



POWER TO THE PIXEL

The Digital Distribution Forum for Independents

A ground-breaking new industry event taking place during the London Film Festival on Friday 26 October 2007 NFT1, BFI SOUTHBANK

POWER TO THE PIXEL is a one-day forum that will connect the film community with key innovators of the digital revolution who are pioneering new ways of distributing, marketing and financing independent films.

Leading filmmakers, entrepreneurs, networks and companies creating cutting edge distribution strategies will share their expertise on the latest digital tools and practices that are transforming the film business, as well as describing new ways of working in the digital environment

POWER TO THE PIXEL will be more like a think-tank than the usual film industry events about new technologies. The event will focus on open-minded discussion, free-thinking, flexibility and innovation. Rather than just showcasing their companies, participants will speak candidly about the challenges they face, the opportunities available and the discoveries they have made with their projects. The forum will be rich in case studies.

CONFIRMED SPEAKERS:

Peter Buckingham, Head of Distribution, UK Film Council
Arin Crumley & Susan Buice, Directors, *Four Eyed Monsters*, US
Kelly Devine, Content Consultant, The Reframe Project
Robert Greenwald, Director, *Iraq For Sale, Walmart, Outfoxed*, US
Michael Gubbins, Editor, Screen International, UK
Matt Hanson, A Swarm of Angels, UK
Paula Le Dieu, Managing Director, Magic Lantern
Jeremy Nathan, Producer, DV8, South Africa
Sara Pollack, Film & Animation Manager, YouTube, US
David Straus, Co-Founder, Withoutabox, US
Lance Weiler, Director, *Head Trauma, The Last Broadcast*, US

And more to be announced.

KEY PROGRAMME TOPICS

In a programme of seminars, debates and case studies, delegates will gain:

- An overview of cutting edge digital distribution business models and services.
- An in-depth analysis of how direct-to-consumer technologies are empowering independents to build new audiences, maximise revenues and reach core, global audiences.
- Perspective on how new online developments are inspiring customised distribution strategies for individual films.
- An assessment of how "no borders" distribution is erasing national boundaries and transforming the roles of traditional distributors and sales agents.
- An insight into pivotal issues surrounding Digital Rights Management, copyright and licensing issues in the digital era.
- The place of exhibition in the new value chain of distribution.

WHO SHOULD ATTEND?

Filmmakers, producers, distributors, exhibitors, sales agents, film festivals and market representatives, film financiers, film funding agencies, professional associations.

Supported by the Skillset Film Skills Fund, the London Development Agency, Film London, Digital Horizons and the UK Film Council and sponsorship partners WiseGuy Pictures and AllCity

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Liz Rosenthal, Director