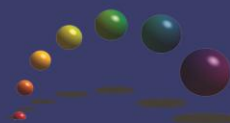


2011

ANNUAL REPORT



egeda - us

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I.

PRESENTATION OF EGEDA US

EGEDA is a non-profit association and collection society that provides services to audiovisual producers and the audiovisual industry as a whole. It represents and defends the interests of audiovisual producers worldwide, and is very active in the field of intellectual property rights management, as well as in the fight against piracy; these are the fundamental objectives of our association.

The main service EGEDA provides to its members is the management of the following rights, which the producer is unable to manage on an individual basis:

- The right for remuneration for Private Copying
- The right for Public Communication, retransmission
- The right for Communication in places open to the public
- Rights in other countries.

EGEDA US was set up in Los Angeles in 2007 with the aim of having a permanent office in the US in order to be more accessible to its American members, whose rights are managed from EGEDA, and also to serve as a liaison to facilitate relations between the US film industry and those of Spain and Latin America.

Any producer of an audiovisual work or recording may be a member of EGEDA. Among our members are rights-holders of various nationalities, mainly Spanish, American, and Latino.

From our offices in the USA, we provide services and support to Spanish, American and Latino producers.

EGEDA supports and promotes cultural activities and other activities related to the film industry in the USA.

Among our objectives are to promote the Spanish and Latin American cinema and our office in Los Angeles is at the disposal of the audiovisual producers for the development, production and distribution of their projects.

II. EGEDA US TEAM

Rafael Sanchez.

Associate Managing Director of EGEDA US and Executive Director of EGEDA.



Elvi Cano.

Executive Director and Communication Director of EGEDA US



Soledad Gonzalez.

Marketing Director of EGEDA US

III.

ACTIVITIES OF EGEDA US

1. GENERAL ACTIVITIES OF EGEDA

EGEDA is a service-providing association for audiovisual producers and the audiovisual industry overall.

The main service offered to its members is the collective management of certain intellectual property rights which cannot be managed by the producers on an individual basis, such as fair compensation for private copying and certain types of public performance, such as retransmission and communication in spaces open to the public.

In addition, **EGEDA** offers a wide and diversified range of services, responding to the needs of business activity conducted by audiovisual producers.

3.1.1 Management of Producers' Rights.

What kind of rights does EGEDA manage?

On behalf of audiovisual producers, EGEDA manages the rights that a producer cannot manage on an individual basis, as they need to be collected collectively, essentially, the right to royalties for private copying and certain types of public performance rights, such as retransmissions and communication in places open to the public.

EGEDA has signed agreements with numerous foreign rights management associations and organizations to guarantee its members effective management of its rights in all countries in which they are recognized. As an American or Latino producer, if your movie has been broadcasted in any of those countries, we will be able to collect those rights on your behalf.

EGEDA also manages the producers' rights to royalties on copyright (public performance, private copying and rentals), as well as the broadcast of excerpts taken from audiovisual works.

Distribution of Royalties

EGEDA distributes royalties collected according to how the repertoire has been used and pursuant to a system that excludes all arbitrariness. Royalties collected are distributed according to three basic criteria that have been chosen by producers themselves: broadcastings, audience and recording.

All amounts are issued on an itemized basis specifying the rights which pertain to each work and to each act of utilization.

Private Copying

We manage these rights in all the countries in Europe and Latin America where private copy royalties are recognized by law. These royalties cannot be collected on an individual basis.

Public Performance

The law of IP rights recognizes the right of audiovisual producers to authorize the public performance of their audiovisual works, as well as to receive a remuneration for it.

On behalf of audiovisual producers, EGEDA collectively manages public performance by cable retransmission and by communication in spaces open to the public, as these royalties cannot be collected on an individual basis.

We manage these rights in all the countries in Europe and Latin America where these rights are recognized by law.

EGEDA has conducted important negotiations with Spain's main cable broadcasting companies and associations, being able to develop the current consolidated management of cable retransmission rights.

As far as communication in spaces open to the public are concerned, efforts are still ongoing and have been stepped up in order to obtain payment from companies (hotels and other kinds of establishments such as gymnasiums) which are required to pay said rights. EGEDA continues to enter into agreements with these kinds of companies and attempts to promote global agreements.

3.1.2 Anti-piracy Activities

In order to intensify the pursuit of piracy and audiovisual fraud, EGEDA established an Anti-Piracy Department which has had notable success.

The steps taken have ensured that fraudulent broadcasts of audiovisual works by local television stations and cable networks have declined to practically nil. The anti-piracy activities have also been aimed at "pirate" companies and distributors, and use of protected works places open to the public which exhibited works and audiovisual recordings without the requisite authorizations.

EGEDA has made great efforts to combat piracy conducted with New Technologies, mainly via the Internet. In addition to investigating and encouraging shutting down websites which fraudulently sell audiovisual works, EGEDA has developed new services to fight Internet piracy, such as:

- Tracking Service of Audiovisual Works on the Internet (SSAI), dedicated to blocking scenes posted on the Internet without authorization of their rights-holders, with the objective of making the corresponding claims for payment.
- Service for Protection of Recently Released Works: a complete system for protection of the audiovisual work in its period of exhibition in movie theaters, which delays the online appearance of fraudulent works at the time of premiere and exhibition in theaters, thus encouraging audience attendance to theaters and the resulting increase in box-office sales.

3.1.3 Management of Excerpts of Audiovisual Works on behalf of the producers

EGEDA manages the authorization of the public performance Excerpts from works or recordings on request of various producers. At the same time EGEDA assists in the supply of materials to broadcasters, advertising agencies, festivals and other interested partners, so that they may be included in their programs.

3.1.4. Aribsan

Aribsan is the Iberoamerican Agency of registration of the ISAN code. On February 2, 2006, an agreement was signed between **ARIBSAN** and the international agency ISAN-IA, through which the former became a part of **ISAN-IA** and a full rights member authorized to promote and disseminate the **ISAN** code, both for management of the code and allocating individual codes to audiovisual works, having the basic aim of universal identification for these works.



ISAN-IA is an organization established by:

Agicoa – The Association of International Collective Management of Audiovisual Works.

CISAC – The International Confederation of Societies of Authors and Composers.

FIAPF – the International Federation of Cinematographic Producers' Associations.

ISAN-IA is responsible for worldwide maintenance and administration of the **ISAN** system, which among other tasks, includes the promotion of the establishment of Registration Agencies to manage and disseminate use of the **ISAN** code.

The ISAN code is a voluntary numeration system for identification of audiovisual works, similar to the ISBN code used in the publishing sector or the ISWC for pieces of music. The ISAN identifies each individual audiovisual work and remains unaltered throughout its commercial lifespan, regardless of language, format, or the use that is made of it.

This code facilitates registration of works and their worldwide exploitation, improving communication between databases and simplifying their management by producers, distributors and the entire audiovisual sector. Furthermore, it contributes to management of intellectual property rights and the fight against piracy.

www.aribsan.org

3.1.5. Development of Viewing Platforms of Audiovisual Works for Professionals

Developed by EGEDA, the VEO online environments are platforms for professionals for viewing audiovisual works via the Internet, allowing members of film academies and international juries to see online the works that are in competition for their respective awards.

The websites have restricted access in such a manner that only the members of the jury with a valid viewing access code can access them, thus providing high levels of security for viewing of works.

Use of this fee service offers major advantages both for the juries to be able to see the works wherever and whenever they wish and for the producers whose works are being presented for the awards. It gives producers significant cost savings by eliminating the need to distribute DVDs individually to all of the members of the juries while, at the same time, increasing security, as there is no risk of loss or theft of a physical copy of the works.

The European Film Academy, The Spanish Film Academy, The Austrian Film Academy and The Italian Film Academy, among others, are already using our VEOS as their viewing platforms. And most recently in the USA VeoMiami in MIFF 2012.

Platforms have also been developed for promotion and circulation of audiovisual works, such as www.veopromo.com, which enables audiovisual producers promoting their works to do so by offering them online

to potential buyers or distributors, without time or geographic limitations, or www.veospain.com for viewing Spanish audiovisual works from anywhere in the world.



3.1.6. . In defense of intellectual property rights for EGEDA members, with special attention to those based in the USA. And, management of their rights in Los Angeles and Latin America.

Among the collective rights management initiatives EGEDA has been pursuing on behalf of its members, EGEDA has been working in various arenas – from the fostering of legislative measures and institutional cooperation with the most important activities designed to establish an efficient set of regulations to protect intellectual property rights in the digital environment, such as promotion of seminars aimed at the administrative institutions directed at the importance and adequate evaluation of intellectual property and awareness of the need to prosecute those criminal cases against intellectual property. Among anti-piracy activities, we can't forget the circulation of Filmotech as a legal alternative which aims to satisfy the consumer needs of Internet users, promoting the online presence of audiovisual works.

All of this is done from a balanced perspective in which the users are able to benefit from viewing works by the producers, while the producers, on the other hand, receive the guarantee of being fairly remunerated, with the goal of recouping the investment they have made in the production of their films and in the enabling of development of new projects.



3.2. ACTIVITIES CARRIED OUT BY EGEDA US IN THE EAST COAST

3.2.1. Tareula

TAREULA is program designed to empower young producers and their projects through unique personalized training programs. With two previous successful editions, the main objectives of TAREULA 2011 are:

- **To offer personalized training programs** that meet the needs of audiovisual producers with practical training that improve producers' knowledge of global market conditions, their awareness of co-production opportunities, their practical understanding of contracts and digital technologies, as well as training on commercial skills and access to individualized advise to improve and prepare each project for international exploitation.
- **To facilitate co-productions and trade exchanges between Europe and Latin America** by providing year-round networking opportunities. TAREULA 2011 edition consists of virtual networking, intensive training seminars, and competitive pitching events with potential buyers at international markets.
- **To offer a reference centre for professionals from both continents.** TAREULA will offer a platform for the exchange of best-practices between European and Latin-American film professionals.
- **To open markets for European audiovisual professionals.**

www.tareula.com/eDT_Cursos_en_Tareulalll.asp



3.2.2. Recent cinema from Spain in Miami

RECENT CINEMA FROM SPAIN

Developed as an initiative of EGEDA, [Recent Cinema from Spain](#) has been established to create a new event for promoting Spanish cinema in the United States and encouraging its circulation to the public-at-large and to the international audiovisual industry.

EGEDA is very happy to bring to Miami the Spanish series in order to promote Spanish cinema in the United States and encouraging its circulation to Latino audiences and the American public, in general, and strengthening ties between the Spanish, Latino and American film industries.

The series in 2011 took place at the prestigious Olympia Theater at the Gusman Center for the Performing Arts and opened with the showing of “Pa Negre” (“Blackbread”), the film selected by Spanish Film Academy as Spain’s entry for the Best Foreign-Language Film category of the 2012 Oscar Awards. In addition, the series featured six of the best Spanish films released in 2011: “Primos” (“Cousinhood”), “Héroes” (“Forever Young”), “Blackthorn”, “Tres metros sobre el cielo” (“Three Meters above the Sky”), “No tengas miedo” (“Don’t Be Afraid”) and “Cinco metros cuadrados” (“5 Square Meters”). The screenings included appearances by representatives of some of the films, such as Isona Passola, producer of “Pa Negre” (“Blackbread”), Álvaro Cervantes, actor in “Tres metros sobre el cielo” (“Three Meters above the Sky”), Mateo Gil, director of “Blackthorn”, and Isabel García, producer of “Cinco metros cuadrados” (“Five Square Meters”).

The series was presented with collaboration from the [Miami International Film Festival](#) (MIFF), one of the most prominent film festivals in the United States, produced and presented by Miami Dade College, and the [Olympia Theater at the Gusman Center](#), where the films were shown. This theater is a renowned jewel of South Florida Arts and Entertainment facilities, a legendary setting which provided even more magic and glamour to this grand event.

During the four days of the film series, more than 3,500 persons attended, 1,300 of them on the opening night alone.



3.2.3. Agreement with ICEX and American Universities

EGEDA, as part of its social service commitment, has signed a collaboration agreement with ICEX for development, promotion and enhancement of its library services in the United States, with the aim of improving Spanish language learning and guaranteeing access to Spanish culture through film. For this initiative, EGEDA has designed and developed the Web platform VEOARS.COM to enable access by ALA-associated libraries in the US to offer their public users viewing of a different audiovisual work each week for 48 weeks of the year.



3.2.4. Collaboration with MIFF

As part of its program of activities to support and promote producers and the film industry, in general, and their goals in the USA, EGEDA participates in and sponsors film festivals. This year, for the first time, EGEDA collaborates with The Miami International Film Festival.

In recent years, more than ever, Spanish cinema has been gaining traction in the United States. It's only fitting that Spanish cinema has its own stamp and exhibition opportunities, enabling American – especially Latino – audiences to learn more about "Made in Spain" films, with the shared language that Spanish cinema provides.

This is why EGEDA chose to partner up with MIFF in Miami.



3. ACTIVITIES CARRIED OUT BY EGEDA US IN THE WEST COAST.

3.3.1. Activities held at the headquarters of EGEDA US in Los Angeles

Industry mixer organized during LALIFF 2011.

This year EGEDA organized a film industry MIXER, in which LALIFF filmmakers had the chance to have one-on-one meetings with industry professionals who have worked in and around the field such as:



- Manuel Soria. Madrid Film Commission Director. Expert in co-productions.
- Rafael Sanchez. Director of EGEDA and Filmotech.
- Sandra Avila. Maya Entertainment. Development, production and Acquisitions
- Linne Radmin. The Radmin Company. Manager specialized in producers, writers and directors.

The participants were able to talk to them about their current projects and also to get the inside track on realizing their next project. In addition this event was a great opportunity to network and meet producers from different countries.

We would like to invite you to a luncheon on Friday, July 22, 2011 at our EGEDA US offices in Beverly Hills.
In this film industry MIXER, you will have the chance to have one-on-one meetings with industry professionals who have worked in and around the field such as :

- Manuel Soria. Madrid Film Commission Director. Expert in co-productions.
- Rafael Sanchez. Director of EGEDA and Filmotech.
- Sandra Avila. Maya Entertainment. Development, production and Acquisitions
- Linne Radmin. The Radmin Company. Manager specialized in producers, writers and directors.

You will be able to talk to them about your current project and also to get the inside track on realizing your next project
In addition this will be a great opportunity to network and meet producers from different countries.

EGEDA has been supporting and sponsoring LALIFF for the last 10 years as part of its program of activities to support and promote producers and the film industry. Its objective in Los Angeles is to serve as a liaison to facilitate relations between the American film industry and those of Spain and Latin America.

We hope you will join us at this industry event, as part of LALIFF's Hollywood Connect Program.

The luncheon and panel will take place at EGEDA US located in 618 Trenton Drive 90210 Beverly Hills. There will be complimentary valet parking.

If you wish to attend the event, please RSVP to confirm@egeda.com. Acceptance will be only by RSVP.

Schedule:

1PM - 2PM- Networking luncheon

2PM - 3PM - One-to-one with industry professionals.

Introduction by: Marlene Dermer (Co-Founder/Executive Director of LALIFF)

Best,

Elvi Cano

Communications director

EGEDA US



Spain Business Forum in collaboration with ICEX.



The Economic and Commercial Office from the Embassy of Spain (*La Oficina Económica y Comercial de la Embajada de España*) in Los Angeles, in collaboration with EGEDA, launched the *Spain Business Forum* for the audiovisual sector in November 2011. The objective was to create a permanent dialogue channel between the Spanish government and the Spanish companies starting out in the audiovisual arena in the USA, with a view to finding out about their problems and setting up useful instruments for them. In this endeavour, the Office has the support of the Spanish Institute for Foreign Trade (*Instituto Español de Comercio Exterior*) (ICEX).

The event consisted of a meeting with representatives of ICEX and EGEDA and Spanish producers with audiovisual production companies in Spain and in Los Angeles.

After the meeting there was a reception attended by over 100 Spanish professionals from the sector, based in Los Angeles.

This event for audiovisual sector professionals in Los Angeles was a very good occasion for networking and for making the most of any opportunities and synergies which could arise.



www.spainbusinessforum.com

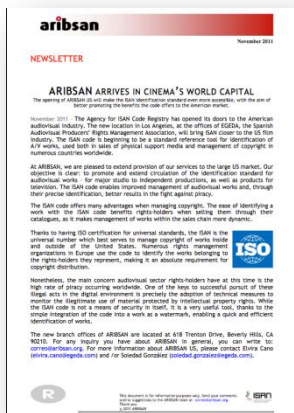
Presentation of ARIBSAN US.

Aribsan US was set up in November, 2011. It serves to manage the ISAN (International Standard Audiovisual Number) code, which allows for universal identification of all audiovisual works and to provide ARIBSAN services to the broad spectrum of US audiovisual Professionals, from the major studios to independent production companies, TV broadcasters, film labs, etc...

ARIBSAN US forms a part of the ARIBSAN group, which carries out the registration and supervision of the allocation of the ISAN code to audiovisual works and recordings. The group is also responsible for the promotion and dissemination of ISAN among Spanish and Latin American producers, distributors and broadcasting companies, as well as the many different representatives of the film and audiovisual industry. The establishment of this new agency extends these management activities to the United States.

ARIBSAN US submitted its Expression of Interest in covering the American market to ISAN-IA on July 12, 2011, and was subsequently appointed as a Registration Agency for this purpose.

The official opening of the agency took place during the 2011 American Film Market and this was attended by a great many representatives of American audiovisual production companies, the MPAA, in particular.



Presentation of Animayo.

Presentation of ANIMAYO, The International Film Festival Animation, Visual Effects and Videogames ANIMAYO (Gran Via) took place in Los Angeles on Nov 18th.

For six years, the International Festival of Animated Films, Visual Effects and Video-games, ANIMAYO is consolidating in the city of Las Palmas de Gran Canaria as a reference of animation in Spain.

Headed by its director and producer [Damián Perea](#), offers a plural perspective, such by the booming cinematograph industry and the products developed by the animation sector, the visual effects and video-games, and as the multiple working processes handed by some of the main creators that feed the vitality of this industry.

Damian Perea presented ANIMAYO in Los Angeles , gathering a very representative group of professionals from the field of Animation and Visual Effects.



www.animayo.com

LATC 2011.

The US Film Industry Immersion program took place in Los Angeles from Nov 1st to Nov 6th.

LATC and EGEDA with the support of IFTA Foundation and NALIP(National Association of Latino Independent Producers) held the Third annual Immersion program.

Thirty producers from Spain and several countries in Latin America participated in this program that gave them the opportunity to meet executives from American production companies such as Odd Lot Entertainment, Pantalionfilms , Rustic Canyon Entertainment, Arenas Entertainment, Maya Entertainment , and Creative Project Group among others as well as having meetings and lectures with representatives from MPAA, WGA, IFTA,NALIP, CAA, Warner Brothers.

They had also a pitching training and a pitching session in which they had the chance to pitch their current and future projects and to end the immersion program,the whole group attended AFM.



3.3.2. Tailored services for producers provided by Los Angeles office.

The EGEDA office in Los Angeles has been providing tailored services to suit the producers' needs, such as: facilitating contacts with distributors, institutions, festivals, publicists, etc in the USA, mainly in Los Angeles and Miami; a variety of information about how to take steps related to the film industry in Los Angeles, consulting, events management, press conferences,

use of the office for meetings (in 2011 Spanish, American and Latin American producers held over 50 meetings at EGEDA US in Los Angeles with the aim of developing, producing and distributing their audiovisual projects in the USA that year) interviews, screenplay readings, the presentation of "Animayo", the presentation of "Visualnet" etc.



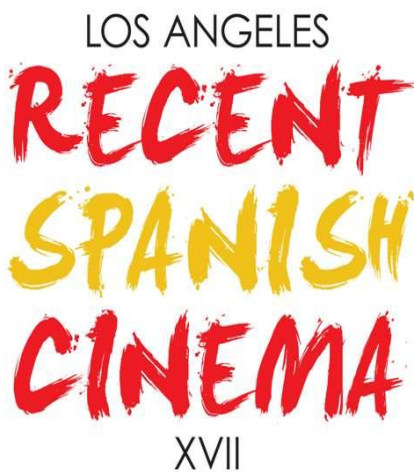
In addition, the Los Angeles Office has placed the human resources of EGEDA US at the service of producers for the promotion of Spanish cinema both at festivals and for promotion campaigns, e.g. "También la lluvia" ("Even the Rain"), "Pan Negro" ("Black Bread"), "Chico and Rita" and "Wrinkles" in their way to the Oscars and "Paper Birds" (Pajaros de papel) in their way to the Golden Globes.

Several activities such as press conferences, promotion, provide information and contacts and PR was made from the EGEDA US office for the movies mentioned above.

3.3.3. Organization of events.

Recent Spanish cinema series in Los Angeles.

Once again, the 17th Los Angeles [Recent Spanish Cinema](#) series presented a selection of today's most important Spanish films, a Seventh Art showcase well-attended by leading figures of the Spanish film industry, who have contributed significantly to putting "Made in Spain" productions at the vanguard of international cinema.



The Recent Spanish Cinema Series is an initiative of the Spanish Institute of Cinematography and Audiovisual Arts (ICAA), a branch of the Spanish Ministry of Education, Culture and Sport devoted to preserving, fostering, and promoting the Spanish filmmaking and audiovisual sectors, with American Cinematheque, a non-profit cultural organization in the heart of Hollywood dedicated to public presentation of films of yesterday and today beyond the scope of the big, mainstream productions and EGEDA, the Spanish Audiovisual Producers' Rights Management Association. EGEDA's Los Angeles branch office coordinates and supervises the Series to ensure its ongoing success year after year.

The 2011 film series took place October 13-16, 2011 and, like last year, it opened with the screening of the film which the Spanish Film Academy has selected as the Spanish nominee for the Best Foreign-Language Film category of the Oscar Awards, in this case for 2012. The film is *"Pa Negre"* ("Black Bread"), and along with it, the series included 6 of Spain's best films from 2011: *"Primos"* ("Cousinhood"), *"Héroes"* ("Forever Young"), *"Tres metros sobre el cielo"* ("Three Steps Above Heaven"), *"No tengas miedo"* ("Don't Be Afraid"), *"Todo lo que tu quieras"* ("Anything You Want"), *"Cinco metros cuadrados"* ("Five Square Meters") and, in addition to those, *"Entrelobos"* ("Among Wolves").

Persons involved in the making of some of the films were on-hand at this series, including Nora Navas, actress in *"Pa Negre"*, Isona Passola, producer of *"Pa Negre"*, Álvaro Cervantes, actor in *"Tres metros sobre el cielo"*, Achero Mañas, director of *"Todo lo que tu quieras"*, and Adrián Lastra, actor in *"Primos"*.

Spanish screenings in Los Angeles in collaboration with ICEX



Screenings from Spain" is an initiative of The Trade Commission of the Embassy of Spain in Los Angeles , EGEDA US and FAPAE, whose main objective is get a greater number of films from Spain distributed in the United States and ultimately reach the American public. It's about creating a place where, in addition to the usual distribution channels, American distributors can find interesting Spanish films, and at the same time, providing Spanish producers with an additional window of exposure to possible buyers.

These are exclusively directed to American distributors to showcase the latest productions of Spanish cinema on a regular basis at the Aidikoff Theater.

The first screening took place on November 30 (6:30pm), showing the film "Chinese Take-Away". The film has recently won the Jury Award for Best Film and the Audience Award for Best Film at the Rome Festival. Latido Films handles the international rights of this film.



A conversation with filmmakers and actors October 14 th 2011

A Round –Table discussion took place at USC on the different trends within recent Spanish cinema and their production, distribution and reception both in Spain and internationally with Spanish actors and directors coming to L.A. for The XVII Recent Spanish Cinema series at the Egyptian Theater.

Round-Table discussion on the different trends within recent Spanish cinema and their production, distribution and reception both in Spain and internationally with Spanish actors and directors coming to LA for the **XVII Recent Spanish Cinema** at the Egyptian Theatre from Oct 13 through Oct 16

Speakers include:
 Actress **Nora Navas** (Black Bread by Agustí Villaronga, 2010; Spain's official submission for the 2012 Foreign-Language Film Academy Award)
 Director **Achero Mañas** (Anything You Want, 2010)
 Actor **Álvaro Cervantes** (Three Steps Above Heaven by Fernando González Molina, 2010)
 Actor **Adrián Lastra** (Cousinhood by Daniel Sanchez Arevalo, 2011)

Moderated by
 Noelia Saenz, School of Cinematic Arts, USC, and
 Julián Daniel Gutiérrez-Albilla, Spanish and Portuguese and Comparative Literature, USC.

Saturday Oct. 15, from 11 AM to 1 PM
 Room 110, George Lucas Building, School of Cinematic Arts,
 University of Southern California,
 900 West 34th Street, Los Angeles, CA, 90089-2211

FREE and OPEN TO THE PUBLIC.
 RECEPTION TO FOLLOW




Moderated by:

Noelia Sanz, School of Cinematic Arts, USC and Julián Daniel Gutiérrez-Albilla, Spanish and Portuguese Comparative Literature, USC.

Speakers included:

Actress Nora Navas (“Black bread” by Agustí Villaronga, 2010), Spain’s official submission for the 2012 Foreign- Language Film Academy Award.

Director Achero Mañas (“Anything you want”, 2010).

Actor Álvaro Cervantes (“Three steps above heaven” by Fernando González Molina)

Actor Adrián Lastra (“Cousinhood” by Daniel Sanchez Arévalo)

Producer Isona Pasola (“Black Bread)

The cultural event co-organized by EGEDA, the School of Cinematic Arts and USC gave the audience the opportunity of enjoying a very interesting conversation among the Spanish guests in which they presented the movies that were going to be screened at the Spanish series and spoke about the Spanish film industry.

Student Short Film Contest: New Filmmakers from Spain 2011

The Audiovisual Producers' Rights Management Association, EGEDA, in collaboration with the American Cinematheque, organized the second edition of the Student Short Film Contest in the USA. The winner was shown at the following events: the Recent Spanish Cinema Series in Los Angeles and Recent Cinema from Spain in Miami. This initiative was designed to provide exhibition spaces for up-and-coming young directors and producers who are studying at Universities or film schools in the USA. To be eligible for this student short film contest, the Spanish nationality student must be studying or have studied at a film school/university in the USA.

The winner was WATERLINE, a 16 min shortfilm directed by Sergio Aguja.

http://www.larecentspanishcinema.com/EN/R_S_ShortStudentContest2011.asp



3.4.PARTICIPATION IN OTHER EVENTS ” MARKETS, FESTIVALS AND CONFERENCES”

Screening and Round table about “Juana la loca “ in USC.

On May 14, 2011, as a part of the planning sessions for the various classes on the Spanish-language curriculum which the L.A. Spanish Resource Center and the *Consejería de Educacion de Estados Unidos* (Spanish Embassy Education Office) organized at the University of Southern California (USC), the Spanish film *Juana La Loca (Madness of Love)* was screened.



The event was presented by Elvi Cano, Communications Director of EGEDA US. After the screening, the participants returned to the new Resource Center for a debate led by Julián Gutiérrez-Albilla, specialist in Spanish cinema at USC, and Elvi Cano. The discussion continued until 7:45 in the evening when the Director of the Resource Center declared the course at an end and thanked everyone for attending.

Centro de Recursos de Los Ángeles
Consejería de Educación en Estados Unidos

<http://www.educacion.gob.es/exterior/centros/losangeles/es/actividades/2010-2011/20102011.shtml>

Palm Springs film fest.

The Palm Springs International Film Festival (PSIFF) is one of the largest film festivals in North America, welcoming 130,000 attendees each year for its lineup of new and celebrated international features and documentaries.

The 22nd annual festival screened 205 films from 69 countries, including 41 of the 65 foreign language entries for this year's Academy Awards.



Among them were **6 Spanish productions:** "Paper birds", "Anything you want", "Black Bread", "For 80 days", "Garbo: The Spy" and "Born to suffer" **and 8 Spanish co-productions:** "Even the rain", "Lope", "Hello!, How are you!", "October", "My life with Carlos", "Henry of Navarre", "How much does your building weigh, Me Foster?", and "Uncle Boonme Who Can Recall his Past Lives".

The team of EGEDA US attended the film festival in order to give support to the Spanish producers and to promote Spanish movies.

The official entry as Best foreign picture "Even the Rain" was the winner of the Cinema without Borders' "Bridging The Borders Award" at the 2011 Palm Springs International Film Festival. Enrique Ruiz Molero, Consul General of Spain in Los Angeles, and Elvi Cano, Director of Communications of EGEDA US, accepted the award on behalf of director Iciar Bollain.



NATPE.

The annual NATPE (National Association of Television Program Executives) Conference and Exhibition took place in Miami Beach January 24-26, 2011. Over 5000 television professionals from 43 different countries attended the event.

Companies from Latin America, Europe and the USA have presented their television content in this international market with the attendance of 650 buyers, becoming the ideal platform and key event for content addressed to the Spanish-speaking market. EGEDA was present at NATPE.

Among the activities that EGEDA has planned to develop in the US, the most important are promotion and circulation of Spanish cinema through various events taking place in 2011, such as the Recent Spanish Cinema Series in Miami and Los Angeles.



Chicago Latino Film Festival



One more year, as part of its program of activities to support and promote producers and the film industry and their goals in the USA, EGEDA has supported and sponsored the Chicago Latino Film festival.

Featuring over 100 films from Latin America, **Spain** and the USA, for two weeks over 35,000 audience members enjoyed this cross-cultural educational encounter: special events, film screenings and workshops held in theatres and other venues, including colleges, universities and community base organizations.

<http://chicagolatinofilmfestival.org/>

NATPE Pitchcon.

NATPE's mission is to connect all levels of media professionals with the info and opportunities they need to succeed. PitchCon is NATPE's premier summer Hollywood destination for emerging independent content producers that takes place on June 9th & 10th.

This high-caliber 2-day event is a catalyst for launching your career - offering industry panels, hands-on advice, access to influential media execs and the well-respected Pitch Pit where you can pitch your show ideas in guaranteed 1-on-1 meetings with 50+ top level Media Execs, Agents, and more.

EGEDA as a proud partner of NATPE was able to offer a special registration discount to all EGEDA members.



CONTENT FIRST



AFI

AFI FEST was honored to present the 25th anniversary screening of LAW OF DESIRE, a landmark chapter in Pedro Almodóvar's storied career.

EGEDA US participated as cultural supporter of AFI, spreading and disseminate the information about the Spanish screenings at AFI and about Pedro Almodovar's event among EGEDA members and contacts.

NALIP**National Association of Latino Independent Producers (NALIP) Annual Conference
THE NEW NOW: Defining the Future Together.**

NALIP Annual Conference THE NEW NOW took place in Newport Beach April 15-17. This event is organized as a creative and business event for Latino filmmakers and those interested in Latino content.

NALIP's 12th conference has been a dynamic, unique and inspiring weekend filled with professional development and networking opportunities. THE NEW NOW included top-level speakers from the film, documentary and television industries, intimate conversations with artists, and workshops for emerging and mid-career filmmakers.

EGEDA attended as proud sponsors to NALIP annual conference as part of its program of activities to support Latino producers and promote Latino films. NALIP's "At the table with" program invited EGEDA's US Managing Director Rafael Sanchez, to provide Latino producers information about intellectual property rights, opportunities of co-productions and online distribution through filmotech.com.



AFM.

EGEDA and Filmotech attended the 32nd annual American Film Market. 2011: November 2 – 9.

EGEDA Had a part of the suite “Cinema from Spain” at the disposal of the Spanish producers for them to be able to hold meetings at the market with American distributors and coproducers.

The American Film Market is produced by the Independent Film & Television Alliance, www.ifta-online.org



With 7,000 attendees, 800 screenings, and seminars programmed by leading industry organizations, the American Film Market continues to be the pivotal destination for independent filmmakers and business people from all over the world.

Filmotech.com has been developed within EGEDA to distribute the work of producers with security and respecting their intellectual property rights.

Filmotech.com guarantees maximum security by using “streaming-on real” viewing, so that illegal copying is prevented.

Proclamation to Enrique Cerezo in Miami.

During NATPE, the City of Miami honored the president of EGEDA, declaring January 25th Enrique Cerezo Day in Miami. The event took place in the Office of the Mayor in Miami where Mayor of Miami Tomas Regalado gave a proclamation to Enrique Cerezo, followed by a reception at the General Consul of Spain in Miami residence with the attendance of many television and film industry professionals.



L.A. Films fest

This year's Festival screened a diverse slate of nearly 200 feature films, shorts and music videos, representing more than 30 countries, along with signature programs such as our intimate Coffee Talks, live music events and more.

The International Showcase highlights innovative independent narrative and documentary features from outside the United States.

EGEDA US works to promote Spanish cinema in the United States and encouraging its circulation the American public, in general, and strengthening ties between the Spanish, Latino and American film industries.

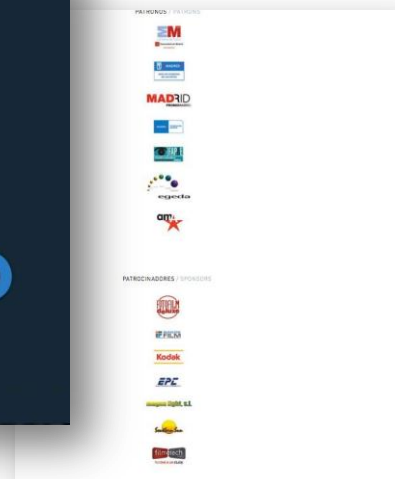


LALIFF

EGEDA has been supporting and sponsoring LALIFF for the last 10 years as part of its program of activities to support and promote producers and the film industry. Its objective in Los Angeles is to serve as a liaison to facilitate relations between the American film industry and those of Spain and Latin America.

Proshow/Location Fair

EGEDA US attended Proshow and Location fair 2011 together with The Madrid Film Comission.



3.5. Disemination of information

NEWSLETTERS & INFORMATION NOTES

Newsletters sent to members of EGEDA US MARCH:
 PGA Producers Showcase PROSHOW
 LALIFF 2011

APRIL:
 Toronto Int. Film Fest
 AFI FEST 2011
 NATPE PitchCon
 LA SHORTS FEST
 Docuweeks 2011
 THE REMAKES MARKET

MAY:
 Produced by Conference
 HBO NALIP Documentary Contest

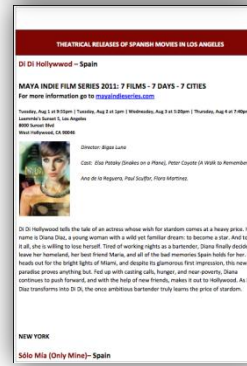
JUNE:
 Student Short Contest_Recent Spanish Cinema 2011
 Shortlatino, European and Latin American Short Film Market
 Panel LA Greek Festival
 Free Legal Services for Independent Filmmakers

JULY:
 Oscar, Golden Globes & Spirits Awards

AUGUST:
 Sundance Film Fest
 Palm Springs Int. Film Fest

OCTOBER:
 Los Angeles Recent Spanish Cinema
 Miami Recent Cinema from Spain

NOVEMBER
 Chicago Latino Film Festival 2012



CALENDAR OF EVENTS OF THE AUDIOVISUAL FIELD IN THE USA.

EGEDA US ACTIVITIES EVENTS MEMBERS EGEDA DIGITAL GET INFORMED CONTACT

Events Calendar

2011 Calendar
2011 - 2012 Calendar

2012 Calendar

- Conferences & Markets
- Festivals
- Awards

Conferences & Markets

| | | | |
|---------|--------------------------|--|---|
| January | JAN 23-25 Miami | | Video Market and conference January 23 - 25, 2012 |
| March | MAR 6-8 Los Angeles | | Film Finance Forum March 6-8, 2012 Deadline: March 5, 2012 |
| April | APR 13-15 Los Angeles | | Latin Annual Conference April 13-15, 2012 Date: TBC |
| | APR 20 Los Angeles | | IPIA Annual Production Conference April 20, 2012 Open for registration |
| June | JUN 7-8 Los Angeles | | NATPE PitchCogn June 7 - 8, 2012 Open for entries |
| | JUN 8-10 Los Angeles | | Midwest Film Conference June 8-10, 2012 Date: TBC |
| | JUN 8-10 Los Angeles | | ProShow June 8-10, 2012 Date: TBC |
| | JUN 15-16 Los Angeles | | AFCI Locations Show 2012 June 15 - 16, 2012 Open for registration for exhibitors and AFCI members |
| OCTOBER | OCT Miami | | AFI Program for Professional Latin American and European Film Date: TBC |
| | OCT Los Angeles | | US Film Industry Immersion program Los Angeles Date 2012: TBC |

INTERNATIONAL NATPE AFI American Film Market

Festivals

| | | | |
|-----------|-------------------------------|--|---|
| January | JAN 5-16 New Jersey | | New Jersey Film Festival January 5-16, 2012 |
| | JAN 19-29 Park City, UT/VA | | Sundance Film Festival January 19-29, 2012 |
| March | MAR 2-11 Miami | | Miami International Film Festival March 2-11, 2012 |
| April | APR 12-20 Chicago | | Chicago Latino Film Festival April 12-20, 2012 |
| | APR 18-20 (NY) | | Tribeca Film Festival April 18-20, 2012 |
| June | JUN 14-24 Los Angeles | | Los Angeles Film Festival June 14-24, 2012 Entries deadline: January 13, 2012 |
| July | JUL Los Angeles | | Los Angeles Latino International Film Festival Date 2012: TBC Deadline: TBC |
| | JUL Los Angeles | | LA SHORTS FEST LA Shorts Fest Date: TBC Open for entries in February 2012 |
| September | SEP 6-16 Toronto | | Toronto International Film Festival September 6-16, 2012 Deadline: TBC |
| October | OCT Los Angeles | | BIB Spanish Cinema BIB Spanish Cinema Date: TBC |
| November | NOV Miami | | BIB Spanish Cinema BIB Spanish Cinema Date: TBC |
| | NOV Los Angeles | | AFI Festival Date: TBC Open for entries in March 2012 |

Awards

| | | | |
|----------|-----------------------|--|--|
| January | JAN 15 Los Angeles | | Golden Globe Awards January 15, 2012 |
| February | FEB 25 Los Angeles | | Sundance Film Festival February 25, 2012 |
| | FEB 25 Los Angeles | | The Academy Awards - The Oscars February 26, 2012 |

2011 - 2012 Calendar

- Conferences & Markets
- Festivals
- Awards

News

[SPANISH MOVIES IN USA - NOVEMBER 2011](#)

[SPECIAL SCREENINGS OF THE IMPOSSIBLE BY JUAN ANTONIO BAYONA AT AFI FEST](#)

[AFI FEST 2012](#)

[2012 HBO / NATPE Documentary Filmmaker Award](#)

HBO has teamed with NATPE to find the next great Latino Documentary Film.

[DAVID TRUEBA'S 'MADRID 1917' OPENS THE AFI FESTIVAL](#)

Madrid, 1907 focuses on love character who embody the quality of their times.

[SPANISH MOVIES IN USA - SEPTEMBER 2011](#)

[SPANISH MOVIES IN USA - AUGUST 2011](#)

3.6. COMMUNICATION AND PRESS

During 2011 the following press releases were sent from EGEDA US office.

- Los Angeles Recent Spanish Cinema
- Miami Recent Cinema from Spain
- Animayo
- Screenings from Spain

For Immediate Release
September 21, 2011

Media Contact:
Festival Contacts:
Danny Diaz
Phone: +1 305-389-8986
danny@miamifilmfestival.com

EGEDA, the Miami International Film Festival of Miami Dade College, and the Gusman Center for the Performing Arts present "RECENT CINEMA FROM SPAIN"

Festival to include the Florida Premiere of Multiple-Goya Award winning Black Bread (Pa negra)

Miami, FL — In honor of this year's 25th anniversary of Spain's Goya Awards, EGEDA, the Miami International Film Festival (MIFF), produced and presented by Miami Dade College, and the Gusman Center for the Performing Arts will premiere six of Spain's most important films of the year, from October 20-23rd, in an inaugural Recent Cinema from Spain festival.

Held at the Olympia Theater at the Gusman Center, ticket holders will enjoy nightly red carpet premieres and participate in Q&A sessions with filmmakers and talent following each film.

The Recent Cinema from Spain series will include *Black Bread (Pa negra)*. Winner of nine 2011 Goya Awards, the film chronicles 11-year-old Andreu (Francesc Colomer) and the events that follow after he witnesses two brutal murders. Andreu is sent to live with extended family in the countryside where he befriends his jaded cousin Nuria (Marina Comas), who has lost her fingers due to a grenade explosion, and a imaginative boy who thinks he has angel wings. Loosely based on Charles Dickens' *Great Expectations* with the bleak fantastical soul of *Pan's Labyrinth*, subversive filmmaker Agustí Villaronga's harrowing and richly textured depiction of Spanish rural life during wartime is both challenging and rewarding.

Black Bread (Pa negra) was recently short-listed by Spain as one of the three finalists to be the country's official submission to the Academy Awards' Best Foreign Language Film Oscar. Spain will announce the final selection on September 28th.

"We are excited to showcase the best of contemporary Spanish cinema from a prolific film country that has produced such master artists as Pedro Almodovar, Fernando Trueba and Antonio Banderas, among many others," said Jairo Laplante, executive director of the Miami International Film Festival. "To be partnering with the Gusman Center, that has hosted these great artists at their Miami International Film Festival debuts, is a special treat, and we look forward to working with EGEDA (Spain's Audiovisual Producers' Rights Management

For Immediate Release
November 29, 2011

Media Contact:
Soledad González soledad.gonzalez@egeda.com
Tel. 310 246 0531



SCREENINGS FROM SPAIN A NEW INITIATIVE FROM EGEDA, THE TRADE COMMISSION OF THE EMBASSY OF SPAIN IN LOS ANGELES AND FAPAE

Los Angeles, CA

EGEDA, the Spanish [Audiovisual Producers' Rights Management Association](http://www.audiovisualproducers.com) in co-operation with the Trade Commission of the Embassy of Spain in Los Angeles and FAPAE, present in Los Angeles a series of private "Screenings from Spain", exclusively directed to American distributors to showcase the latest productions of Spanish cinema on a regular basis.

"Screenings from Spain" is an initiative whose main objective is to get a greater number of films from Spain distributed in the United States and ultimately reach the American public. It's about creating a place where, in addition to the usual distribution channels, American distributors can find interesting Spanish films, and at the same time, providing Spanish producers with an additional window of exposure to possible buyers.

The first screening is due to take place November 30 (6:30pm), showing the film "Chinese Take-Away". The film has recently won the Jury Award for Best Film and the Audience Award for Best Film at the Rome Festival. Latido Films handles the international rights of this film.

"Chinese Take-Away"

Synopsis: Jun, a Chinese man who has just landed in Argentina and does not speak a word of Spanish, is "adopted" by Roberto, an Argentinean cranky loner. An Argentinean and a Chinese man linked by the falling of a cow from the sky: a sweet and sour comedy.

Director: Sebastián Borestein. Cast: Ricardo Darin, Huang Sheng Huang



For Immediate Release
November 18, 2011

Media Contact:
Soledad González soledad.gonzalez@egeda.com
Tel. 310 246 0531



EGEDA APOYA EN LOS ANGELES LA PRESENTACIÓN OFICIAL DEL FESTIVAL INTERNACIONAL DE ANIMACIÓN, EFECTOS ESPECIALES Y VIDEOJUEGOS - ANIMAYO

Este fin de semana se presentará oficialmente el Festival Internacional de cine de animación, efectos especiales y videojuegos Animayo, en un encuentro, patrocinado por el Patronato de turismo de Gran Canaria y que contará con el apoyo de EGEDA Estados Unidos, en el que se darán cita grandes estrellas de la animación, productores, directores y artistas digitales.

El Festival Internacional de cine de animación efectos especiales y videojuegos, Animayo, será presentado oficialmente este fin de semana al sector americano en un evento único que acogerá a grandes profesionales de la meca del Cine. Con esta presentación, Animayo inicia un proyecto de itinerancia que le llevará por diferentes ciudades del mundo durante el próximo año.

Durante el acto de presentación que tendrá lugar el viernes 18 en Beverly Hills y que culminará en un cóctel, el director del festival Damían Perea proyectará en exclusiva los trailers y resumen de las ediciones celebradas en Gran Canaria, así como una selección de una hora de los trabajos premiados en anteriores ediciones del Festival. A su vez y como parte del proyecto se presentará a los profesionales de la industria la isla de Gran Canaria como posible plato natural para rodajes de producciones americanas. En este encuentro participarán artistas internacionales de la talla de Bill Plympton, Raúl García, Kevin Blank, Roger Kappelman, Ryan Woodward, Jay Worth, así como productores de Disney y Dreamworks y numerosos profesionales de la meca del cine que ya han confirmado su asistencia al evento.

El programa del Sábado incluirá el "Primer Encuentro profesional de animadores, productores, directores y artistas digitales españoles" una iniciativa del director Damían Perea y que cuenta con el apoyo del animador y productor Raúl García y otros profesionales de la industria, y a partir de lo cual se constituirá la Primera asociación de artistas y profesionales españoles de la animación y los efectos especiales residentes en San Francisco y Los Angeles.

Además, desde el pasado viernes 11 de noviembre, Animayo ha sido presentado en universidades como la Universidad de Cine de Los Angeles AF (AMERICAN FILM INSTITUTE). Durante los actos, en los que han participado cientos de alumnos, el director del Festival, Damían Perea, muestra una selección de los trailers y de los trabajos más premiados de todas las ediciones del Festival y ofrece una clase magistral sobre "Thinking on Layers" (Pensar en capas), junto al reconocido y premiado supervisor de efectos especiales Kevin Blank, responsable de efectos visuales de trabajos como *Monstruos*, *Alas*, *Misión*

For Immediate Release
October 5, 2010

Media Contact:
Soledad González soledad.gonzalez@egeda.com
Tel. 310 246 0531

Verión en español está a continuación



LOS ANGELES RECENT SPANISH CINEMA ANNOUNCES 2011 PROGRAM:
OCTOBER 13-16
LOS ANGELES, CALIFORNIA

Los Angeles, CA

The Spanish Institute for Film and Audiovisual Arts (ICAA) a part of the Ministry of Culture, together with the American Cinematheque and EGEDA (Audio-visual Producers Rights Management Association) announce the 17th edition of Recent Spanish Cinema series that it is going to showcase the most outstanding recent Spanish films at the Egyptian Theatre in Los Angeles, October, 13 - 16 2011

This 2011 series will be kicked off with the special opening premiere of the official Spanish Entry for Best Foreign Language Film for the Academy Awards 2012, **BLACK BREAD (PA NEGRE)** directed by Agustí Villaronga and starring Nora Navas and Francesc Colomer.

This edition is honored with the attendance of actors **Nora Navas** and **Alvaro Cervantes** and director **Achero Mañas**.

This year's selection of recent Spanish cinema highlights everything from the most exuberant genre pieces to dramas notable for their restrained subtlety. Selections include Daniel Sánchez Arévalo's comedy **COUSINHOOD**, about a trio of cousins on a pilgrimage back to the pueblo; Montxo Armendáriz's **DON'T BE AFRAID** starring Belen Rueda, which looks with intense yet wrenching care at the long-term effects of a girl's abusive upbringing; the nuanced and subversive **ANYTHING YOU WANT** from director Achero Mañas, a gender-questioning family drama about a man raising a young girl; Pau Freixas' **FOREVER YOUNG**, about a group of pre-teens facing the trials of growing up one summer in the 1980s; **TORRENTE 4: LETHAL CRISIS**, the fourth installment in writer-director-star Santiago Segura's cult franchise about iconic lawliffe cop Jose Luis Torrente; and Fernando Gonzalez Molina's **THREE METERS ABOVE THE SKY**, starring Mario Casas as a short-fuse biker who falls for a girl from the other side of the tracks.

3.7. RELATIONSHIPS WITH OTHER FILM FESTIVALS, INSTITUTIONS AND ASOCIATIONS.



4. EGEDA-US.COM

EGEDA's IT department, made up of a multidisciplinary team of technicians, in concert with the staff of EGEDA US, created the website www.egeda-us.com, aimed at EGEDA members in the USA to inform them about the activities carried out by EGEDA there, events in which EGEDA US participates, news of interest, a calendar of film festivals and markets, newsletters, film premieres, etc.

In addition, the two teams worked together to create websites for the Recent Spanish Cinema series in Los Angeles www.larecentspanishcinema.com and the Recent Cinema from Spain series in Miami www.miami.recentcinemafromspain.com

