



ACE Workshop: *Digital Preservation and Distribution of Film Heritage*

Tuesday 27 June, Bologna

MAMbo – Museo d'Arte Moderna di Bologna,
Via Giovanni Minzoni 14, 40121 Bologna, Italy

13:30 Welcome, Michal Bregant (ACE)

13:35-15:00 Session 1: Digitisation and long-term preservation. *Moderated by Mikko Kuutti, National Audiovisual Institute, Finland*

Panelists

- *Simone Appleby*, Centre national du cinéma, Paris
- *Thomas Christensen*, Det Danske Filminstitut, Copenhagen
- *Eva Näripea*, Film Archives of the National Archives of Estonia, Tallinn
- *Jonáš Svatoš*, Národní filmový archiv, Prague

15:30-17:00 Session 2: Strategies for sharing digital content, VOD platforms, archival festivals, and cross-border access to European heritage. *Moderated by Ellen Harrington, DFF - Deutsches Filminstitut & Filmmuseum*

- a) **Heritage Festivals, old and new – and ‘classic film’ sections/retrospectives –** Which festivals are relevant for ACE Members?; Programming aesthetics; strategies for promoting digitized films in this market; the long game (distribution bump?)
 - **Il Cinema Ritrovato.** Gian Luca Farinelli, Director Cineteca di Bologna
 - **Cannes Classics and Lumière Film Festival.** Gérald Duchaussoy, Project Manager Cannes Classics and Institute Lumière
 - **Budapest Classic Film Festival.** György Ráduly, Director of the National Hungarian Film Institute – Film Archive
- b) **Cinema distribution of digitised classic films –** strategies and opportunities; promotion; working with Programmers; our ‘Unique Selling Points’; technical challenges (DCP vs digital downloads)
 - **Distribution strategies for digitized films: the Italian network of 100+ cinemas.** Andrea Peraro, Distribution Coordinator, Cineteca di Bologna
 - **Digitisation project and the film heritage distribution strategy at Cinemateca Portuguesa-Museu do Cinema.** José Manuel Costa, Director Cinemateca Portuguesa



- c) **Digital platforms for viewing heritage films** – VOD, Streaming, Own platforms vs. Partnerships with existing platforms; Programming strategies; Economic challenges in this market.
- **ArteKino Classics: first results and lessons learned.** Amélie Leenhardt, Head of the European Development Directorate, ARTE, and Nina Goslar, Editorial Department Coordinator, ZDF/ARTE.
 - **Own streaming platforms and cooperations with commercial platforms.** Anke Hahn, Head of Film Distribution, Deutsche Kinemathek
 - **Eye Film Player: Combining own and licensed films as paid streaming offers.** Frank Roumen, Director of Collections, Eye Filmmuseum.