

**CINEEUROPE 2017
SCHEDULE OF EVENTS**

SUNDAY, 18 JUNE

08.00-18.00 Trade Show Registration
(Booth Exhibitors Only)

14.00-18.00 Convention Registration

MONDAY, 19 JUNE

07.00-18.00 Convention Registration

07.30-18.00 Trade Show Registration
(Booth Exhibitors Only)

08.00-08.30 Breakfast

08.30-09.30 *Virtual Reality – A New Frontier*

There has been increasing interest in the field of VR in recent years. Views on its potential range from those who see it as primarily a way to market films to while others see it as a more fundamental disruptive technology which might challenge the entire cinema business model.

Involving some of those companies from the cinema sector most closely involved in this area, this session will look at lessons learnt from the use of VR to date, and explore where this fast-developing technology might head next.

09.45-10.45 *Innovation and the Big Screen Experience – A European Film Forum Session co-organised with Creative Europe MEDIA*

Cinema going around the world is thriving, thanks to creative entrepreneurship and ongoing investments into innovation by cinema operators and their business partners. Join our high-level group of distinguished industry leaders to discuss how European cinema can continue to embrace innovation and change in order to further grow its competitive edge in an increasingly global and digitally connected motion picture value chain.

Opening Lucia Recalde, Head of Unit, Creative Europe MEDIA,
Remarks: European Commission

10.00-17.00 Hospitality Lounge

**11.00-12.00 *Seminar
Women in Cinema – The Business Case***

Women make up at least half of the cinema audience in most territories. Yet less than 5 per cent of senior positions in the cinema industry are held by females. With numerous studies showing that companies that strive for gender-balanced leadership outperform others in terms of profit and turnover, this session will explore what might be done to encourage a greater representation of women amongst senior management roles in the industry. Join our panel of senior executives to explore the drivers behind this inequality

in our industry and how we might stimulate change in the interests of equal opportunity and business growth.

Overview by: Phil Clapp, President, UNIC

Moderator: Kathryn Jacob, CEO, Pearl and Dean (UK)

12.15-13.15 Lunch

Sponsor: Studiocanal

13.30-14.30 Studiocanal Product Presentation

14.30 Opening Ceremony

CineEurope's 100 Million Euro Retrospective – Films of 2016

Official Welcome Address

Industry Address

UNIC Award of Achievement

15.15 Refreshment Break

15.45 Sony Pictures Entertainment Product Presentation

17.00 Refreshment Break

17.30 Warner Bros. Pictures International Product Presentation & Screening

20.30 Opening Night Dinner Reception

TUESDAY, 20 JUNE

07.30-18.00 Convention Registration

08.00-18.00 Trade Show Registration

08.00-08.45 Continental Breakfast

**08.45-10.00 The Coca-Cola Company Seminar
*What Do Youth Audiences Really Want?***

Coca Cola and UNIC – with support from Odeon and UCI Cinemas and the UK Cinema Association – commissioned a study on youth audience preferences and the cinema going experience in Germany, Spain and UK. Most innovatively, it then worked with focus groups of young people aged 14-25 both to explore those survey findings in more detail, but also to work with them to design their ideal cinema experience. Join this session to hear more about the findings from this work, but also to have an opportunity to ask your own questions of a panel of young cinema goers who will join us for the occasion.

Moderator: Corinne Thibaut, International Customer Director, Cinema & Leisure,
The Coca-Cola Company

10.00-17.00 Hospitality Lounge

10.15-13.15 Universal Pictures International Product Presentation & Screening

11.00-18.00 CineEurope's Opening Day on the Trade Show Floor

**11:30-13.15 CineEurope Focus Sessions on the Trade Show Floor
*Presented by the International Cinema Technology Association***

13.30 Universal Pictures International Invites You to Lunch

16.00-18.00 Opening Day Cava Reception

18.30 Twentieth Century Fox International Product Presentation

20.00 Twentieth Century Fox International Dinner Party

WEDNESDAY, 21 JUNE

08.00-18.00 Convention Registration

08.00-18.00 Trade Show Registration

08.00-08.30 Continental Breakfast

08.30-09.45 Coca-Cola Retail Seminar

09.30-17.00 Hospitality Lounge

10.00-13.30 Paramount Pictures International Product Presentation & Screening

12.00-18.00 CineEurope Tradeshow & Lunch

13.45-15.30 CineEurope Focus Sessions on the Trade Show Floor

13.45-14.45 *Event Cinema Association Session*

14.45-15.30 *IPTV – A New Threat from Piracy*

A number of European territories have in the last year seen growing use of so-called IPTV or 'Android' boxes by the public. While not themselves illegal, this technology can be easily adapted to provide a straightforward and user-friendly way for users to access illegal film (and other) content and stream it to the television in their home.

This session will explain more about these devices and – through a live demonstration - show why some colleagues in the film industry see them as representing the most serious piracy threat for a generation. Liz Bales will also explain the steps being taken to tackle their supply and educate the public on the dangers they present.

16.00-17.00 Studio Product Presentation

17.00 Refreshment Break

17.30 Walt Disney Studios Motion Pictures International Product Presentation

19.30 Evening Reception

THURSDAY, 22 JUNE

08.30-12.00 Trade Show Registration

09.00-16.00 Convention Registration

09.00-12.00 Continental Breakfast on the Trade Show Floor

09.30-11.00 CineEurope Focus Sessions on the Trade Show Floor

09.30-10.15 *Data-Driven Innovation in Cinema*

Implementation of data analytics solutions in the cinema business promises a 10-20 per cent increase in revenues. CineEurope invited three senior industry executives from across the value chain to showcase how they combine customer insights and smart technology to promote film releases and the cinema going experience. Learn from and discuss what works and what doesn't with the best.

10.00-13.00 Hospitality Lounge

10.00-10.45 European Studio Product Presentation

11.00-13.00 Major Studio Screening

13.00-14.00 Lunch

14.15-15.15 UniFrance Product Presentation

15.30-16.30 European Studio Product Presentation

18.30-19.00 A Toast to the 2017 Honorees

Sponsor: Sony Digital Cinema

19.00 Final Night Awards Ceremony

Sponsor: The Coca-Cola Company

CINEEUROPE'S 2017 HONOREES

comScore European Box Office Achievement Award

CineEurope's Independent Film Award

International Exhibitor of the Year

International Distributors of the Year

20.00 CineEurope After Party

Co-Sponsors: The Coca-Cola Company
Sony Digital Cinema