



MEDIA AND SOCIETY



**EUROPEAN DOCUMENTARY
IN A CHANGING MEDIA LANDSCAPE**

— Bringing Together Policy & Practice

PREFACE

In collaboration with carefully selected partners, the **European Documentary Network** is currently developing an initiative to support the documentary sector.

The purpose of this **Project Presentation** document is to provide you with more detailed information about the initiative and to invite you to take part in it.

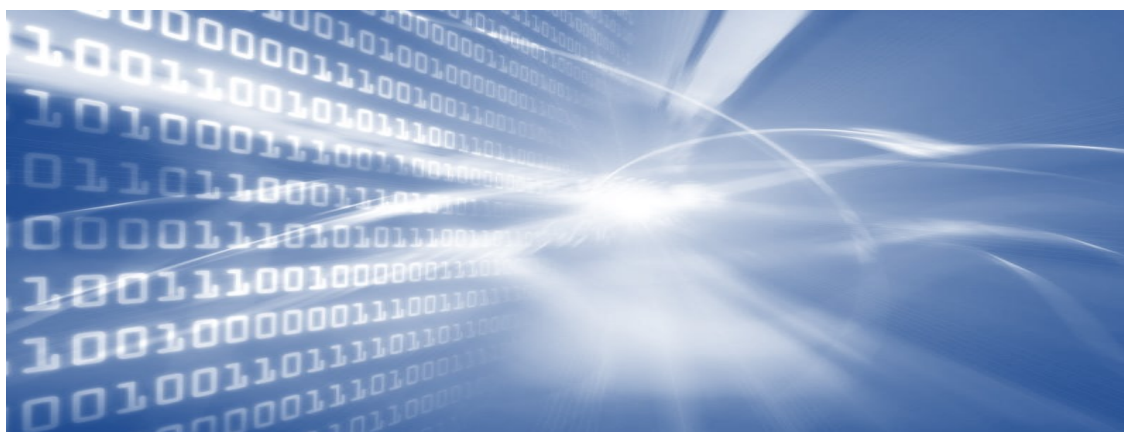
This document presents the roadmap towards the execution of the idea and makes available to all concerned one single document to be used as a starting point for the discussions about - and the realisation of - the event.





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WHY

For the first time in the history of the electronic media, the pace of change is no longer that of a gradual development but it is rather the subject of a revolution. The introduction of new technologies has turned the power structure of broadcasting around. The traditional way in which content was developed, financed, produced, distributed and consumed is under pressure and the media influence on the audience's thoughts, values and behaviour is stronger than ever.

The documentary sector is not impervious to these changes. We are experiencing a real paradigm shift that shatters yesterday's certainties and forces us to reflect on the role of media (i.e. documentary) in a global mediatised society.

In common with other areas of the media industry, the documentary sector has seen considerable disruption to its traditional business model. This in turn has serious artistic, societal and commercial consequences, undermining the ability of documentary makers to produce artistically sound and financially sustainable films.

The European audiovisual industry in general and the documentary sector in particular need to find the right response to the challenges generated by this new media landscape.



WHAT

The European Documentary Network and its partners strongly believe that healthy and responsible media that offer reliable information and high-quality entertainment are a cornerstone of a democratic and open-minded society. The public broadcasting system has always played an important role in this process and the important role of independently produced documentaries within that system is self-evident. But over the years also commercial television has become an important player and recently the I.P. based content distributors (the O.T.T and V.O.D companies) are increasingly becoming major players.

All this leads to disruption in which there are many questions but few answers. It is a matter of regret that current discussions between the stakeholders are often slogan-based, each party defending its own interests by short-term thinking. The lack of reliable data, facts and figures is regrettable and prohibits the development of a future-driven documentary policy.

The “presentation moments” that are referred to in this document should not be considered to be the final result of this action. Those gatherings are one step in a process that aims to conclude with the distribution of a policy document that will not only analyse the current situation in which documentaries are financed, produced and distributed in Europe, but that should also provide the documentary filmmakers and policy makers with ideas and tools for the future.

The ultimate goal is to contribute to an artistically sound and economically sustainable documentary community that serves the European audience and contributes to the cultural heritage of the continent.

THE MISSION

OUR OBJECTIVE IS:

- To develop a European audiovisual policy that also works at national level and that acknowledges the important role that the independent documentary sector plays in informing, sensitizing, entertaining and (yes, why not) educating the audience.
- To develop a policy that contributes to a healthy and open development, financing, producing, broadcasting and distribution system that will have a positive impact on the society it serves.
- To contribute to the enhancement of the European independent production sector, enabling its development into a sustainable industry in which economical and cultural success go hand in hand.

Therefore both the public and the private sector should be present in this initiative.



THE PROJECT IN BRIEF

The initiative counts five different stages, all to be finalised in the course of one year.

- 1. Fact-finding and information gathering.**
- 2. Analysis and discussion.**
- 3. Formulating conclusions, recommendations and policy proposals.**
- 4. Presentation of the results during major industry events.**
- 5. Dissemination of the Policy Document.**

An Advisory Group, composed of representatives of professional organisations, researchers, major festivals and industry events and academics will accompany EDN in the realisation of the event.

The initiative has been organised in such a way that the wide documentary community can be involved without adding exorbitant time pressure to an already heavy workload and without putting a financial strain on the available cash flow.

For this reason we have scheduled the “meeting moments” and the “presentations” during already existing industry events.

HOW AND WHEN

The project takes the form of a fact-finding, analysing, discussion and policy-making event that will run over a period of one year.

It will be a continuous process for which **working groups** will be established. We will arrange for “**meeting moments**” during which professionals can exchange information with the working group members and discuss their work and “**presentation moments**” during which the results will be shared with the different players in the media, the policy makers and the press.

I. THE MEETING MOMENTS

The geographically spread “meeting moments” during the festivals will be dual in design: one part should allow the workgroup members to physically meet and discuss the on-going work. The second part should be of an informational nature, making sure that the documentary community is made aware of the work that is being done and has the opportunity to react and offer input to the subjects that are the focus of the discussion.

They have been scheduled during:

- 1. IDFA/FORUM** — Amsterdam (November 2017 & November 2018)
- 2. EFM DOCSALON** — Berlin (February 2018)
- 3. CPH/DOX** — Copenhagen (March 2018)

HOW AND WHEN *(continued)*

II. THE PRESENTATION MOMENTS

Two “presentation moments” have been scheduled during industry events at locations where we can expect press attention and the presence of main industry persons. Organising them during these professional meetings should also allow a wide group of documentary filmmakers to be present, without having to spend extra time and money.

The “presentation moments” will take the form of a more formal workshop or organized event. The intention is to bring together a wide range of professionals to be informed about the results of the working groups. We will not only invite those who work - or are directly involved in - the documentary filmmaking, but also policy makers, film funds, broadcasters, V.O.D. companies and those who deal with financing, distribution and exploitation of documentaries.

They have been scheduled during:

- 1. MARCHE DU FILM** — Cannes (May 2018)
 - Presentation of the first draft of the results
- 2. SHEFFIELD DOC/FEST** — Sheffield (June 2018)
 - Presentation of the final results

III. THE FINAL RESULT

The final conclusions and proposals will be brought together in a Policy Document that will be widely distributed and of which we hope that it will be used by the different stakeholders of our sector as a common working tool.

THE ROLE OF THE DOCUMENTARY COMMUNITY

It is important to carry out a serious analysis of the documentary landscape and to put forward realistic recommendations that will contribute to a sound, artistically rich and economically sustainable future. For this analysis and for the drawing up of the policy document we want to consult as widely as possible the international documentary community and use the competences that are present in the field.

We call upon the entire documentary community, on all levels and in all its aspects, to support the initiative and to participate in the entire process. To support us financially when possible, to provide us with information, to point out those issues that need to be dealt with and to actively take part in the discussions.

We invite all documentary filmmakers to share their worries and their anxieties about the future of the sector, but also to bring forward arguments, ideas and visions that can contribute to a better future and to discuss these freely.





WHO

THE INITIATIVE IS CARRIED FORWARD BY:

1. EDN

The European Documentary Network will be the project owner. EDN will be responsible for the global organisation of the activities and will be in charge of the practical arrangements, including the financing of the project.

2. THE ADVISORY GROUP

The members of the Advisory Group support the initiative by linking their fame and reputation to the initiative, also in the field of fund raising. They will collaborate closely with the project manager, appointed by EDN.

The Advisory Group's role is to oversee the activities during the preparation of the event and during its execution phase. The members monitor the quality of the content and the work that is being done by the different workgroups and offer assistance when necessary. It guarantees the quality of the scientific methodology that will be used when analysing the data and drafting the recommendations.

The academic members of the Advisory Group will specifically assist the working groups with advice and (where possible) provide them with facts and figures that can be useful for the workgroup's activities.

The composition of the Advisory Group might change during the execution of the initiative.



WHO *(continued)*

3. THE WORKING GROUPS

Their role — The working groups will gather information about a specific field of documentary activity or policy, analyse this information and submit recommendations to deal with existing problems, to secure a current situation that is considered to be valuable and well-functioning or to provide proposals to improve the situation in the future.

Their composition — The working groups will be composed of professionals in a well-defined field of activity and will each have a maximum of four members. Each working group will have a chairperson/rapporteur who will be responsible for the working group's functioning and who will also liaise with the Advisory Group. This chairperson/rapporteur could be a member of the EDN team or a person selected by the Advisory Group and the EDN project manager, or a person who's suggested by the working group members.

Their number — The number of working groups will be decided upon by the Advisory Group and the project manager, in function of their view on the most urgent and important issues to be analysed and discussed.

WHO *(continued)*

4. THE INDUSTRY EVENTS

We are aware that time and money is a problem for many. Not all filmmakers have the resources to visit yet another place, in addition to the carefully selected workshops, markets and pitching forums they already take part in.

For that reason EDN has sought the collaboration of major European festivals and markets. The underlying idea is that most professionals visit these events anyhow, and that adding one day to the trip should be feasible. Spreading the activities over different festivals in different regions will also contribute to the aim of reaching as many professionals as possible.



THE NEXT STEPS

DEFINING THE CONTENT

Very soon we will distribute a survey among the EDN members, with the aim of seeking professionals' opinion on the subjects to be part of the discussion. We hope that many of you will take the time to reflect on the questions and offer concrete input.

The survey will also be promoted through the social channels of EDN and the professional organisations with whom we often collaborate. It should be clear that the survey is not limited to EDN members, but will be distributed as widely as possible.

COMPOSING THE WORKING GROUPS

EDN and the Advisory Group will reach out to professionals to become a member of a working group but we would prefer that any professional who wants to participate would contact us, indicating his/her field of competences.

Large proportions of the activities of the working groups will be conducted by electronic means. However, we would expect the working group members to make themselves available during the "meeting" and "presentation" moments.

THE NEXT STEPS *(continued)*

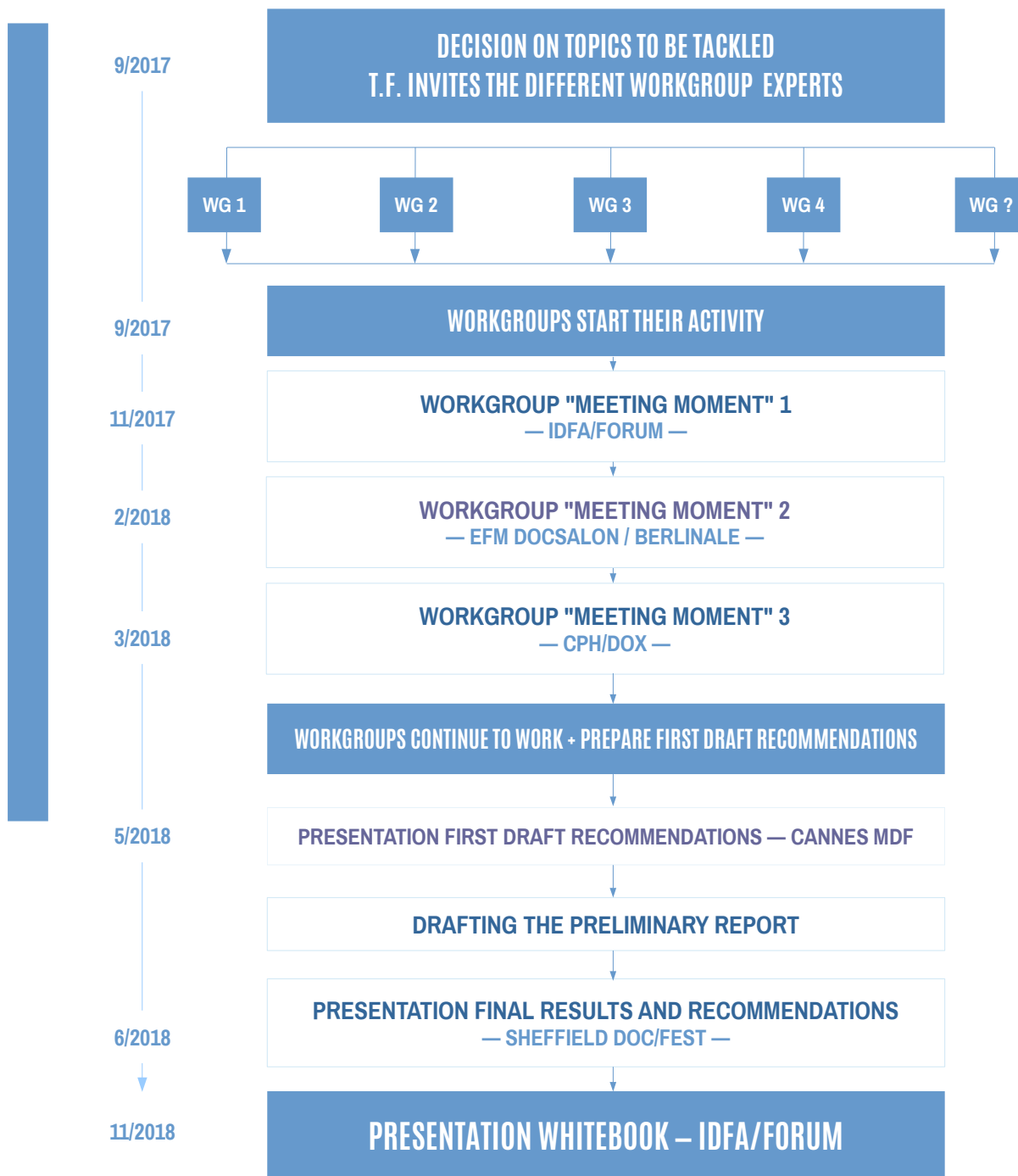
FINANCING THE EVENT

EDN will endeavour to find the necessary financing for this initiative and we hope to meet with goodwill from the organisations and institutions that we will approach.

We have done our utter best to find a way of organising this event with a minimum of costs but delivering a maximum result. Because of the European nature of the initiative and the fact that the work is being done to promote a (cultural) industry segment with a huge value for society, we feel that we are entitled to a wide show of support.



ROADMAP



CHRONOLOGICAL EVENT LIST

SEPTEMBER 2017

- EDN informs the documentary community about the initiative. EDN survey: ask members about topics to be discussed. (Also using the results of the 2015 survey).
- EDN launches a call for potential Working Group members.
- Final decision on the topics to be integrated in the discussions.
- Final decision on the composition of the working groups.
- Working groups start their activities.
- Launch of the marketing activities (promoting the “presentation moments”
- Start looking for panel members and keynote speakers for the final conferences (= presentation moments)

OCTOBER 2017

- Working groups continue their work.

NOVEMBER 2017

- **First “meeting moment”**. A one-day round table meeting of the working groups in Amsterdam and contact with the documentary filmmakers.
- The working groups report on the first results + draft first release to be communicated to the documentary community.

FEBRUARY 2018

- **Second “meeting moment”**. A one-day round table meeting of the working groups during the EFM DocSalon in Berlin. (Berlinale)
- Meeting of all the working groups to report on the further results + draft second document to be communicated to the documentary community.

CHRONOLOGICAL EVENT LIST *(continued)*

MARCH 2018

- **Third “meeting moment”.** A one-day round table meeting of the working groups in Copenhagen and contact with the documentary filmmakers.
- Meeting of all the working groups to report on the further results + draft third document to be communicated to the documentary community.

APRIL 2018

- Working groups continue their work. The preliminary results are analysed and turned into proposals and recommendations.
- The working group papers are distributed among the different working groups and the Advisory Group members for extra input and remarks.
- The practical organisation of the open conferences (presentation moments) is finalised.
- Keynote speakers confirmed
- Final programme approved
- Venues fixed.

MAY 2018

- Working groups finish their work. The proposals and recommendations are finalised and readied for presentation and discussion during the open conference in Cannes.
- Working groups meet one day before the conference for a final discussion and to prepare the conference.
 - Open conference
 - Keynotes
 - Presentation of the working groups results
- Discussion and input by the audience.
- The audience of the open conference are invited to send written remarks to EDN, who will forward them to the relevant working groups.

CHRONOLOGICAL EVENT LIST *(continued)*

JUNE 2018

- The working groups process the input that was received during and after the open conference.
- The working groups finalise their proposals and recommendations and send the finished papers to the Advisory Group and EDN.
- The working groups end their activities.
- EDN prepares the presentation of the final results during an information session at Sheffield Doc/Fest.
- Eventually (not marked in the roadmap) a second June presentation moment can be envisaged)

JULY 2018

- JULY 2018
The Advisory Group oversees the drafting of the final document.
- Writing and layout to be done by a professional copywriter or experienced journalist.

SEPTEMBER 2018

- First draft of the Policy Document to be presented to the Advisory Group members

OCTOBER 2018

- Work on the final document ends.
- A limited number of copies printed to be distributed to the policy makers and other potentially important parties.
- Digital version ready for distribution from November 2018 onward.

NOVEMBER 2018

- Presentation of the final document during IDFA Amsterdam and rounding-up of the action.
- Digital dissemination of the final document starts.

PARTNERS

CORE ADVISORS (ALPHABETICAL ORDER)

Julie Bergeron

Head of Industry Programs Marché du Film Cannes

Daniel Biltereyst

Professor of Film and Cultural Media Studies at the Department of Communication Studies, Ghent University. Head of Department and Director of the Centre for Cinema and Media Studies (CIMS)

Tine Fisher

Festival founder and Director, CPH:DOX – Copenhagen International Documentary Film Festival

Stephen Jukes

Bournemouth University | Professor of Journalism in the Faculty of Media & Communication

Matthijs Wouter Knol

Director European Film Market (Berlinale)

Elizabeth McIntyre

CEO and Festival Director, Sheffield Doc/Fest

Dafydd Sills-Jones

Aberystwith University | Lecturer in Media Production Cultures

Inge Ejbye Sørensen

University of Glasgow | Lecturer in Media Policy

Kerstin Stutterheim

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Barbara Visser

Artistic Director, IDFA 2017

Note: Additional partners can be added during the year

PARTNERS *(continued)*

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Note: Additional partners can be added during the year



PARTNERS *(continued)*





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