22nd Conference of COPEAM

CINEMA-FESTIVAL-CULTURE COMMISSION

FINAL RESOLUTION

The Cinema - Festival - Culture Commission gathered in Malta on 28 March 2015. During the meeting, the achievement of the objectives set up last year in Tunis was announced. In particular:

the organization, in December 2014 in the framework of the Marrakesh Film Festival, of a meeting-training called "Developing and sustaining your film festival". Hosted by ESAV Marrakech and realized thanks to the contribution of the E.U. Euromed Audiovisual III Programme and the support of many French Institutes of the region, these 2 working days drew together 12 South-Mediterranean festivals around the following issues:

- The relations between TVs and film festivals
- the challenges related to the programming
- communication and digital strategies
- the building of the event and the setting up of partnerships.

Based on the exchange approach, a large part of the meeting was devoted to a brainstorming on what COPEAM can provide the festival organizers with and on the projects to be developed in synergy with the Training Commission:

1. Training workshop on the media coverage of film festivals
2. COPEAM label on the Festival Scope platform, devoted to films realized within the Mediterranean cinema schools

Following these presentations, and on the same line, the Secretary General of the Prix Italia proposed a brainstorming on the organization of a second COPEAM meeting devoted to festivals on the theme "web and festivals".

The meeting was also the occasion to present the discussions with the film distributors' network MEDIS, whose intention is to propose to COPEAM television members the trailers' broadcasting of the films released in cinemas at a national level in the countries concerned. A letter calling for the broadcasting and a draft agreement will be soon submitted to COPEAM.

Finally, the role COPEAM can play as a media partner and as a contact point for cinema events was recalled.

Malta, 28 March 2015