

# EUROPEAN FILM FORUM AT FESTIVAL DE CANNES 2023

## LOOKING AHEAD : A VISION FOR THE EUROPEAN AUDIOVISUAL AND MEDIA INDUSTRIES



### **Thierry Breton, Commissioner for Internal Market**

As Commissioner for Internal Market since 2019, Commissioner Breton is in charge of industry, digital, space, defence, audiovisual and tourism. Engineer in computer science, he began his career as an entrepreneur in the IT sector. A French business leader, he was CEO of Thomson electronics (1997-2002), France Telecom (2002-2005) and Atos (2009-2019). French Minister of the Economy, Finance and Industry (2005-2007), he was a teacher at Harvard (2007) and authored a number of technology thrillers published in more than 40 languages.



### **Giuseppe Abbamonte, Director, Media Policy, European Commission**

As Director of Media Policy, Mr. Abbamonte is in charge of copyright law, broadcasting law, the Creative Europe MEDIA programme and the fight against online disinformation. Previously, he was in charge of the Directorate responsible for drafting the European Data Strategy, and before he supervised and directed the drafting of the European Cybersecurity Strategy and a European law on network and information security. He acquired extensive experience in handling complex merger and state aid cases and knowledge of consumer law in the Antitrust and Consumer Protection departments of the Commission. Mr. Abbamonte was an associate in an international law firm in Milan for four years (1989-1992), where he dealt mainly with commercial law and competition law. He is the author of several publications, mainly in English law magazines, teaches media law to Master's students at the Bocconi University in Milan and gives lectures and presentations on European law at several European universities.



## **Pierre-Antoine Capton, Co-founder and CEO of Mediawan**

Mr. Capton has been a producer for more than twenty years : his company, Troisième Œil Productions, quickly distinguished itself by its ability to innovate and soon became the leading independent production company in the French non-scripted content industry with emblematic programs such as C à Vous and C L'Hebdo, Julie's Notebooks, Vintage Mécenic, Des Racines et des Ailes and Le Grand Echiquier, and event documentaries such as Emmanuel Macron : behind the rise in 2017, or Don't ever show this to anyone, an intimate documentary revealing the hidden story of Orelsan's career.

Since the creation of Mediawan in 2015, Pierre-Antoine Capton's ambition has been to bring together and support creatives in front of and behind the camera, in order to produce and distribute premium content in all genres: cinema, fiction, documentary, non-scripted and animation. As of today, Mediawan is home to 70 production companies that have produced many successful films and series with strong local and international appeal, such as Call my Agent, The English, HIP, The Stronghold, The Three Musketeers, That Dirty Black Bag, The Wolf and the Lion, Miraculous, Little Nicholas, Cristo y Rey and Women Talking.

A leading independent production group in France and Europe, Mediawan is present in 11 countries, most recently in the United States, with the creation of the Blue Morning Pictures label in association with Florian Zeller and the acquisition of Plan B, the company headed by Brad Pitt, Jeremy Kleiner and Dede Gardner.



## **Daniela Elstner, Executive Director of UniFrance**

Born in Germany and a graduate of the Université Paris VII with a master's degree in Modern Literature, Ms. Elstner began her career in the French film industry at UniFrance in 1996. In October 1998 she joined Les Films du Losange, where she set up the production company's international sales department, alongside Margaret Menegoz. During her ten years with the company, Elstner expanded its operations in international sales and coproductions, and increased the number of film selections at festivals as well as films directed by leading names in the industry, such as Éric Rohmer, Barbet Schroeder, Jacques Rivette, and Michael Haneke, to name but a few.

In 2008, Elstner moved to Doc & Film International as managing director and shareholder. Under her leadership, the film and television distribution company broadened its scope to include drama feature films and documentaries, building up a catalogue of over 800 films that are sold all around the world and have won acclaim from international critics and festivals (winning the Lion d'Or and two Golden Bear Awards). Productions distributed in international markets by Doc & Film under Elstner's direction include the films by Chantal Akerman, Jacques Doillon, Nicolas Philibert, and Bruno Dumont.

She has also served as president of the French Film Exporters' Association (ADEF) since 2015, which has played a crucial role in the government's implementation of a system of loans for sales companies (FARAP) and the Film Export Support Fund, which represent a significant milestone for the sector as a whole. She also holds the position of treasurer for the European sales agent organization Europa International and the Union of French Audiovisual Distributors (SEDPA).

Daniela Elstner's nomination was proposed by Serge Toubiana, president of UniFrance, and approved unanimously by UniFrance's executive committee on July 2019.



### **Teresa Fernández-Valdés, independent producer and founder of Bambu productions**

Ms. Fernández-Valdés founded the production company Bambú Producciones in 2008, alongside with Ramón Campos. Both managed to stand out prominently in the fiction scene and produced different series that achieved national and international success: Grand Hotel, Velvet, The Cable Girls, The Cocaine Coast, among others. After these successes, in 2014 Bambú becomes the first Spanish production company to coproduce a series with BBC Worldwide, entitled The Refugees, and the first Spanish company which works for Movistar, Netflix and Apple in Spain.

Along, these years Teresa was listed as one of the most powerful showrunners of European and world television, by the international magazine The Hollywood Reporter and the important economic magazine Forbes named her as one of the most powerful women in Spain. On April 2018, Teresa got the Médaille D'Honneur, in Cannes, being the first Spanish woman to receive it, for her significant contribution to the world of television and the development of the international TV community through her talent, leadership and passion.

Recently, in March 2023, Teresa decided to make a big change in her career and left the company founded in 2008, Bambú Producciones, ending her stage with his partner Ramón Campos and trying to rewrite her story once again.



### **Bruno Patino, CEO of ARTE**

Mr. Patino is also Associate Professor at the School of Journalism at Sciences Po in Paris, which he directed from 2007 to 2020.

Before becoming CEO of the French-German TV channel ARTE in 2021, Mr. Patino was Editorial Director of ARTE France. Previously he hold several key positions in media and digital media, among them foreign correspondent for Le Monde in Chile, CEO of Le Monde interactif (lemonde.fr) and Telerama before holding the position of Vice CEO at Le Monde Group. He was also Director of France Culture, and General Director of programmes and digital development of France Télévisions.

He has published five works on digital media including La civilisation du poisson rouge (2019) and its sequel, Tempête dans le bocal : la nouvelle civilisation du poisson rouge (2022), and more recently "S'informer, à quoi bon?" published in 2023.



### **Marjorie Paillon, Host, speaker and producer, I Love Productions**

Ms. Paillon covers digital transformation in all its dimensions for French and international media outlets (#TECH24 on France 24, Technikart, Soft Power on France Culture, L'Envers de L'Eco on Yahoo!...). She reviews the biggest trends in the industry, dives into its political and societal changes, sits with the global and local innovators on set and stage in events such as MIPCOM, Midem, European Film Forum, Marché du Film & Cannes Film Festival, TEDx Education & TEDX Women. She is passionate about diversity and inclusion and does her best to put it into practice in tech and in the media. She also covers geopolitics and American politics, which sometimes blend with tech and innovation.