

AGENDA

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Federation
screenwriters
EUROPE



WORLD CONFERENCE of SCREENWRITERS

Athens, Greece

Friday 6th & Saturday 7th November 2009h

Representatives of writers' guilds and unions from around the world will attend a two-day meeting to discuss issues of common concern and how writers and their organisations should respond.

The work of the two days will address (1) the environment for production and (2) distribution of creative content, (3) the role of multinational conglomerates and (4) the writers' response. Additionally a number of debates on related topics will take place over the two days.

VISIT the BLOG
of the World Conference of Screenwriters

<http://wcos.wordpress.com>

Supported by the Greek Ministry of Tourism/Greek National Tourism Organisation, the Greek Film Centre (Hellenic Film Commission) and the Institute for the Audiovisual Media.

Venue

Conference Hall, Secretariat General of Communication – Secretariat General of Information
Fragoudi 11 and Alexandrou Pantou Street,
Kallithea, 101 63 Athens, Greece

DAY 1

Novembre 6, 2009

9h30-10h30 **Opening session • GLOBAL CHALLENGE**

Opening speeches of FSE President, IAWG Chair and Greek Ministers

10h30-11h30 **PRODUCTION I • Global trends in production**

(Panel with 3 or 4 speakers)

An assessment of global trends in production for both cinema and television - volume of production, budgets, how the production will be funded and how (and when) this will change in the digital age.

11h30-12h00 — **Coffee break**

12h00-13h30 **PRODUCTION II • Interventions on production related issues**

(each of 20 minutes with 10 minutes for questions after each)

- Writing and producing for the net : can you go past the traditional production ways by using the internet ? The writer-producer model and new formats, new dramaturgies.
- Role and form of drama for television : Will reality continue to be important ; will the pilot season model in the US continue ; will seasons of half hour or one hour drama continue to be the structure ; reality and future of the “created by” model.
- New decision making for cinema production and the building of new audiences, also for small languages.

13h30- 14h30 — **Lunch**

14h30-15h30 **FIRST DEBATE • Working with directors**

(Chair and four participants)

Whose film is it anyway and what does it matter ?

15h30 –16h15 **DISTRIBUTION I • New distribution methods and the implications for writers**

(Panel with 3 or 4 speakers)

Digitisation and the net have changed distribution of content. What are the implications for production in general and for writers?

16h15-16h45 — **Coffee break**

16h45 - 17h30 **DISTRIBUTION II • Interventions on distribution issues**

(15 minutes each with ten minutes of questions)

- How will the internet be monetized ? Advertising supported, streamings, subscription ? A presentation of the different models.
- The digital future of cinema and TV distribution.
- Public service broadcasting and the fine line between the provision of entertainment as a vehicle for advertising and the public service remit of many broadcasters which should also ensure daring and original writing. Especially ref. to the role of drama in this dichotomy which remains unclear now that broadcasters are going on the net.

DAY 2

Novembre 7, 2009

9h30-10h45 **CONGLOMERATES AND OTHER PLAYERS I**

(Panel with 3 or 4 speakers)

Will the multinational conglomerates continue to dominate production and distribution worldwide or will the telecoms, ISPs etc. step in in the digital world? Will smaller companies have any real opportunities in the context of lower production costs and lower costs to enter the online distribution? And which would these be? Independent producers, sales agents who produce, distributors who produce, broadcasters who produce, small labels etc. ?

10h45-11h30 **CONGLOMERATES & OTHER PLAYERS II • Interventions**

(Twenty minutes each with ten minutes for questions)

- Bilateral trade agreements / Unesco Cultural Convention : It is not EU versus US or the world versus Hollywood anymore, but writers versus conglomerates.
- Flat Rate for Culture (a proposal of the German Green party to charge all consumers one flat rate to be distributed to rights owners for all downloading).

11h30-12h00 — **Coffee break**

12h00-13h30 **SECOND DEBATE • Has the independent production model failed?**

(Chair and 4 participants)

Has the Independent Producers System Failed and What Are the Alternatives? Development i.e. Notes and Moral Rights – How Do we Develop and Does it Ensure Original Writing?

13h30-14h30 — **Lunch**

14h30-15h30 **WRITERS RESPONSE I • What are the key issues for writers?**

(Panel with 3 or 4 speakers)

What are the key issues for writers in the context of the scenarios outlined over the last day and an half? How can writers enhance their status worldwide?

15h30-16h30 **WRITERS RESPONSE II • Interventions on writers issues**

(Twenty minutes each with ten minutes for questions)

- The American deal
- Reciprocity and multi-territory licences
- How and what to collect? Collect directly, collect through a collecting society, pros and contras, national or international collecting societies, belonging to the writers or not, monopolies or competition, harmonization in relation to primary and secondary rights, who is an author?

16h30-17h00 — **Coffee break**

17h00-17h30 **Closing session • GLOBAL RESPONSE**

- Closing speeches by the Chair of IAWG and the President of FSE
- Closing event