

Audio-Visual Producers Summit

Trieste 19-21 July 2023

Conference Program Outline



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July 19th, Wednesday

Hotel Savoia Excelsior Palace
Riva del Mandracchio, 4
34124 Trieste
Italy

3:00 pm Press Conference

3:30 pm Welcome Meeting – Institutional Remarks

4:30 – 5:30 pm Panel: “**The Producer’s Role**”

In this opening session of the Summit, Hollywood producers will analyze the role of film and television producers in the United States and will be joined by leading Italian producers, members of APA (Audiovisual Producers Association in Italy), whose work has brought a great international attention to the Italian entertainment industry. The speakers will provide an overview of how the role of the producer is evolving, how the work is changing in Europe and the special attention the American market is paying to Italy, and they will discuss the content creation in today's increasingly complex market scenario.

Speakers:

Luca Barbareschi - Founder and Artistic Director, Eliseo Entertainment

Albert Berger - Co-Founder, Bona Fide Productions

Luca Bernabei - CEO, LUX Vide

Daniel Frigo - Country Manager Italy & Turkey and Head of Studio Distribution Italy, The Walt Disney Company Italia

Gale Anne Hurd - Producer

Gary Lucchesi - Former President, Producers Guild | Current Chairman International Committee, Producers Guild | Partner, Revelations Entertainment

Shelby Stone - Film and Television Development / Production Executive & Consultant

Moderator:
Riccardo Tozzi - Co-Founder and President, Cattleya

5:30 – 6:30 pm

Spotlight on Rai Fiction and Rai Cinema

An exclusive session which will feature the Head of Drama of Rai Fiction, Maria Pia Ammirati, and the CEO of Rai Cinema, Paolo Del Brocco, who will discuss content production strategies and their evolution determined by the great changes the audiovisual sector is experiencing in recent years.

Speakers:
Maria Pia Ammirati - Head of Drama, Rai Fiction
Paolo Del Brocco - CEO, Rai Cinema

Moderator:
Marco Follini - President, APA Service | Politician, journalist, writer

July 20th, Thursday

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9:30 – 10:00 am

Spotlight on Amazon

Focus on Amazon Prime Video's scripted editorial content production and promotion strategies.

Speaker:

Davide Nardini - Head of Scripted, Amazon Originals

10:15 – 11:15 am

Panel: “The Value of Producing in Italy”

This panel will explore the value of production in Italy from the point of view of valorizing the territory, the workforce, bringing excellent examples such as the case study carried out by MPA on the second season of “The White Lotus” entirely filmed in Sicily, with production experts from HBO, NBC Universal and with the Italian producers of international series.

Presentation by MPA of “The White Lotus” case study

Speakers:

Stan McCoy - President and Managing Director, MPA

Marco Valerio Pugini - Executive Producer, Panorama Films

Jay Roewe - SVP, HBO

Federico Scardamaglia - CEO, Compagnia Leone Cinematografica

Veronica Sullivan - Senior Vice President, Head of Global Production External Affairs and State & Local Government, NBCUniversal

Moderator:
Barbara Bettelli - Lawyer and Co-Founder, BeLaw

11:15 – 11:45 am

Coffee break

11:45 – 12:15 am

Spotlight on MEDIASET

Speaker:
Daniele Cesarano - Head of Drama, Mediaset

12:15 am – 1:00 pm

Networking Mixer

3:00 – 4:00 pm

Panel: “Artificial Intelligence Has Opened Pandora’s Box for the Creative Industries”

Artificial intelligence has become the focus of discussions around the world. This panel will explain what generative Artificial Intelligence means for the audiovisual industry, the challenges and opportunities, the main legal and political issues.

Speakers:
Lori McCreary - CEO, Revelations Entertainment
Stephen Saltzman - Head of the International Entertainment Group, Fieldfisher LLP
Per Strömbäck - Editor, Neutopia

Moderator:
Andrea Appella - Visiting Professor, King's College London

4:15 – 5:30 pm

The Future Value of Independent Producer #1
Panel: “Creative Independent Producers, Look to Indie Film for Series New Financing Models.”

The panel will focus on different business models, by exploring new opportunities and challenges for independent producers: internationalization, co-production strategies in different territories, packaging, international co-development agreements, financing and distribution models pioneered by the independent film industry. We will explore these topics with visionary producers, who are bringing revolutionary strategies to the forefront of the industry, reflecting on a future in which the cost of seriality continues to rise, while the main sources of funding, i.e. broadcasters and platforms, are reducing their budgets for original contents.

Speakers:

Lars Blomgren - Head of International, Media Res

Marco Chimenz - Co-CEO, Cattleya

Rachel Eggebeen - Chief Content Officer, Amplify Pictures

Morad Koufane - Head of International Scripted Series, France Télévisions

Davide Nardini - Head of Scripted, Amazon Originals

Nicola Serra - CEO, Palomar

Moderator:

Gaia Tridente - MIA Director

July 21st, Friday

Hotel Savoia Excelsior Palace
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34124 Trieste
Italy

9:00 – 10:00 am

Fireside Chat: Tony Vinciguerra, Sony Pictures Entertainment and Tarak Ben Ammar, Eagle Pictures Entertainment

This exclusive session will feature the President and CEO of Sony Pictures Entertainment, Tony Vinciguerra, and the main shareholder of Eagle Pictures, the entrepreneur and film producer Tarak Ben Ammar, for a discussion about the possible future scenarios of cinema and audiovisual sector.

Speakers:

Tarak Ben Ammar - Owner, Eagle Pictures Entertainment

Tony Vinciguerra - Chairman and CEO, Sony Pictures Entertainment

Moderator:

Erik Mika - President and Publisher, The Film Verdict

10:00 – 11:15 am

The Future Value of Independent Producer #2 Panel: “How to Develop and Produce Series for a Global Audience”

This session will feature an ensemble of international producers exploring how to develop and produce innovative and surprising series designed for a global audience.

Speakers:

David Bernad - Producer, “The White Lotus”

Nicola De Angelis - Co-CEO and Head of Development and International Coproductions, Fabula Pictures

Lucia Gervino - Head of Production, A&E Studios

William Horberg - Producer, "The Queen's Gambit"
Roberto Sessa - Founder, Co-owner and CEO, Picomedia
Danna Stern - Executive Producer, Global Content Executive

Moderator:

Gary Lucchesi - Former President, Producers Guild | Current Chairman International Committee, Producers Guild | Partner, Revelations Entertainment.

11:15 – 11:30 am

Coffee break

11:30 – 12:15 am

Spotlight on NETFLIX

Focus on Netflix Italy's original scripted and unscripted production with the presence of Tinny Andreatta, Giovanni Bossetti and Filippo Rizzello.

Speakers:

Tinny Andreatta – Vice President of Italian Original Series, Netflix Italy
Giovanni Bossetti - Manager Unscripted and Doc Series, Netflix Italy
Filippo Rizzello - Creative Executive, Netflix Italy

Moderator:

Gaia Tridente - MIA Director

4:00 – 5:00 pm

Panel: "Going International. Packaging and Talents"

In this session, US execs and reps will discuss why are Americans interested in working in Italy and the rest of Europe and what are they looking for in a business relationship with a European partner. They will explore whether has there has been an uptick in the level of interest from US talent to work abroad and will analyze any trends in the US/European co-production business from a creative perspective and talent engagement.

Speakers:

Arvand Khosravi - SVP, Head of Scripted Television Strategy, Fifth Season
Dave Brown - Partner, Echo Lake Entertainment

Ted Miller - Head of Global Television, Creative Artists Agency
Melissa Myers - President and Partner, Kinetic Content

Moderator:
Sean Furst - CEO, GPS

8:00 pm

Award Ceremony for Italian series - **MAXIMO Award**
(only in Italian and by invitation)
Dress code: semi-formal attire