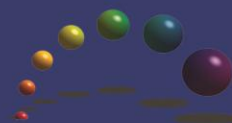


2012

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. By promoting Spanish cinema in the United States and encouraging its circulation to Latino audiences and the American public, we strengthen ties between the Spanish, Latino and American film industries.

II. EGEDA US TEAM



Rafael Sánchez.

Associate Managing Director EGEDA US and Executive Director of EGEDA.



Elvi Cano.

Executive Director and Communication Director of EGEDA US



Soledad González.

Marketing Director of EGEDA US

III.

ACTIVITIES OF EGEDA US

3.1. 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. Recent cinema from Spain in Miami



The Recent cinema from Spain series was set up in 2011 by EGEDA, in order to provide a new space for the promotion and distribution of Spanish-language film productions in the USA and to foster the dissemination of this cinema among the general public and the international audiovisual industry.

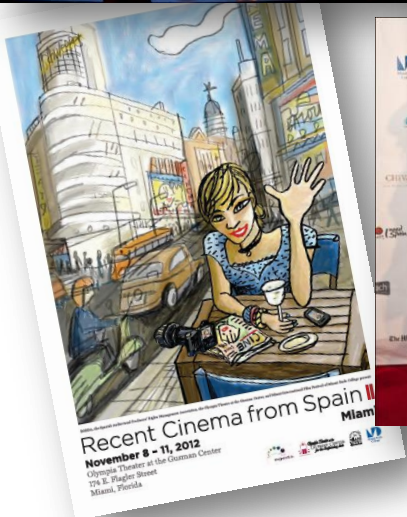
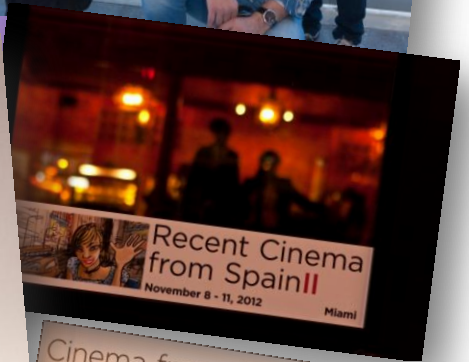
EGEDA is very proud to bring to Miami the Spanish series one more year in order to promote Spanish cinema in the United States and encouraging its circulation to Latino audiences and the American public, in general, and strengthening ties between the Spanish, Latino and American film industries.

Recent Cinema from Spain receives the support and collaboration of the Olympia Theater at the Gusman Center for the Performing Arts, where the films were shown, a renowned jewel of South Florida Arts and Entertainment facilities and of the Miami International Film Festival (MIFF) run by the Miami Dade College, one of the largest film festivals in the United States.

During the four days of the film series, more than 3,800 persons attended, 1,300 of them on the opening night alone.

This year's film series was held November 11-14 2012 at the prestigious Olympia Theater at the Gusman Center for the Performing Arts and opened with the showing of Spain's box office hit "Tengo ganas de ti" ("I want you") with director Fernando Gonzalez Molina in attendance. In addition, the series featured five of the best Spanish films released in 2011: "Los Pelayos" ("Winning streak") with lead actor Lluís Homar in attendance, Ignacio Ferraras's Goya winner "Arrugas" ("Wrinkles"), Tribeca Best Cinematography Winner "Grupo 7" ("Unit 7") with lead actor Antonio de la Torre in attendance, Best Actor winner and Critics Award at Malaga International film Festival "A puerta fría" ("Cold call") and "7 Days in Havana" a snapshot of Havana in 2011: a contemporary portrait of this eclectic city, a feature movie made of 7 chapters directed by 7 international directors like Benicio del Toro and Julio Medem.

Internationally renowned designer Javier Mariscal designed the poster for this edition, while the music for the advert promoting the film series was written by award-winning composer Roque Baños.



3.2.2. 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.



3.2.3. 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 is a proud sponsor of the 2012 [Miami International Film Festival](#) (MIFF), in which 12 Spanish productions will be screened, among them are: "Madrid 1987" by David Trueba, "The Opposite of Love" by Vicente Villanueva, "The Sex of the Angels" by Xavier Villaverde, "The Sleeping Voice" by Benito Zambrano and "Torrente 4" by Santiago Segura and 6 co-productions "Baracoa, where Cuba began", "Calvet", "Chinese take-away", "Las Acacias", "Porfirio" and "Juan of the Dead" that won the Audience Award.

EGEDA developed **VeoMiami**, a Viewing Experience Online of Works of Miami International Film Festival, as an industry component of the 29th Annual Miami International Film Festival.



3.2.4. Round table at CCE (Spanish cultural center in Miami)

On November 12th 2012 took place at the CCE (Centro Cultural Español) in Miami a “Coloquio con cineastas y actores españoles” (A conversation with Spanish filmmakers and actors).

Moderated by **Rafael Sánchez**, Managing Director of EGEDA US and with the attendance of: Director **Fernando González Molina**: Tengo ganas de ti

Actor **Antonio de la Torre**: Grupo 7

Actor **Luis Homar**: Los Pelayos

The cultural event co-organized by EGEDA and the CCE 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 situation of the Spanish film industry.

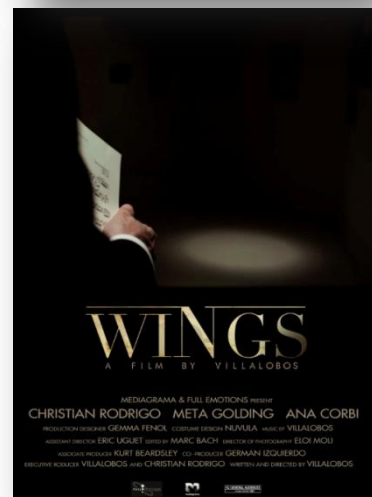


3.2.5. New filmmakers from Spain Short film contest

EGEDA, in collaboration with the American Cinematheque, Organized the 3rd edition of [New filmmakers from Spain Short film contest](#) in the USA.

This initiative is designed to provide exhibition spaces for up-and-coming young directors and producers who are studying at Universities or film schools in the USA.

The winner of the 3rd edition, “WINGS”, by Jose Villalobos was screened at the opening gala of the Recent Spanish Cinema series in Los Angeles and at the closing night of The Recent cinema from Spain in Miami.



3.2.6. Participation at 33rd Hemispheric Congress and 2nd Miami Media and Film Market.

The 33rd Hemispheric Congress of Latin Chambers of Commerce and Industry and 2nd Miami Media and Film Market organized by Camacol took place in Miami May 29 – June 1st, 2012.

The Congress program includes interactive panels, networking events, luncheons and a trade show expo. EGEDA and Filmotech.com as sponsors.

Juan Alia, Director of Filmotech.com and Elvi Cano, Executive director of EGEDA US took part as speakers at the **International Co-Production Forum Series**, moderated by Patrick DeBokay, President and CEO Miami World Cinema Center. Others speakers were James McNamara, Executive Producer Girl in Progress, Panteleon Films USA and Alexander Schust, GermanFilmFinance.com – Wuppertal, Germany AMONG others).

Juan Alia, took part as well in the panel regarding **“Intellectual Property/Film Commission in Latin America”** informing the audience about the work and efforts that EGEDA to protect audiovisual producers.



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

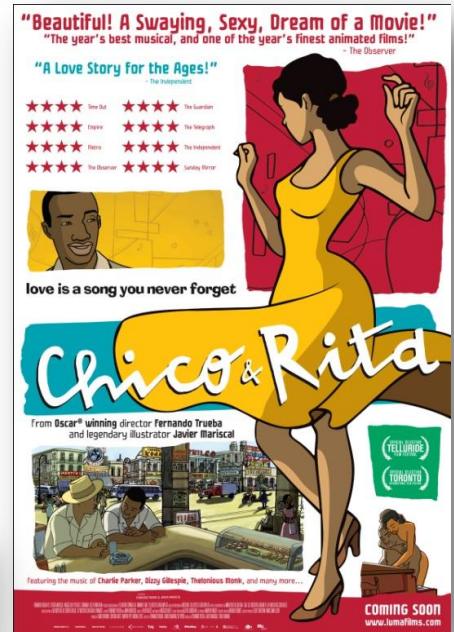
3.3.1. Activities held at the headquarters of EGEDA US in Los Angeles

“CHICO AND RITA” ‘s press conference.

The team of EGEDA US in Los Angeles has been working very actively for over 2 months in the Oscars campaign for the nominated animation feature "CHICO AND RITA" directed by **OSCAR-WINNING DIRECTOR FERNANDO TRUEBA AND LEGENDARY ARTIST JAVIER MARISCAL**.

The team of EGEDA US, together with the producers, distributors and publicists, worked in the promotion, Oscar campaign, press conferences and Oscars viewing party for CHICO AND RITA.

The press conferences took place at EGEDA US.



“CHICO AND RITA” ‘s Oscars party

As part of the Oscars' campaign as best Animation movie, an Oscars viewing party was held as EGEDA US with the assistance of professionals of the film industry in Los Angeles.



US Film Industry Immersion Program in Los Angeles 2012: LATC 2013

[Latin American Training Center](#) (LATC) and EGEDA with the support of IFTA Foundation and NALIP (National Association of Latino Independent Producers) held the Fourth annual Immersion program.

Thirty five producers from Spain and several countries in Latin America participated in this program that gave them the opportunity to experience an “immersion” into the commercial, legal, marketing, artistic, academic and new media aspects of the US audiovisual industry through an intensive schedule of meetings, presentations, panels and other industry activities in Los Angeles.

During the Program, participants had the opportunity to ask specific questions and discuss their projects with US-based producers, agents, studio executives and distributors, generating real possibilities for development, financing, distribution and co-production. The participants were also be provided with an exclusive insider’s tour and access to selected events of the American Film Market, the premiere global marketplace for films.

Such as Odd Lot Entertainment, Pantalion films, 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, Sony Pictures.

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.



Recent Spanish cinema's press conference.

The 18th annual showcase of the new films from Spain took place October 11-14, 2012, at the Egyptian Theatre on the renowned Hollywood Walk of Fame, as the host venue for multiple projections of Spanish filmmakers.

In this 2012 edition, we have been honored to have the presence of Angela Molina and Pablo Berger, actress and director in BLANCANIEVES, Patricia Ferreira, director in THE WILD ONES and Benito Zambrano, director in THE SLEEPING VOICE.

The Recent Spanish Cinema series has developed as an initiative of the Spanish Institute of Cinematography and the Audiovisual Arts ([Instituto de la Cinematografía y de las Artes Audiovisuales – ICAA](#)), a division of the Spanish Ministry of Culture, in collaboration with [American Cinematheque](#). And, with the Spanish “Audiovisual Producers’ Rights Management Association” ([Entidad de Gestión de Derechos de los Productores Audiovisuales – EGEDA](#)), coordinating and supervising the series from its branch in Los Angeles, the event was a huge success yet again.

The press conference took place at EGEDA US with the support of EGEDA US’s team.



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 2012 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.



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. "Pan Negro" ("Black Bread"), "Chico and Rita", "Wrinkles" and "Blancanieves" in their way to the Oscars and 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.

Other Tailored services for producers provided by EGEDA US were:

- Providing the use of EGEDA US space for a documentary for Russian TV filming by EGEDA member Christian Rodrigo.



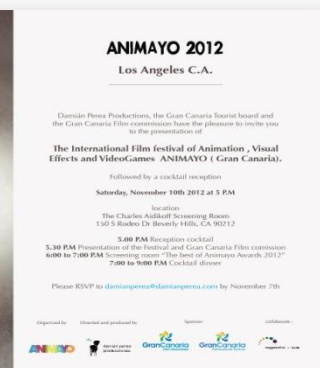
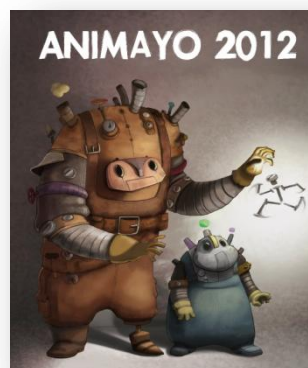
- Providing the use of EGEDA US space for a TV France interview to EGEDA member Robbie Mahrou.



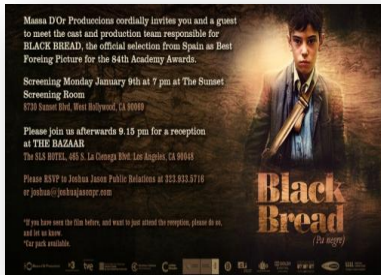
- Support and promotion of Animayo 2012.



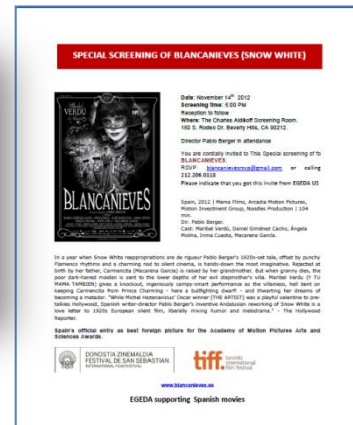
www.animayo.com



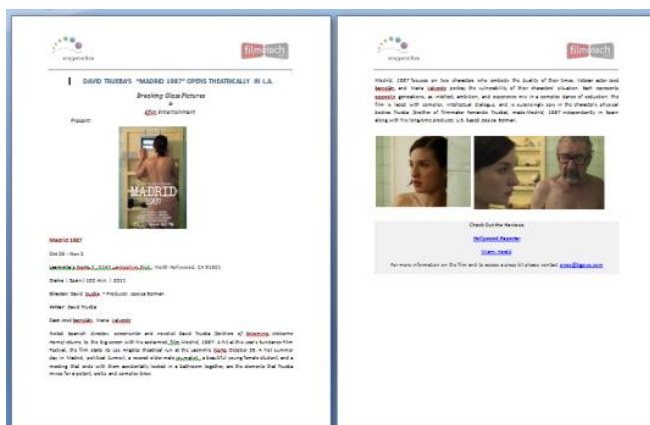
- Support to the Campaign of “Pa Negre” in their way to the Oscars and in their way to the Golden Globes



- Support to the Campaign of “Blancanieves” In their way to the Oscars and in their way to the Golden Globes .



- Promotion in the USA campaign of “Madrid 1987” In Los Angeles and Miami



- Promotion and support of Spanish production “La última isla” at The feel good film festival”.



- Support to Spanish filmmaker Raul Garcia and his short film “The fall of the house of Usher” on his way to the Oscars.



In addition to these activities, EGEDA US received and attended to requests by institutions such as the Consulate of Spain in Los Angeles, the Spanish Embassy in Washington, DC and the Tourism Office of Spain in LA.

3.3. 3. *Organization of events.*

Recent Spanish cinema series in Los Angeles.

Once again, the 18th 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 2012 film series took place October 11-14, 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, the fantastic film "Blancanieves" by Pablo Berger and along with it, the series included 6 of Spain's best films from 2012: the 2012 Goya Best Film winner "No Rest For The Wicked" (No habrá paz para los malvados) from director Enrique Urbizu; Alberto Rodriguez's crime drama "Unit 7" (Grupo 7) and Fernando Gonzalez Molina's coming-of-age drama and romance "I Want You" (Tengo ganas de ti), both starring Spanish star Mario Casas. Also included are Ignacio Ferreras' stunning animated feature "Wrinkles" (Arrugas); "The Wild Ones" (Els nens salvatges) an elegant triptych of coming-of-age tales from director Patricia Ferreira; and 2011's much lauded, multiple-Goya winner Benito Zambrano's "The Sleeping Voice" (La voz Dormida).

Persons involved in the making of some of the films were on-hand at this series, including director Pablo Berger and actress Ángela Molina for "Blancanieves", director Benito Zambrano with "The Sleeping Voice", Patricia Ferreira with "The Wild Ones" and actress María Valverde with "I Want You" each of whom presented their respective films and held a Q&A session with the audience after the screenings of each.



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.

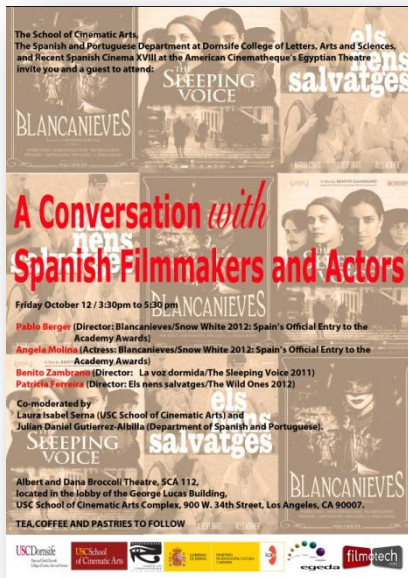
These are exclusively directed to American distributors to showcase the latest productions of Spanish cinema on a regular basis at the Aidikoff Theater.

Some of the selected movies were : "The sex of the angels", "Wilaya", "La chispa de la vida", "O Apostolo" and "Arrugas".



A Conversation with Spanish Filmmakers and Actors from RECENT SPANISH CINEMA XVIII

On October 12th 2012 took place at the USC School of Cinematographic Arts in Los Angeles a “Coloquio con cineastas y actores españoles” (A conversation with Spanish filmmakers and actors)



Co-moderated by Laura Isabel Serna (USC School of Cinematic Arts) and Julian Gutierrez-Albilla (Department of Spanish and Portuguese) and with the attendance of:

- Pablo Berger (Director) Blancanieves (2012): Spain's Official Entry to the Academy Awards
- Ángela Molina (Actor) Blancanieves (2012): Spain's Official Entry to the Academy Awards
- Patricia Ferreira (Director) Els Nens Salvatges/ The Wild Ones (2012)
- Benito Zambrano (Director) La Voz Dormida/The Sleeping Voice (2011)

EGEDA, the Spanish and Portuguese Language Department of the USC Dornsife College of Letters, Arts and Sciences and the USC School of Cinematographic Arts, gave the students the opportunity of enjoying a very interesting conversation among the Spanish talent in which they presented the movies that were going to be screened at the Spanish series and spoke about the situation of the Spanish film industry.



New Filmmakers from Spain 2012

Short film contest.

The Audiovisual Producers' Rights Management Association, EGEDA, in collaboration with the American Cinematheque, organized the third edition of the [New Filmmakers from Spain](#) Student Short Film Contest in the USA. The winner was shown at the following the Recent Spanish Cinema Series in Los Angeles opening gala and Recent Cinema from Spain in Miami closing night. The winning short received a distribution award from the [FREAK Agency](#), the sole sponsor of the competition, which consists of distribution of the short at 50 Spanish festivals. The award also includes a distribution strategy, registration of the winning short film at the festivals specified by the agency.

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 2012 winner was "WINGS", a 8 min short film directed by José Villalobos and produced by Christian Rodrigo, José Villalobos and German Izquierdo.



A man ties in his father's job with his own in this well-crafted short.

Jury members: Andrew Crane, Arnold Schwartzman, Millán Vázquez Ortiz.



Spanish film study day : “Copito de nieve”

Organized by the American Cinematheque, the Spanish Resource Center, Education Office of the Spanish Consulate in LA, EGEDA (Audio-visual Producers Rights Management Association) and the Department of Spanish and Portuguese, Dornsife College of Letters, Arts and Sciences USC.

Students from Ralph A. Gates Elementary and El Marino Language School had the chance to enjoy a Spanish recent film. Before and after watching the film, students were engaged in a series of film and Spanish-language related PEDAGOGICAL TASKS to help them make the most of the film while improving their Spanish-language skills. Activities jointly designed by Carmen Fernández Santás, Director of the Spanish Resource Centre, and Dr. Julián Daniel Gutiérrez- Albilla, Assistant Professor of Spanish at USC.

Screening and Q&A of Nacho Vigalondo’s “Extraterrestrial” in Los Angeles

The office of EGEDA US in Los Angeles gave support and assistance to the distributor in the US of Nacho Vigalondo’s “Extraterrestrial” coordinating and organizing a special screening of the movie one week before his theatrical release in the US.

The screening was followed by a Q&A with the director, moderated by Elvi Cano, Executive Director of EGEDA US.



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

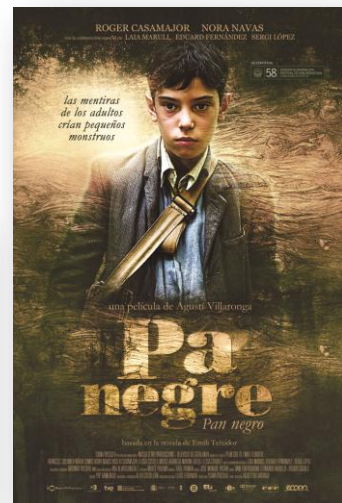
Palm Springs International Film Festival

"Pa negre" Oscar promotion as best foreign picture"

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 23rd presentation of the Palm Springs International Film Festival, concluded January 14, presented 188 films from 73 countries, **including 40 of the 63 foreign language offerings for the Academy Award.**



Among them "**Black bread**", written and directed by Agusti Villaronga and winner of thirteen Gaudi Awards and nine Goya Awards, and selected as the Spanish entry for The best Foreign Language Film at the 84th Academy Awards.

Producer Isona Passola, Director Agustin Villaronga and actors Fransesc Colomer and Marina Comas attended Palm Springs film festival as part of their Oscars Campaign. EGEDA was present at the film festival, represented by Elvi Cano, Executive director of EGEDA US and Soledad Gonzalez, Marketing Director of EGEDA US, participating actively in "Black Bread's Oscar campaign".

Besides Black Bread, there were 8 more Spanish productions and coproductions at the Festival: "Cousinhood", "The perfect stranger", "Happy new year Grandma", "Wrinkles", "Las acacias", "By the fire", "The squad" and "Jose and Pilar".

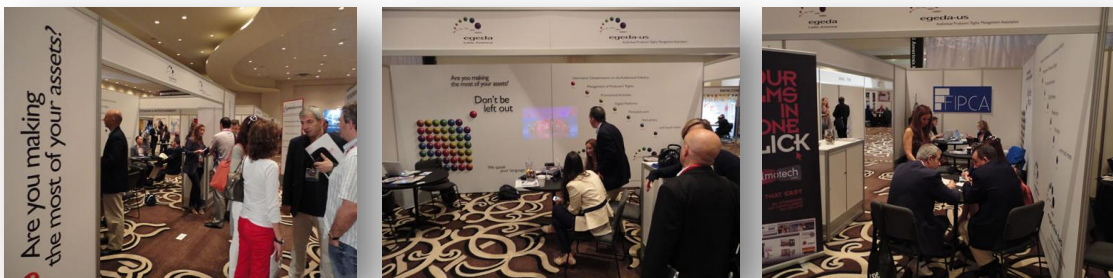
NATPE

EGEDA and Filmotech attended NATPE 2012 in Miami as part of the activities that EGEDA is developing in the US for the promotion and circulation of Spanish cinema. NATPE is the global content marketplace for a digital world. NATPE is committed to being the destination for buyers and sellers. **NATPE is a catalyst in the content revolution.**

The annual NATPE (National Association of Television Program Executives) Conference and Exhibition took place in Miami Beach January 23-25. Over 5000 television professionals from 43 different countries attended the event.

At EGEDA's booth there was a space at the disposal of EGEDA and FIPCA's members for them to be able to hold meetings at the television market.

EGEDA US was present at NATPE, represented by Elvi Cano, Executive Director and Soledad Gonzalez, Marketing Director.



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.

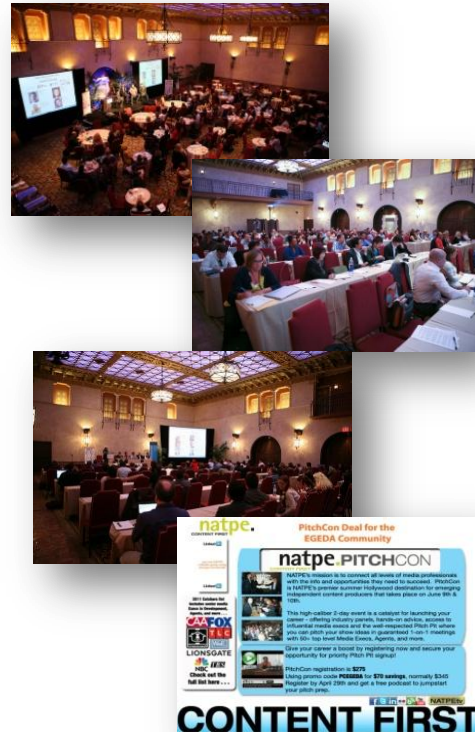
Featuring over 100 films from Latin America, **Spain** and the USA, for two weeks over 35,000 audience members enjoyed this cross-cultural educational encounter: special events, film screenings and workshops held in theatres and other venues, including colleges, universities and community base organizations.

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



AFI

AFI FEST was honored to present The USA pre-release of "The impossible" by Juan Antonio Bayona.

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

National Association of Latino Independent Producers (NALIP)

NALIP Annual Conference 2012: Diverse Voices, Universal Content

The National Association of Latino Independent Producers (NALIP) is a national membership organization that addresses the professional needs of Latino/Latina independent producers. NALIP is the first such effort aimed at Latino production in thirty years, and it is the first to last more than one year and to provide ongoing support for the Latino independent film and video makers. We stand as the premiere Latino media organization, addressing for twelve years the most underrepresented and the largest ethnic minority in the country.



NALIP 2012: Diverse Voices, Universal Content is presented by Time Warner, Inc. and the National Latino Media Council. NALIP will host the USA's only annual gathering of top level Latino executives, content makers and game changers in the Latino media field. This dynamic and star studded weekend includes keynotes, plenaries, 'Conversations With,' workshops and networking events. The conference begins Friday, with keynote speaker, film director, screenwriter, producer, Robert Rodriguez. Saturday's keynote speaker will be Universal Studios' President and COO Ron Meyer.

EGEDA US one more year has got a special rate for EGEDA members who would like to take part in NALIP.

NALIP Annual Conference 2012: Special Affiliate rate for EGEDA members

NALIP 2012: Diverse Voices, Universal Content

The National Association of Latino Independent Producers Creates A Collaborative Arena

That Brings Together The Business And Art Of Filmmaking For Latinos



The National Association of Latino Independent Producers presents its thirteenth annual NALIP Conference to be held April 13 - 15, 2012 in Universal City.

Online registration is available now at <http://conference2012.nalip.org>

American Film Market (AFM)

EGEDA and Filmotech attended the 33rd annual American Film Market 2012.

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](#).



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.

Fort Lauderdale International Film festival 2012

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 Fort Lauderdale International Film Festival.



Los Angeles Film Festival

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.

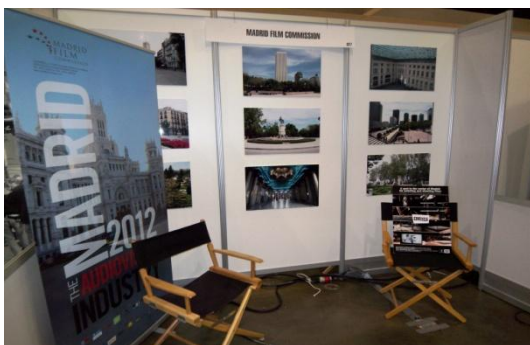


The International Showcase highlights innovative independent narrative and documentary features from outside the United States.

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.

AFCI Location Show

EGEDA US attended Proshow and Location fair 2012 together with The Madrid Film Comission.



3.5. Disemination of information

NEWSLETTERS & INFORMATION NOTES sent to members of EGEDA US

January 2012

Supporting Spanish Films on their way to the Oscars Pa negro
Supporting Spanish Films on their way to the Oscars Arrugas
Newsletter SPANISH MOVIES IN USA January 2012
Open Registration for 4th Annual Film Finance Forum 2012

March 2012

From Oscar-winning director FERNANDO TRUEBA and legendary artist JAVIER MARISCAL, Academy Award® nominee CHICO & RITA opens March 9 at Landmark Nuart.
Call for Entries: Palm Springs International Short Fest & LA Shorts Fest.
NALIP Annual Conference 2012: Special Affiliate rate for EGEDA members.
Call for Entries: PGA presents 3rd Annual Producers Showcase (PROSHOW)

April 2012

Call for Entries: POV Annual call for entries is now open
SPANISH MOVIES IN USA – APRIL 2012
Call fro entries: AFI FEST 2012

May 2012

PitchCon Deal for EGEDA members
Call for entries: Los Angeles Latino International Film Festival
PRODUCED BY CONFERENCE special rate for EGEDA members
SPANISH MOVIES IN USA – MAY 2012
New French subsidy fund for international co-productions
Invite to The first annual Friend of International Cinema Award

June 2012

Estreno de "ACORRALADOS", una producción de BOSCO ENTERTAINMENT
SPANISH MOVIES IN USA – JUNE 2012

July 2012

SPANISH MOVIES IN USA – JULY 2012

August 2012

SPANISH MOVIES IN USA – AUGUST 2012

September 2012

SPANISH MOVIES IN USA – SEPTEMBER

October 2012

Special screening of "THE IMPOSSIBLE" By JUAN ANTONIO BAYONA at AFI FEST2012
HBO / NALIP Documentary Filmmaker Award
DAVID TRUEBA'S "MADRID 1987" OPENS THEATRICALY IN L.A.

November 2012

SPANISH MOVIES IN USA – NOVEMBER
Call for entries: NEW FILMMAKERS FROM SPAIN_2012 Student Short Film Contest
Call for entries: AFI FEST 2012
Special screening of "EXTRATERRESTRIAL" by NACHO VIGALONDO

December 2012



SPANISH MOVIES IN USA – DECEMBER






CALENDAR OF EVENTS OF THE AUDIOVISUAL FIELD IN THE USA.

2012 Calendar

CONFERENCES & MARKETS

JANUARY	JAN 23-25 Miami	 Natpe Market and conference January 23 – 25, 2012
MARCH	MAR 8-8 Los Angeles	 Film Finance Forum March 6 – 8, 2012 Deadline: March 5, 2012
APRIL	APR 13-15 Los Angeles	 Natpe Annual Conference April 13 – 15, 2012 Date: TBC
JUNE	JUN 7-8 Los Angeles	 NATPE PitchCon June 7 - 8, 2012 Open for entries
	JUN 8-10 Los Angeles	 Produced by 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	 Seminar Program for Professional Latin American and European Film Date: TBC
	OCT Los Angeles	US Film Industry Immersion program Los Angeles Date 2012: TBC
NOVEMBER	NOV 31-7 Los Angeles	 American Film Market 31 Oct. - 7 Nov. 2012 Open for entries
	NOV Los Angeles	 IFTA Annual Production Conference Date: TBC

AWARDS

JANUARY	JAN 15 Los Angeles	 Golden Globes Awards January 15, 2012
FEBRUARY	FEB 25 Los Angeles	 Film Independent Spirit Awards February 25, 2012
	FEB 26 Los Angeles	 The Academy Awards: The Oscars February 26, 2012

2012 Calendar

FESTIVALS

JANUARY	JAN 5-16 Palm Springs	 Palm Springs Film Festival January 5 – 16, 2012
	JAN 19-20 Park City, Utah	 Sundance Film Festival January 19-20, 2012
MARCH	MAR 2-11 Miami	 Miami International Film Festival March 2-11, 2012
APRIL	APR 13-26 Chicago	 Chicago Latino Film Festival April 13-26, 2012
	APR 18-20 New York	 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	 Recent Spanish Cinema Date: TBC
NOVEMBER	NOV Miami	 Recent Cinema from Spain Date: TBC
	NOV Los Angeles	 AFI FEST AFI Festival. Date: TBC Open for entries in March 2012

3.6. COMMUNICATION AND PRESS.

During 2012 the following press releases were sent from EGEDA US office.

- Los Angeles Recent Spanish Cinema
- Miami Recent Cinema from Spain
- IBerFilmAmerica. Primer festival de internet de cine iberoamericano.
- “Chico and Rita” Oscars’s press conference.

EGEDA (the Spanish Audiovisual Producers’ Rights Management Association), the Olympia Theater at the Gusman Center for the Performing Arts, and the Miami International Film Festival of Miami Dade College present:



Recent Cinema from Spain II
November 8 - 11, 2012
Egyptian Theatre at the Gusman Center Miami

and CORDIALLY INVITE you to the

Special Kick Off Party

Wednesday, October 3, 2012

Hosted by the Honorable Ms. Cristina Barrios, Consul General of Spain in Miami, to present the second edition of the Recent Cinema from Spain film series taking place in Miami November 8-11, 2012.

Location: Consul's Residence
3600 Granada Boulevard
Coral Gables, FL 33134

Date & Time: Wednesday, October 3, 2012
7:30PM - 9:30PM

RSVP: cheryl@thepattongroupinc.com

For more information about the film series, please see:
www.miami.recentcinemafromspain.com

For Immediate Release
October 11, 2012

Media Contact:
Sofiedad González sofiedad.gonzalez@egeda.com
Tel. 310 246 0531

Versión en español está a continuación

Recent Spanish Cinema **XVIII**
October 11 - 14, 2012 Los Angeles

Los Angeles, CA

Organized by Spain's Institute of Cinematography & Audiovisual Arts, along with EGEDA and the American Cinematheque

With *Blancanieves* ("Snow White"), the Egyptian Theater in Hollywood had to display the "Sold Out" sign.

Pablo Berger, Ángela Molina, Benito Zambrano, Patricia Ferreira, Enrique Bunbury, Isabel Serrano, Félix Gómez, among others, strode the red carpet at the Opening Night ceremony.

Broadcast-quality photographic and audiovisual materials for this event now available

The Institute of Cinematography & Audiovisual Arts of the Spanish Ministry of Education, Culture & Sport and EGEDA (Spanish "Audiovisual Producers Rights Management Association"), both of which actively strive to promote Spanish cinema internationally, along with the American Cinematheque, an institution which aims to bring Spanish films to US audiences, are presenting the eighteenth edition of the Recent Spanish Cinema series at the Egyptian Theatre from October 11 to 14, 2012.

On these dates, American audiences can see the recently-released films most representative of current Spanish cinema, with their star actors and directors on-hand at the screenings. Pablo Berger, Ángela Molina, Benito Zambrano and Patricia Ferreira will be at the Egyptian Theatre in Los Angeles, presenting their films at the most important event for Spanish cinema in Hollywood.

The series opened with *Blancanieves* ("Snow White"), one of the hit films of the year, directed by Pablo Berger and starring García, Maribel Verdú and Ángela Molina, and representing Spain

iberfilm america
1^{er} festival en internet de cine iberoamericano

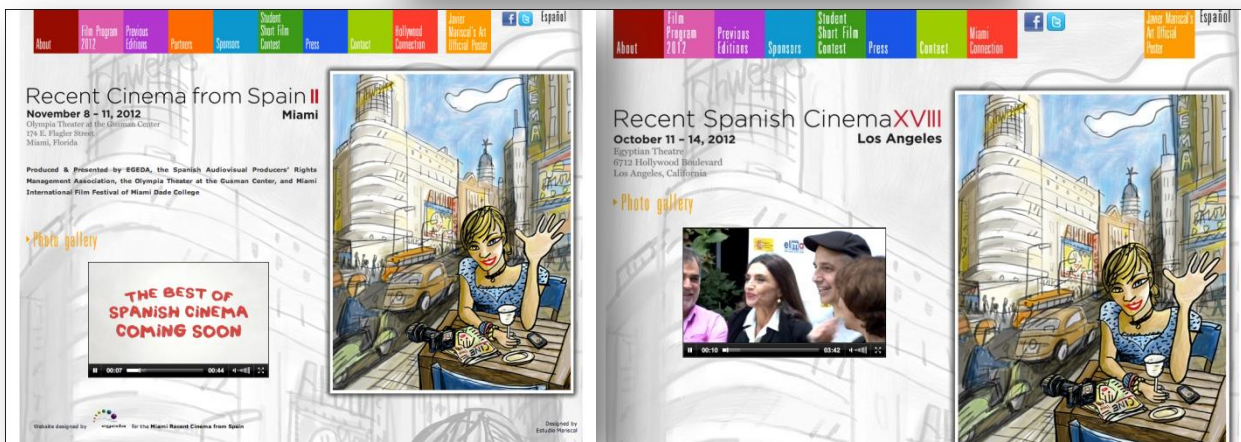
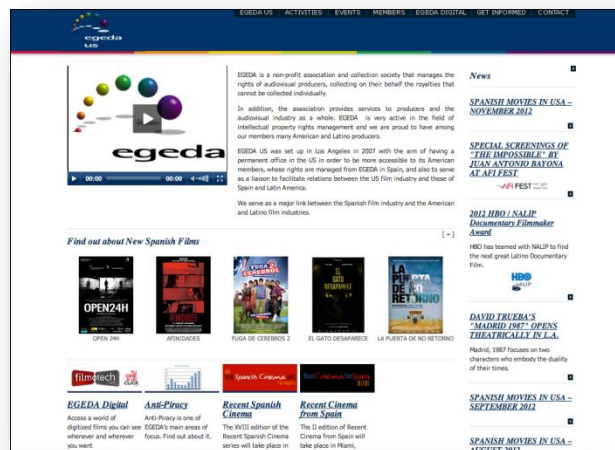
3.7.RELATIONSHIPS WITH OTHER FILM FESTIVALS ,INSTITUTIONS AND ASOCIATIONS.



IV. 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



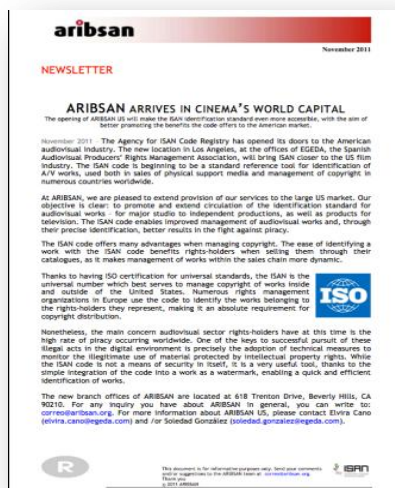
V.ARIBSAN US.

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.

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.



From EGEDA US we manage ARIBSAN US.

