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MAGAZINE

Screen4All THE ART OF DISRUPTION





Centre National de la Danse, Atrium. © Christophe Raynaud de Lage

Screen4All

The art of disruption

Screen4All Forum is the first French forum dedicated to disruptive technologies and their new uses for television, film and new screens. The event is sponsored by the CNC (France's film authority) and the local government of Seine-Saint-Denis, and will be held from October 28 to 30, 2014, at the Centre National de la Danse in Pantin, just outside Paris.

"Innovation is a business accelerator and promotes new usages". From this point of view, Screen4All Forum will give visitors the keys to understanding and anticipating the challenges of the digital content industry, by showcasing the innovations that are revolutionizing the markets of television, film, communication... from production to distribution.

What is disruption? For centuries, our civilization has been making disruptive innovations such as writing, printing, electricity and, more recently, the internet. Screen4All Forum offers an overview of the many innovations in the image industry that are currently having considerable effects on existing models of both content production and distribution. New services, new applications, new approaches... Screen4All examines how to leverage the disruptive technologies that are entering the market, through a series of talks, workshops and networking events. The Forum also features a demonstration area, a training course, and 3D and 4K films screened during a public festival.

Screen4All Forum will offer participants insight into innovative uses and technologies in the image industry, from both a forward-looking perspective – with talks dealing with prospects in the near future – and more concrete perspective – with talks dealing with current developments. All these talks will present techniques and tools that are already available, their financial and strategic impact, new distribution models, etc. Other talks related to images will be presented, including on 3D printing, augmented reality, and connected objects, but also on more abstract subjects such as image perception and cognitive processes.

"We are at the dawn of great changes in the image industry, which is why Screen4All offers a platform where visitors can share insights and experiences with people from a variety of professional and geographical backgrounds. Tomorrow will be very different, and now is the time to think about the future. Great opportunities are opening up, but they require a good understanding of the context and this is where Screen4All delivers!" explains Stéphane Faudeux, director of this Forum based on three fundamental aspects of the image industry: technology, creativity and funding.

Three complementary series of talks

Screen4All Forum's talks are organized into three series – "What's Next", "Ultra HDay" and "Gear Up Solutions" – offering a valuable opportunity to learn about essential issues...

■ **What's next** offers a series of future-oriented talks on technological innovations, new work habits and the use values that they create. The subjects tackled will include filming, post-production, virtual reality in games, 3D printing, interfaces, augmented reality, future cinema theaters, online video and streaming.

■ The Forum also offers a full day dedicated to 4K/Ultra HD formats and issues related to their adoption: **the Ultra HDay**, a unique opportunity to meet international experts during talks on filming, post-production and distribution, but also during demonstrations, workshops and screenings.

"Screen4All Forum is organized by the Club HD, an association that pushed for the development of high definition in France in the early 2000's. Back then, camcorders cost tens of thousands of euros. Now, entry-level 4K filming equipment offers a

more than adequate quality for only a few thousand euros! We believe 4K/UHD to be a disruptive innovation, making an outstanding image quality accessible to all and paving the way to incredible opportunities in post-production and interactivity" says Stéphane Faudeux.

The Ultra HDay will be fully dedicated to the adoption and development of 4K and Ultra HD (talks, demonstrations, workshops, screenings).

■ Finally the **Gear Up Solutions** talks will shed light on new ways to fund R&D activities and to launch solutions and services with a high technological added value in the film and broadcast industries. Start-ups and SMEs can learn about public funding initiatives in France and Europe, and will also have an overview of the potential of crowdfunding.

Pierre Michea, founder of Gear Up, explains: *"Unlike in North America, private funding in France is only available when the company is already in business and generating operating profits. As the French government and the European Union adopt specific measures aimed at supporting new businesses, Screen4All also creates an opportunity to share and reflect on alternative funding avenues, including crowdfunding, which has spread very quickly. An incredibly variety of platforms dedicated to these alternative funding mechanisms have appeared lately. On a global scale, North America and Europe are the largest players, with 59 % and 35 % of the market respectively. Asia and Oceania, while still small, are growing fast... and will open up many new opportunities!"*

AN ESSENTIAL INTERNATIONAL FESTIVAL DEDICATED TO INNOVATION AND CONTENT CREATION IN 3D AND 4K

Screen4All Forum is the successor of Dimension 3 and keeps its predecessor's film festival, which remains Dimension 3 Festival. Producers and directors who have created 3D or 4K contents over the last months can sign up their films in the following categories:

- Fiction Fiction (feature / TV content / short film)
 - Documentary
 - Animation (single or series)
 - Live filming (concert / sports / event)
 - Special formats (advertising films / corporate films / graphical overlay / music video / theme park / museum)
 - Student film
-

Gear Up looks for the world's most innovative tech companies in the ITC and entertainment industries, and supports their development on the global scene. Screen4All is a sponsor of this new networking platform for investors and businesses looking to launch new projects. Gear Up accelerates market access for entrepreneurs with high potential, by helping them build relationships with major global investors; this initiative is offered in close partnership with business accelerators in Europe, the USA and Asia.

"We wanted to offer a series of talks dedicated to the entire ecosystem of the film, television and audiovisual communication industries, by exploring all issues related to content production at all stages, from funding to screening. In a world with more and more disruptive innovations, we believe entrepreneurs and decision-makers in these industries should have a comprehensive overview of the market in order to better understand the challenges and take initiative for the future," says Stéphane Faudeux.

An emphasis on networking

Screen4All's attendance includes traditional players and industry newcomers, but also investment companies, who will gather for three days in a place that is conducive to sharing ideas and making contacts.

Innovative companies will share their expertise, their tools or their services in a demonstration area. *"This event is not an exhibition in the traditional sense, but rather a place for business and sharing where decision-makers, end-users and opinion leaders can learn about the latest innovations and products. This area will host both well-established players and start-ups, reflecting the actual market. This digital village will also provide an official meeting point for all those who have a project to present."*

Screen4All Campus training course

The Forum also includes a training course, sponsored but the EU's Media program and entitled **"Screen4All Campus Augmented TV"**. This course offers the technological, methodological and economic knowledge required to master the production and distribution of contents for new screens (online TVs, tablets...). Screen4All Campus was launched last year, and this year's course is open to 20 trainees. A panel of international experts will offer them practical advice during three days of talks and case studies.

SCREEN4ALL CAMPUS TRAINERS

Djamil Kemal, general manager of the course, CEO of Goshaba (France) / **Esther Wouda**, screenwriter and script coach at Gloworm Film (Netherlands) / **Christopher Sandberg**, CEO of The Company P (Sweden) / **Margaret Dunlap**, screenwriter for multi-screen contents (United Kingdom) / **Isabelle Fernandez**, documentary director & producer at Al Pati (Spain) / **Peter de Maegd**, producer at Potemkino Production (Belgium) / **Pauline Augrain**, project manager at the CNC (France) / **Stéphane Bittoun**, general manager at My Major Company (France)

The course will be headed by Djamil Kemal, co-founder of Goshaba and former transmedia architect at Lexis Numérique. *"Other courses exist on what most people call cross media. We prefer to talk about enhanced TV or enhanced screens. Screen4All Campus has a number of unique features. Firstly, the teaching content is both original and practical, and focuses on solutions that can immediately be applied by professionals in their projects after the course is over. We are more interested in concrete applications and return on investment. This course is also an opportunity to meet with experts from a great variety of backgrounds. The trainers are from the United Kingdom, the Netherlands, France and Spain, and will offer participants practical advice during and after the course, opening up perspectives for successful development. Finally, Screen4All Campus also gives trainees a valuable opportunity to build their network!"* says Djamil Kemal.

Issues tackled during Screen4All Campus

- New types of program
- Specific challenges for fiction, documentaries and live contents for multiple screens
- New trends in interfaces
- Specific challenges for online screens
- New program types and video games: how and why should a gaming component be included?
- Production methods from theory to practice
- Testing and improving a production before its launch
- Social networks, gamification, marketing: what lessons can be learned from video game production?
- How to fund contents

Screen4All Forum will be held from **October 28 to 30, 2014**, at the **Centre National de la Danse in Pantin** (just outside Paris, France).

Free admission, registration required:
www.screen4allforum.com
[#screen4allforum](https://twitter.com/screen4allforum)

Screen4All Campus will be held from **October 28 to 30** (the course is eligible for public funding for French companies).



SCREEN4ALL FORUM TALKS

■ What's Next talks

- Video gaming: total immersion
- The future of cinema theaters
- Create your own Netflix in 10 steps
- We are all augmented human beings
- Flexible filming
- Future technologies for TV
- Very special filming techniques
- Presentation of the RIAM network
- The future of 3D
- Post-production and special effects in the future
- Images and cognition
- Big Data and media
- Netflix in a corporate environment: deploying a video offering for companies
- The OTT market in Africa: a video boom
- Technological innovations that help exploit audiovisual programs

■ Ultra HD Day talks

- An introduction to Ultra HD: market analysis
- Preparing to film for a 4K/UHD production
- 4K postproduction: enhanced image and sound
- Broadcasting and distribution: the missing link
- Prospective: the future after UHD1

■ Gear Up Solutions talks

- A view of the current situation: weaknesses in private investment
- How willing are authorities to change this picture?
- Funding from the EU: Horizon 2020
- The French government increases its funding initiatives
- Crowdfunding
- Organizing a crowdfunding campaign
- Prospective: the importance of networking and especially mentoring

SCREEN 4ALL FORUM

*"Innovation is
a business accelerator
that promotes new usages"*

THE FORUM ON DISRUPTIVE TECHNOLOGIES AND NEW USAGES

OR FILM, TELEVISION AND NEW SCREENS

October 28, 29, 30, 2014 / Centre National de la Danse / 93 500 Pantin

www.screen4allforum.com

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