

Industry Leaders Sketch Roadmap for Europe's Film-TV Future at San Sebastián Conference

CALLUM MCLENNAN

Some of Spain's top industry players, alongside international figures, gathered at the San Sebastián on Sunday to chart a roadmap for Europe's audiovisual future at a morning conference entitled Partnerships and Investments for the Consolidation of the European Audiovisual Ecosystem.

Oscar López, Spain's Minister for Digital and Public Service Transformation, closed the event with an optimistic outlook on Spain's booming industry, despite the growing challenges it faces. He emphasized that the sector is experiencing one of its best moments, with employment growing by 93% over the last three years and Spain now a leader in Europe in the production of original content.

Success, however, has its challenges. Some takeaways from the morning's two sessions:

Public-Private Partnerships: A Virtuous Circle

Concepción Cascajosa Virino, acting president of RTVE, spoke to the importance of a "virtuous circle" between public and private initiatives in driving the industry forward. She cited the €20 million (\$22.2 million) annual investment from the public broadcaster into original content, stating, "We are the great market dynamo, promoting and allowing greater diversity both in the type of content we offer, with the type of operators we can work with, and the alliances we

develop," she said. This investment has already resulted in 115 projects in 2023, including nine series and 38 documentaries, working with 153 different production companies.

The Need for Regulatory Symmetry

Jaime Gutiérrez-Colomer, general manager of management and transformation at Atresmedia, stressed asymmetry – that while traditional broadcasters face stringent regulations, newer platforms such as YouTube have enjoyed a more relaxed environment. "YouTube, the biggest sharing platform of content, has been competing in the advertising market for over 20 years, and we would like to accelerate this type of comparison to cut that regulatory asymmetry," he said, urging for a level playing field.

His critique was aimed at the discrepancies that have emerged, as platforms like YouTube have, in his view, been able to avoid some of the obligations that broadcasters are held to. By addressing these regulatory gaps, he believes the industry can foster a more equitable environment that promotes sustainability and fair competition.

Securing Talent Amidst a Boom

While the current boom in Spain's audiovisual sector is exciting, it comes with its challenges. Sandra Tapia of Arcadia Motion Pictures cautioned that the rapid growth must be controlled, "It's a good time, but also a dangerous one," she warned, referring to the escalating costs and

competition for skilled crews and actors. Tapia pointed out the need for strategic decisions to maintain this growth sustainably.

Alfonso Blanco, CEO of Portocabo, agreed, calling it a "Golden Age" for television production in Spain but warning that the race to secure resources could weaken the sector if not managed carefully.

Cross-Border Collaboration: Imagine Beyond Your Borders

Cross-border collaboration remains essential for the European audiovisual sector to thrive. Senior Producer at France's Noodles Production, Jérôme Vidal urged producers to "imagine beyond your borders," stressing the importance of international co-productions in competing on a global scale. His consistent co-production work with Spanish partners has led to successful films like "Mondays in the Sun," demonstrating the benefits of cross-cultural exchange date back decades.

Arne Helsing, secretary-general of Denmark's Nordvision, stressed the importance of building trust with long-term partners, especially in neighboring countries, citing the success of the Nordic 12 as a model. It ensures that 12 high-quality Nordic TV dramas are available annually across public broadcasters, with a 12-month window for both linear and digital services. "You have to start with the people you have connections with," he said, pointing out that regional collaborations often provide the foundation for larger, more ambitious projects.

Trust, IP, and Sustainability

The issue of intellectual property (IP) rights was a key concern for many in attendance. Alfonso Blanco campaigned for more flexibility in IP agreements, arguing that this would enable more international collaborations. He pointed out that holding onto IP rights heavily restricts producers' ability to collaborate effectively with partners

across borders, a practice that needs to change for the industry to grow.

Alexandra Lebret, managing director of the European Producers Club, honed in on a simple truth: "Predictability is what financiers are looking for," she said, highlighting the need for a stable financial model to ensure sustainable long-term growth.



PRESENTACIÓN DE SPANISH SCREENINGS ON TOUR

En un acto celebrado ayer en el Club de Prensa se presentó, un año más a la industria y la prensa, el programa del Día del Cine Español (6 de octubre) y la tercera edición de Spanish Screenings ON TOUR, que este año viajará al American Film Market (Las Vegas) del 5 al 10 de noviembre (En la foto Juan Antonio Vigar, director Festival Málaga)

AGENDA

INDUSTRIA

Europa Distribution Workshop

KURSAAL – SALA 9

09.00 - 12.30

Organizado por Europa Distribution.

CUERPO CELESTE

KURSAAL – PRÍNCIPE 7

09.30 - 11.20

Dirección: Nayra Ilic
Producción: Planta, Disparte Horamágica, Oro Films (Chile – Italia)

XIII. Foro de Coproducción Europa-América Latina

SAN TELMO MUSEO – IGLESIA

10.00 - 20.00

Citas one-to-one con los proyectos seleccionados.

MUÑA MUÑA

KURSAAL – PRÍNCIPE 2

12.15 - 13.22

Dirección: Paula Morel Kristof
Producción: Oreja le burro S.R.L (Argentina)
La inversión privada en el audio-

visual: SEGO CREATIVE, un caso práctico

MUSEO SAN TELMO – SALÓN DE ACTOS

12.30 - 13.30

Organizado por EGEDA (Entidad de Gestión de Derechos de los Productores Audiovisuales).

Modera: Carlos Antón (director de desarrollo de negocio de EGEDA)

Participan: Ignasi Camós (director general del ICAA), Luis Cueto (vocal asesor del Ministerio para la Transformación Digital y la Función Pública), Javier Villaseca (CEO de SEGO FINANCE), Jesús Prieto (Partner de SEGO CREATIVE) y Miguel Torrente (productor ejecutivo de BALMENT para la película "El futuro ya está aquí").

Algo se cuece en Madrid

RESTAURANTE MUKA

12.30 - 13.45

Organizado por la Comunidad de Madrid y el Ayuntamiento de Madrid Presentación institucional de Madrid y sus acciones de apoyo al sector audiovisual en el marco del Festival de San Sebastián. La presentación estará seguida de un cóctel consis-

tente en una degustación de cocido madrileño.

X. Ikusmira Berriak

MUSEO SAN TELMO – IGLESIA

13.00 - 18.00

Citas one-to-one con los proyectos seleccionados.

USIER TEVRSHI / IN A GROVE

PRÍNCIPE, 2

15.30 - 17.12

Dirección: Nino Akhvediani

Producción: Cinetech Film Production (Georgia)

Transformemos el audiovisual: Diversidad e igualdad frente y detrás de cámaras. Informe ODA y Guía Dones Visuals

KURSAAL – CLUB DE PRENSA

16.00 - 17.30

Modera: Amaia Serrulla (Festival de San Sebastián)

Participan: Jara Ayucar (ICAA), Edgar García (ICEC), Jorge Gonzalo

(ODA) y Carne Puche Moré (Dones Visuals). ODA y Dones Visuals unen esfuerzos para analizar el sector y proponer herramientas para un audiovisual más inclusivo e igualitario. Durante la conversación también habrá espacio para estudiar casos prácticos y preguntas por parte del público.

CHINA SEA

PRÍNCIPE, 2

18.00 - 19.25

Dirección: Jurgis Matulevicius

Producción: Film Jam, Lava Films, Bionaut, Ma Studios (Lituania – Polonia – Taiwán – República Checa)

Audiovisual from Spain: Where Talent Ignites - Encuentro con el equipo artístico + cóctel y networking

TABAKALERA – SALA 1

18.30 - 19.30

Estreno de la pieza audiovisual: **La causa del accidente que provocó el incendio**

Creado por CANADA

Con: Berta Prieto, Karla Sofía Gas-

cón, Bárbara Lennie, Albert Serra, Omar Ayuso, Miguel Herrán y J.A. Bayona.

Después de la proyección tendremos un **Encuentro de Talentos con:** María Zamora, Paula Ortíz, Bárbara Lennie, Alba Barneda, moderado por Yolanda Flores.

Seguido de un cóctel y networking con vinos y pintxos.

Andalucía, destino de cine

MUSEO SAN TELMO – CLAUSTRO

19.00 - 20.30

Happy hour organizado por Andalucía Film Commission.

Rodar en Türkiye / Películas turcas

KURSAAL – CLUB DE PRENSA

19.00 - 21.30

Participantes: Birol Güven (director General de Cinema, Ministerio de Cultura y Turismo de la República de Türkiye), Nüket Küçükkel Ezberci (embajadora de la República de Türkiye) y Belkis Bayrak (directora de la película Gülizar (compite en la sección de nuevos directores).