

2013

ANNUAL REPORT

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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



ELVI CANO.

Executive Director and
Communication Director
of EGEDA US



RAFAEL SÁNCHEZ.

Associate Managing Director
EGEDA US and Executive
Director of EGEDA.



TOMAS BAUTISTA

External Communication
Adviser



ALBERTO MORILLAS

Intern 2013



GARLENE MÉNDEZ

Intern 2013

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

November 21-24 2013

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.

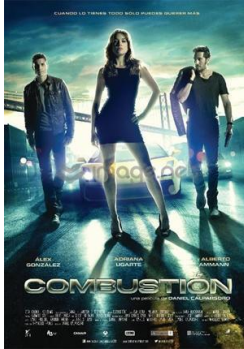


The series was presented with collaboration from the Olympia Theater at the Gusman Center, where the films were shown and with the support of the ICAA. This theater is a renowned jewel of South Florida Arts and Entertainment facilities, a legendary setting which provided even more magic and glamour to this grand event.

This year's film series was held November 21-24 2013 at the prestigious Olympia Theater at the Gusman Center for the Performing Arts and opened with the showing of Spain's box office **A GUN IN EACH HAND** presented by Javier Camara and directed by Cesc Gay its one of the wittiest recent Spanish comedie. Cast. Javier Cámara, Jordi Mollá, Eduardo Noriega, Cayetana Guillen Cuervo, Candela Peña, Leonor Watling, Clara Segura, Luis Tosar, Leonardo Sbaraglia y Alberto San Juan.



Followed by the rest of the program:



COMBUSTION.

Daniel Calparsoro.

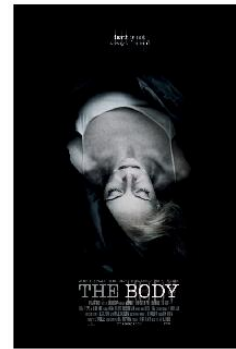
Cast: María Castro,
Miguel Angel Silvestre,
Alex González and
Adriana Ugarte.



SON OF CAIN.

Jesus Monllaó

(in attendance). Cast:
Julio Manrique, José
Coronado, David Solans y
María Molins.



THE BODY.

Oriol Paulo.

Cast: José Coronado,
Hugo Silva, Belén Rueda
and Aura Garrido.



HOLD UP.

Eduard Cortes.

Cast: Amaia Salamanca
(In attendance), Oscar
Jaenada y Guillermo
Francella.



**CONCERT WITH JUAN
PERRO**, the former leader
of one of Spain's greatest
rock bands of all time,
Radio Futura.



THE LAST DAYS.

David Pastor and Alex
Pastor. Cast: Quim Gutiérrez
and Marta Etura.

The series also had the screening of the shortfilm TRYOUTS and a **CLOSING NIGHT CONCERT**. Both Opening and closing night brought over 1000 people to The Olympia Theater..

During the four days of the film series, more than 3,500 persons attended. The series is already part of the cultural agenda of Miami after 3 years of great success.

More information at <http://www.miami.recentcinemafromspain.com/>

3.2.2. Presentation Event of The Third Edition of Recent Cinema From Spain in Miami



To kick off the third edition of the RECENT CINEMA from SPAIN FILM SERIES, EGEDA US and THE OLYMPIA THEATER AT THE GUSMAN CENTER FOR THE PERFORMING ARTS hosted a presentation event on Wednesday, September 25, 2013 for over 400 guests. The celebration, presented by Margaret Lake (Director, Olympia Theater) and Elvi Cano (Executive Director, EGEDA U.S.) took place at the iconic Olympia theatre at The Gusman Center for Performing Arts where guests enjoyed a presentation announcing the selected movies that will be included in this year's series this November.

Following the reception and program announcements guests were invited to watch Director Fernando Trueba's award-winning classic film "CALLE 54".

This event also included the collaborating institutions of the **Miami Book Fair International 2013**, **CCE** (Centro Cultural Español) and the **Spain-Florida Foundation 500 Years**.

3.2.3. Collaboration with MIFF

March 1-10, 2013

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 second time, EGEDA is a proud sponsor of the 2013 Miami International Film Festival (MIFF), in which the following Spanish productions and co-productions were screened: "The artist and the model", "A gun in each hand", "Belle Epoque", "Animals", "The End", "Everybody has a plan", "Ghosts graduation" and "White elephant" among others.

EGEDA developed **VeoMiami**, a Viewing Experience Online of Works of Miami International Film Festival, as an industry component of the 30th Annual Miami International Film Festival. VeoMiami is an Internet platform established for the viewing of works from anywhere in the world, security encoded and watermarked. More than 50% of the MIFF 2013 catalogue has been digitalized and included the Ibero-American Digital Market.



EGEDA, as well sponsored **ENCUENTROS**, a industry initiative at MIFF, with the objective of facilitating and supporting the completion of Latin American and U.S. Hispanic feature film projects in post-production and propelling them towards their debuts on the international stage. Miami Encuentros 2013 was for the first time in the program's history, awarded a cash prize of USD\$ 10,000 to one winning project, as selected by a jury of industry professionals. **The prize is sponsored by EGEDA**. In addition, Madrid/Barcelona-based International Sales Agency 6 Sales offered a 2-year representation contract to a winning project, with the ultimate goal of securing worldwide distribution.



The winner of ENCUENTROS 2013 was "All about the feathers" ("Por las plumas"). Directed by Neto Villalobos and Produced by La Sucia Centroamericana Producciones, Costa Rica.

This is part of the activities that EGEDA does to help Spanish and Latino producers to get distribution in the USA.

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.

3.2.4. A conversation with Filmmakers and actors at Centro Cultural Español in Miami (Spanish cultural center in Miami)

On November 22nd 2013 a “Round table” conversation with Spanish filmmakers and actors invited to the Recent Cinema from Spain series took place at the CCE (Centro Cultural Español) in Miami.

The event was presented by Julián Linares and and moderated by Rafael Sanchez, Managing Director of EGEDA US, with the attendance of:

Director: Jesús Monllaó “Son of Cain”

Actors: Javier Cámara “A Gun in each Hand” and Amaia Salamanca “ Hold Up”.

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 Recent Cinema from Spain series and spoke about the situation of the Spanish film industry.



3.2.5. Fourth Edition of New filmmakers from Spain short film contest

This Contest is an initiative of Egeda and The American Cinematheque designed to provide exhibition platform for up-and-coming directors and producers who are currently residing in the USA or who were living in the United States during the production of their short film.



The director/producer of the winning short received a distribution award from the company **MOVIBETA FESTIVAL AND DISTRIBUTION**, the sole sponsor of the competition, which consists of distribution of the short at 100 Spanish & International Film festivals chosen by **MOVIBETA**



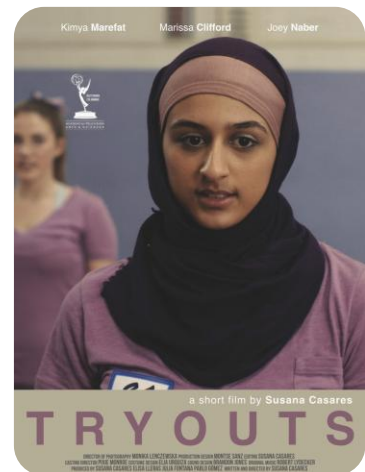
2013 Jury Members :

Andrew Crane. Programmer and Director of Special Projects Department Partners , the American Cinematheque .

Matthew Stein. Currently Independent Producer with a non- exclusive contract with Dimension Films, the genre division of The Weinstein Company. He was Executive Vice President of Production and Executive Producer Dimension Films titles like Halloween, Scream and Apollo 18 , among many others.

David Victori. Winner of the 1st edition of the Film Festival organized Youtube Ridley Scott and Michael Fassbender . It has been selected by Variety as one of the ten Spaniards to follow in the years to directors . Personal Assistant to the Spanish director Bigas Luna, is the director of the award-winning short film "Reaction " and " Guilt " . He is currently working with Scott Free and Michael Fassbender in a draft webseries .

Due to increased enrollment and great quality of the films , this year's jury wanted to make a special mention (Finalist):



The winner of the 2013 short film contest went to " Tryouts " (The Trial) Susana Casares. Special Mention to the Short Film "US" (We) by Alex Lora.

3.2.6. The city of Miami Film Comission & Egeda Agreement

EGEDA (Audiovisual Producers' Rights Management Association) and The City of Miami film commission signed a Collaboration and development Agreement in order to create and explore educational, business and cultural initiatives in film and other global media industries, also to serve as a liaison to facilitate relations and productions between the US film industry, specially in Miami, Florida and those of Spain and Latin America.

The event took place at the Spanish cultural Center in Miami, presented by Julián Linares and the agreement was signed by The city of Miami commissioner Willy Gorth, the director of The City of Miami Film Commission Vinnie Betancourt and Rafael Sánchez, Manager Director of EGEDA. Both entities are in agreement to establish mutually beneficial business exchanges and partnerships to develop several projects in the field of film, and global media industry that shall highlight the creative potential of both film industries, as well as promote the distribution of movies in the USA.

From EGEDA, we defend the Intellectual property rights but we also generate work and promote the film industry. Commissioner Willy Gorth said that this agreement is going to benefit very much the city as the film industry itself generate \$60.000 Millions.

This agreement has been signed during the celebration of the third edition of Recent Cinema from Spain.

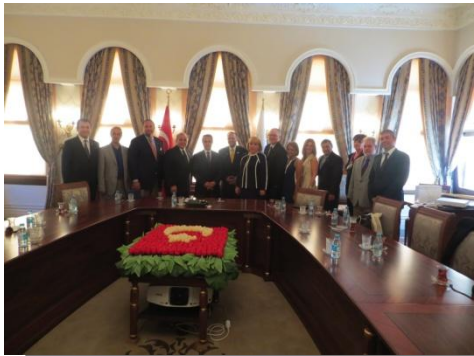


3.2.7. Business Development Mission to the Republic of Turkey and Round table at CAMACOL



In June, EGEDA US was invited to participate in a Business Development Mission to the Republic of Turkey

This commercial mission was organized by the LATIN CHAMBER OF COMMERCE OF THE UNITED STATES, (CAMACOL), in partnership with The Istanbul Center .June 19-29, 2013



The Mission was Presided by Hon. Commissioner Wifredo “Willy” Gort, Vice Chair City of Miami Commission & Chair Of CAMACOL’s Hemispheric Congress together With Mrs. Patricia Arias, Managing Director CAMACOL, Mrs Charlotte Gallogly, President World Trade Center Miami and Carolina Rendeiro, Chair International Advisory Committee/Beacon Council and Mr.Eduardo Torres, Director South Florida United States Department of Commerce among others.



Elvi Cano, attended and participated in this commercial mission on behalf of EGEDA US as the liaison between the Spanish & Latin American Film Industry and the blooming film industry in the Republic of Turkey and held meetings with the Ministry of Culture and the promotion agency of Turkey and also the government experts in culture and film industry .

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

3.3.1. Presentation event Recent Spanish cinema in Los Angeles

To announce the 19th edition of the RECENT SPANISH CINEMA series this October, we celebrated as well the release of Pedro Almodóvar's new film I'M SO EXCITED with a pair of classics from the director at the Egyptian Theatre : "WOMEN ON THE VERGE OF A NERVOUS BREAKDOWN" and "MATADOR".

Program began with a tasting of wines from 6 different wineries from La Mancha, Spain, including the premium Spanish brands :Altolandon, Encomienda de Cervera, Arrayan, Finca el Refugio, Verum and Los Aljibes ,and Spanish jamon and cheese.



Among the guests who attended the event was a great number of Spanish professionals working from entertainment industry such as Filmmaker and actor Achero Mañas, Actor Miguel angel Muñoz and Sony International marketing director Ignacio Darnaude to name a few. Members of the MPAA, HFPA, BAFTA, directors of other film festivals, and representatives of Spanish institutions such as the general consul of Spain in Los Angeles Mr Enrique Ruiz Molero, the director of The tourist office of Spain in Los Angeles, Javier Piñanes and the director of the Spanish Trade commission office in Los Angeles Jorge Sanz. Together with Angelinos lovers of Spanish cinema.

The Recent Spanish cinema series is produced by The Spanish Institute for Film and Audiovisual Arts (ICAA) a part of the Ministry of Education, Culture and Sport, together with the American Cinematheque and EGEDA.



3.3.2 Recent Spanish cinema series in Los Angeles

October 16-19, 2013

The 19th annual showcase of the new films from Spain took place October 16-19, 2013, at the Egyptian Theatre on the renowned Hollywood Walk of Fame, as the host venue for multiple projections of Spanish filmmakers.



The Opening Night gala was a complete success and the film shown was Spain's entry for the Oscar for Best Foreign Language Film, the film *15 YEARS AND A DAY* and we were honored by the presence of the prestigious actor Tito Valverde.

Also attending the series were actors Hugo Silva and Carlos Bardem with the screening of *The Body and Scorpion in Love*, and filmmaker Cesc Gay with *A Gun in Each Hand*. As well as producers Álvaro Longoria and Pedro Uriol, each of whom presented their respective films and held a Q&A session with the audience after the screenings of each movie.

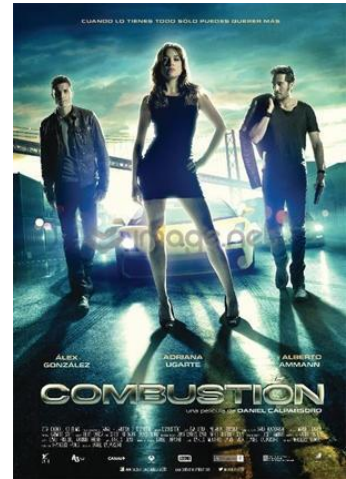
The film series got off with a very successful Opening night having the auditorium packed to almost full capacity: 618 seats.



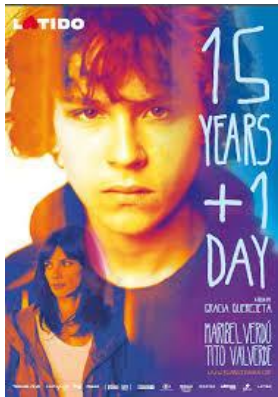
THE LAST DAYS.
David Pastor and
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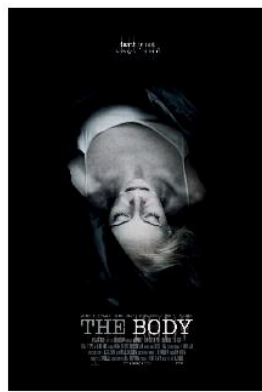
SCORPION IN LOVE,
Santiago Zannou.
Cast. Carlos Bardem,
Álex González, Javier
Bardem, Alberto
Ammann and Judith
Diakhate



COMBUSTION.
Daniel Calparsoro.
Cast. María
Castro, Miguel
Angel Silvestre,
Alex González and
Adriana Ugarte.



Included in this year's
lineup were Spain's
official 2014 Best
Foreign-Language Oscar
entry **15 YEARS AND A
DAY**, Gracia Querejeta's
film. Cast. Maribel
Verdú, Tito Valverde (IN
ATTENDANCE) and Aron
Piper.



THE BODY.
Oriol Paulo. Cast. José
Coronado, Hugo Silva,
Belén Rueda and Aura
Garrido.



**CARMINA OR FLOW
UP.** Paco León. Cast.
Carmina Barrios, María
León, Paco Casaus and
Ana M^o García.



A GUN IN EACH HAND.
Cesc Gay's. Cast. Javier
Cámara, Jordi Mollá,
Eduardo Noriega,
Cayetana Guillen Cuervo,
Candela Peña, Leonor
Watling, Clara Segura,
Luis Tosar, Leonardo
Sbaraglia y Alberto San
Juan

3.3.3 Press conference

Recent Spanish cinema's press conference.

The 19th annual showcase of the new films from Spain took place October 16-19, 2013, at the Egyptian Theatre on the renowned Hollywood Walk of Fame, as the host venue for multiple projections of Spanish filmmakers.

In this 2013 edition, we have been honored to have the presence of Actors Tito Valverde on behalf of "15 YEARS AND A DAY", Carlos Bardem on behalf of SCORPION IN LOVE ,Hugo Silva on behalf of THE BODY and filmmaker Cesc Gay on behalf of AGUN IN EACH HAND.

The Recent Spanish Cinema series has developed as an initiative of the Spanish Institute of Cinematography and the Audiovisual ([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 press conference took place at EGEDA US office with international media in attendance.

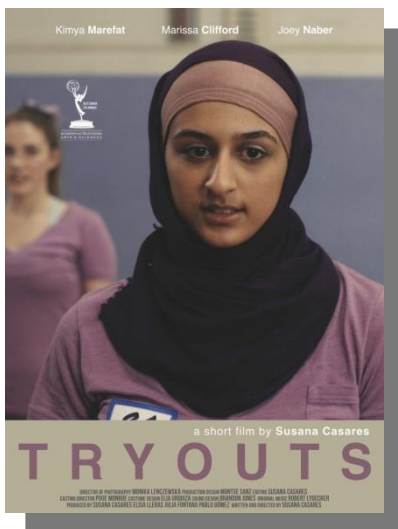


3.3.4. Fourth Edition 2013 NEW FILMMAKERS FROM SPAIN

This Contest is an initiative of Egeda and The American Cinematheque designed to provide exhibition platform for up-and-coming directors and producers who are currently residing in the USA or who were living in the United States during the production of their short film.



The director/producer of the winning short received a distribution award from the company **MOVIBETA FESTIVAL AND DISTRIBUTION**, the sole sponsor of the competition, which consists of distribution of the short at 100 Spanish & International Film festivals chosen by MOVIBETA



2013 Jury Members: :

Andrew Crane. Programmer and Director of Special Projects Department Partners , the American Cinematheque .

Matthew Stein. Currently Independent Producer with a non- exclusive contract with Dimension Films, the genre division of The Weinstein Company. He was Executive Vice President of Production and Executive Producer Dimension Films titles like Halloween, Scream and Apollo 18 , among many others.

David Victori. Winner of the 1st edition of the Film Festival organized Youtube Ridley Scott and Michael Fassbender . It has been selected by Variety as one of the ten Spaniards to follow in the years to directors . Personal Assistant to the Spanish director Bigas Luna, is the director of the award-winning short film "Reaction " and " Guilt " . He is currently working with Scott Free and Michael Fassbender in a draft webseries .

The winner of the 2013 short film contest went to " Tryouts " (The Trial) Susana Casares. Special Mention to the Short Film "US" (We) by Alex Lora.

3.3.5 Film Study day : "Tadeo Jones"

Organized by the American Cinematheque, The Institute of Cinematography and Audiovisual Arts (ICAA), the Spanish Resource Center, Education Office of the Spanish Consulate in LA and EGEDA (Audio-visual Producers Rights Management Association).

Students had the chance to enjoy a Recent Spanish Film, TADEO JONES. 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 Rosario Outes, director of the Spanish Resource Center. The event was a great success receiving more than 600 students from Elementary Schools.



3.3.6 ROUND TABLE AT WARNER STUDIOS



SPECIAL SCREENING AND Q&A OF THE BODY AT WARNER BROS STUDIOS

Recent Spanish cinema was invited by The Fullbright Association, The New York Film Academy and Atypical Spanish to hold a screening of *The Body* by Director Oriol Paulo at Warner Bros Studios followed by a Q&A with the lead actor Hugo Silva and the US distributor of the movie.

This screening was a special screening for Fullbrighters and NYFA Moderated by Moderated by Dr. Louis Fantasia, Chair of Liberal Arts and Sciences of New York Film

3.3.7 LATC:US Film Industry Immersion Program in Los Angeles

5th Annual LATC 2013

The US Film Industry Immersion program took place in Los Angeles at the American Cinematheque Theatre from Nov 4-9.

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

Thirty 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.



With the participation of The National Association of Latino Independent Producers (NALIP), Independent Film & Television Alliance (IFTA) Foundation, Writers Guild of America (WGA) and Producers Guild of America (PGA),

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.



3.3.8 Collaboration agreement Cine-club Spain-Art and culture

EGEDA and the embassy of Spain in Washington DC signed an agreement for collaboration between EGEDA and the embassy's cultural department to supply the embassy with the films they need for their "Cine Club" as an activity to promote Spanish movies in the USA.



CINE-CLUB: 'ANIMALS'

in *WASHINGTON, D.C.* on 11/21/2013 | [FILM](#)

SPAIN arts & culture Cine-Club is back with an unconventional coming-of-age tale blend of fantasy and cold reality.



CINE-CLUB: 'BLANCANIEVES'

in *WASHINGTON, D.C.* on 03/27/2014 | [FILM](#)

SPAIN arts & culture's Cine-Club presents one of the most imaginative takes on Snow White ever filmed as part of the IberoAmerican Film Showcase 2014.



CINE-CLUB: 'VOLVER'

in *WASHINGTON, D.C.* on 02/06/2014 | [FILM](#)

SPAIN arts & culture's first screening of 2014 presents Pedro Almodóvar's film 'Volver' in the framework of the 'TAPAS' exhibition.



CINE-CLUB: 'A GUN IN EACH HAND'

in *WASHINGTON, D.C.* on 05/08/2014 | [FILM](#)

SPAIN arts & culture's last screening of this season presents Spain's all-star comedy smash hit 'Una pistola en cada mano.'



CINE-CLUB: 'MENÚ DEGUSTACIÓN'

in *WASHINGTON, D.C.* on 03/13/2014 | [FILM](#)

SPAIN arts & culture's Cine-Club special screening presents Roger Gual's film 'Menú degustación' in the framework of the 'TAPAS' exhibition.



CINE-CLUB: 'COSAS QUE NUNCA TE DIJE' AND 'EL HUECO DE TRISTÁN BOJ'

in *WASHINGTON, D.C.* on 12/12/2013 | [FILM](#)

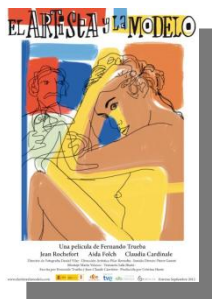
SPAIN arts & culture's last screening of 2013 presents Isabel Coixet's 'Things I Never Told You' and a pre-screening of the short film 'Tristan Boj's Hollow' with director Paula Ortiz in attendance.

3.3.9. Tailored services for producers provided by Los Angeles (Provide information, contacts, guidance, and counseling to producers):

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 2013 Spanish, American and Latin American producers held over 50 meetings (Bellatrix, Globomedia, Intuition media and Tresques Communication among others) 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 at festivals, for promotion campaigns for the US distribution, such as "The Artist and the Model", "15 years and a Day" and "O Apostolo", "I am so excited" and "Aquel no era yo" and in their way to the Oscars and in their way to the Golden Globes.



**Support to the Campaign of
"15 Years and a day" In their
way to the Oscars**



**Promotion Campaign for the
US distribution of "The
Artist and the Model"**



Support for the nominated Spanish shortfilm "AQUEL NO ERA YO" on its way to the Oscars

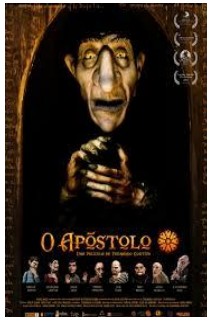


Promotional campaign for the Los Angeles Premiere of "I AM SO EXCITED"



The first Spanish movie channel in the Americas is born

A 24 hour schedule that consists of the leading Spanish films of all time will begin airing in Puerto Rico and then extend to the rest of Latin America and the U.S. A tool for the promotion of Spanish culture, as well as a tool for Spanish films to gain penetration in the American audiovisual Market.



Promotion for the US distribution of Spanish animated movie "O APOSTOLO"

3.4 Participation in other events agreements Market Festivals and conferences

NATPE:

EGEDA and Filmotech attended NATPE 2013 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 28-30 2013. Over 5000 television professionals from 43 different countries attended the event.

EGEDA held meetings with American and Latin American tv channels and attended meetings and requests from EGEDA's members at NATPE.

<http://www.natpemarket.com>

AFM 34th American Film Market

November 6 -13

EGEDA and Filmotech attended the 34th annual American Film Market. 2013: November 6 –13.

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

With 8,000 attendees, 700 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.



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



20TH SAN DIEGO LATINO FILM FESTIVAL AS A COMMUNITY PARTNER

EGEDA supports latino film festivals in USA as the San Diego Latino Film Festival as part of its program of activities to support and promote producers and the film industry.



LOS ANGELES FILM FESTIVAL

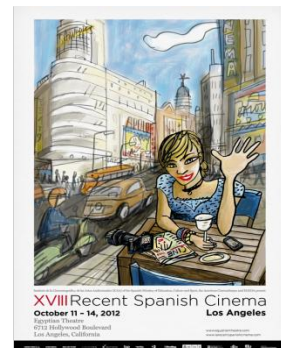
The International Showcase highlights innovative independent narrative and documentary features from outside the United States.

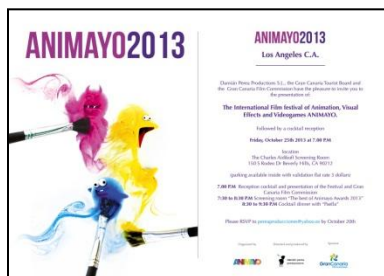
EGEDA US works to promote Spanish cinema in the United States and encouraging its circulation the American public, in general, and strengthening ties between the Spanish, Latino and American film industries.



EUROPEAN POSTERS EXHIBIT

EGEDA US participated at the European Posters Exhibit, *an exhibition of posters from European film festivals and series held in L.A. that recognized and honored the people and organizations that bring European films to Los Angeles.*





ANIMAYO 2013

Egeda US supported the 2013 edition of Animayo in Los Angeles.



FOX/NHFA

EGEDA has a duty to develop and advocate for Latin American audiovisual producers. EGEDA participated in the NHFA event celebrating the National Hispanic Foundation for the Arts.



EVOLUTION FILM FESTIVAL

As it is within EGEDA's responsibilities to promote and support cinema in the United States, EGEDA was invited to the second edition of the Evolution film festival in Los Angeles. By supporting Spanish film and filmmakers, Elvi Cano, Executive and Communication director participated as part of the jury for the film festival.



ES CINE

EGEDA US actively participated in the V edition of ESCINE's, a series of Spanish and Iberoamerican movies held Mexico DF. The screening was held for 10 days with an attendance of over 10000 people.

FUNGLODE

Meeting held by Elvi Cano, Executive Director of EGEDA US and Mr Leonel Fernandez, president of FUNGLODE about film finances in Latin America. The meeting also so served to establish future strategic relations between the Dominican Republic film industry including (Dominican Republic Global Film Festival) and EGEDA.



3.5. Disemination of information

January 2013

- NATPE: National Association of Television Program Executives (NATPE) in Miami

February 2013:

- EGEDA supports 20th San Diego latino film festival as a community partner
- EGEDA sponsored “encuentros”, an industry initiative at Miami international film festival
- Spanish movies in USA – February 2013

March 2013

- Spanish movies in USA – March 2013

April 2013

- Spanish movies in USA – April 2013
- Abierta la convocatoria para el curso de desarrollo de proyectos cinematográficos iberoamericanos patrocinado por EGEDA
- Acción cultural española promotes new program for presence of spanish artists abroad

May 2013

- Spanish movies in USA – May 2013

June 2013

- Spanish movies in USA – June 2013

July 2013

- Spanish movies in USA – July 2013
- M.I.S. (Made In Spain) PELÍCULAS. The first Spanish movie channel in the Americas is born.
- EGEDA and YouTube help the Spanish creators optimize the Intellectual Property in Internet

MIAMI

Tower Theatre
1308 SW 8th Street, Miami, Florida 33135 | 305.463.1364
For more information go to [Tower Theatre website](#)

La chispa de la vida (As Luck Would Have It)
Dir. Alex de la Haza – Spain/France | 2012 | 98 min.
Cast: José Mota, Sílvia Impek, Blanca Portillo, Juan Luis Galiano, Santiago Segura.

The new film from beloved cult director Alex de la Haza goes into their territory for the daring filmmaker.

Both a dark comedy/social satire that also works as a deeply felt drama about the devotion of a husband and father, and a wild off on manhood in the modern media world, As Luck Would Have It is a twisted take on the strange world we live in. Roberto (José Mota) comes from Madrid once had a promising career in advertising. But now out of work during the economic downturn, he struggles to make his family afford and their sister a secret from his wife Lúcia (Sílvia Impek). After yet another dead end interview, it seems like reality will come crashing down on Roberto – until a freak accident places him at the center of a wild media storm. Realizing his opportunity, Roberto tries a brazen ploy to keep his teenage son away from home while he works, but Lúcia begins to worry about what lengths Roberto will go to for his family's security.

MIAMI

MIFF RETROSPECTIVE SERIES

For more information go to [MIFF website](#)

La Virgen de los Alcañanes (Our Lady of the Assassins)
Dir. Barbet Schroeder – Spain/France, Colombia | 2000/98 min.

Set in a shabby Medellín, home to the infamous drug cartel. Writer Fernando Vallejo's birthplace has become a boulevard of broken dreams to which he's gone in search of a new identity. He falls for Lúcia, a teenage male prostitute who packs a provocative beauty. Even the town is posed precariously between civilization and

SPANISH MOVIES IN USA – FEBRUARY 2013

USA

For more information go to [Film website](#)

Miami
Dir. Andrés Muscari – Spain/Canada | 2012 | 100 min.
Cast: Jessica Chastain, Nikolaj Coster-Waldau, Megan Charlester.

A young couple learn that their two adopted missies have brought a dark secret into their home in this fast-paced, dramatic thriller from executive producer Guillermo del Toro.

For more information go to the [Landmark Theaters Website](#)

The Impossible
Dir. Juan Antonio Bayona – Spain | 2012 | 124 min.
Cast: Ewan McGregor, Naomi Watts.

Henry (Ewan McGregor) and Maria (Naomi Watts) have taken their three young sons to Thailand to spend Christmas 2004 as an idyllic beachfront resort. The family is playing outside by the pool when a tsunami hits the shore, tearing water its everything in its path. Spanish director Juan Antonio Bayona utilizes 3D sound technology – although the film is in 2D – and seamless effects to immerse the viewer in the terrifying life-and-death struggle to survive the rush of water and debris. However, the film is as intimate as it is epic, as it tells, in a way inspired by the same home Spielberg strikes in films like JURASSIC PARK and WAR OF THE WORLDS. Based on a true story, THE IMPOSSIBLE gives us the terrifying spectacle and emotional drama of a family trying to find each other – dead or alive – among the thousands of strangers searching for each other in the aftermath of a disaster.

egeda

filmtech

Sat, Feb 23 - 7:00 PM - Tower Theatre TMR2
XXX

Dir. Lucio Russo – Argentina/Spain, France | 2007 | 90 min.

Alex's family has a secret stemming from the mysterious circumstances surrounding her birth, for after she was born, her parents immediately left Buenos Aires to live in a remote region on the Uruguayan coast. Now 15 years later, old friends from her parents' past in Argentina come to visit with their 15-year-old son. With their arrival comes the convergence of lost secrets from long ago, prompting the question of just why Alex's father, a plastic surgeon, has such a strong professional interest in Alex. As hormones surge and rumors fly, long hidden secrets gain the power to do real harm in this taut and sometimes disorienting South American drama.

Wed, Feb 27 - 7:00 PM - Tower Theatre TMR2
Chico y Rita (Chico & Rita)
Dir. Fernando Trueba, Javier Mariscal, Tono Erande – Spain, UK | 2010 | 90 min.

A sensual collage of vibrant colors, passionate storytelling and music from the greatest period of creativity in Cuban-American jazz are the hallmarks of the first animated Opening Night film in MFF's history. Chico, a handsome piano player, sees Rita, a beautiful singer with an enchanting voice, in Havana in 1942.








Historically, Rita is an actress to Chico that she will have nothing to do with him - until she hears him tickle the verses at the swanky Capatzen club, and the last vestiges of her resistance are swept away. But the traditional lovers, Chico and Rita, have their own story: heartache and longing across the decades, as rum-soaked evenings lead to drastic decisions for the star-crossed pair, as they traverse the glamorous stages of New York City, Paris, Hollywood and Las Vegas. Three years in the making, Chico & Rita is the result of the collaborative talents of Oscar and Goya award winning director Fernando Trueba (Belle Époque), famed Barcelona illustrator and designer Javier Mariscal and his brother Tono Erande.

CALENDAR OF EVENTS OF THE AUDIOVISUAL FIELD IN THE USA.

Festivals

JANUARY	3-14 Palm Springs		Palm Springs Film Festival January 3-14, 2013
	17-27 Park City, UTAH		Sundance Film Festival January 17-27, 2013
MARCH	1-10 Miami		Miami International Film Festival March 1-10, 2013
APRIL	11-25 Chicago		Chicago Latino Film Festival April 11-25, 2013
	17-28 New York		Tribeca Film Festival April 17-28, 2013
JUNE	13-23 Los Angeles		Los Angeles Film Festival June 13-23, 2013
JULY	Los Angeles		Los Angeles Latino International Film Festival Date: TBC
	Los Angeles		LA Shorts Fest Date: TBC
SEPTEMBER	5-15 Toronto		Toronto International Film Festival September 5-15, 2013
OCTOBER	Los Angeles		Muestra de cine español en Los Ángeles Recent Spanish Cinema Date: TBC
NOVEMBER	Los Angeles		AFI Festival Date: TBC
	Miami		Muestra de cine español en Miami: Recent cinema from Spain Date: TBC

Conferences & Markets

JANUARY	28-30 Miami		Natpe Market and conference January 28-30, 2013
MARCH	5-7 Los Angeles		Film Finance Forum March 5-7, 2013
MAY	9-10 Los Angeles		NATPE PitchCon May 9-10, 2013
JUNE	6-9 Los Angeles		Nalip Annual Conference June 6-9, 2013
	8-9 Los Angeles		Produced by conference June 8-9, 2013
	8-9 Los Angeles		ProShow June 8-9, 2013
	28-29 Los Angeles		AFCI Locations Show June 28-29, 2013
NOVEMBER	4-8 Los Angeles		US Film Industry Immersion program Los Angeles November 4-8, 2013
	6-13 Los Angeles		American Film Market November 6-13, 2013
	Los Angeles		IFTA Annual Production Conference Date: April 19, 2013

Awards

JANUARY	13 Los Angeles		Golden Globes Awards January 13, 2013
FEBRUARY	23 Los Angeles		Film Independent Spirits Awards February 23, 2013
	24 Los Angeles		The Academy Awards: The Oscars February 24, 2013

3.6. COMMUNICATION AND PRESS.

During 2013 the following press releases were sent from EGEDA US office.

- Los Angeles Recent Spanish Cinema
- Miami Recent Cinema from Spain
- Youtube
- M.I.S

News from Egeda

Madrid, July 2, 2013

Egeda and YouTube help the Spanish creators optimize the Intellectual Property in Internet



During a ceremony with YouTube, Egeda, the audiovisual producers rights' management entity, has announced the launch of a service to its partners control and intellectual property protection on Internet based on the use of Content ID, YouTube tool for managing the content uploaded to the video platform.

So Egeda will offer film producers and other Spanish audiovisual products the ability protected by intellectual property rights present at YouTube, blocking or putting a inserting advertising on these videos, developing, thus, a new line of business on the

News from Egeda

July 2013

Enrique Cerezo, president of Egeda, said that "today's announcement is a necessary industry and technology have started to cooperate: protecting the works of creators can also say that we are the first rights management entity that performs a similar ini

M.I.S. (Made In Spain) PELÍCULAS

The first Spanish movie channel in the Americas is born

A 24 hour schedule that consists of the leading Spanish films of all time will begin airing in Puerto Rico and then extend to the rest of Latin America and the U.S.



Madrid, 9 de julio 2013

M.I.S. (Made In Spain) PELÍCULAS is one of Spain's most ambitious film projects. After more than two years in the making, it's finally come true. For the first time in history, a 100% Spanish Films channel is released in America. Videomercury Films, the production company with the largest number of Spanish films in its catalog, including the most recognized and awarded, makes an entrance into the very competitive American television market presenting a great added value against the competition: the only channel designed completely with Spanish films.

M.I.S. PELÍCULAS broadcasts films 24 hours a day film with a programming grid formed by the most important Spanish films of all time. From "La calle sin sol" directed by Rafael Gil to "Los girasoles ciegos" by José Luis Cuerda. Stories told in all genres, and with the eternal Spanish stamp. Comedy, drama, fiction, action, adventure, western, suspense, horror are already on parade, Monday to Sunday, uninterrupted, on the new channel made in Spain for America.

Puerto Rico, starting point

Liberty Cablevision of Puerto Rico, a subsidiary of Liberty Global Inc., is Puerto Rico's largest cable TV company. It has been operating on the island since 1999 and provides video services, Internet and digital phone to 45 municipalities in the north, center and east of the island. Liberty will be the first cable operator to carry M.I.S. PELÍCULAS in its offer.

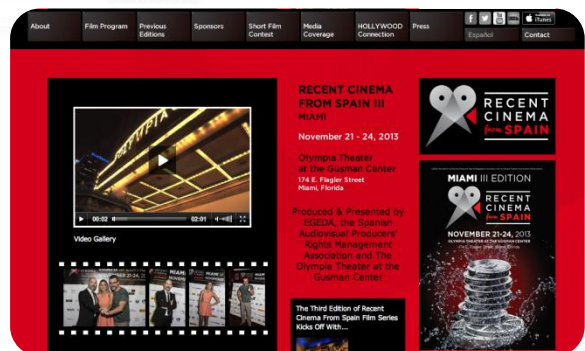
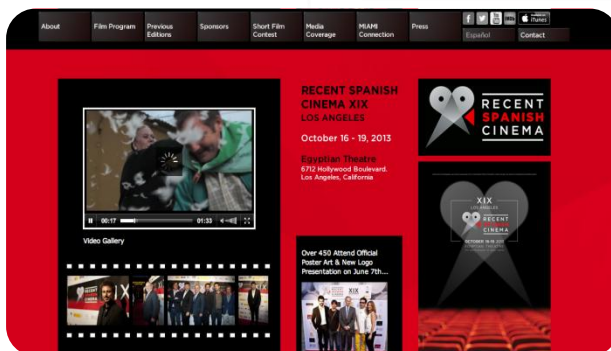
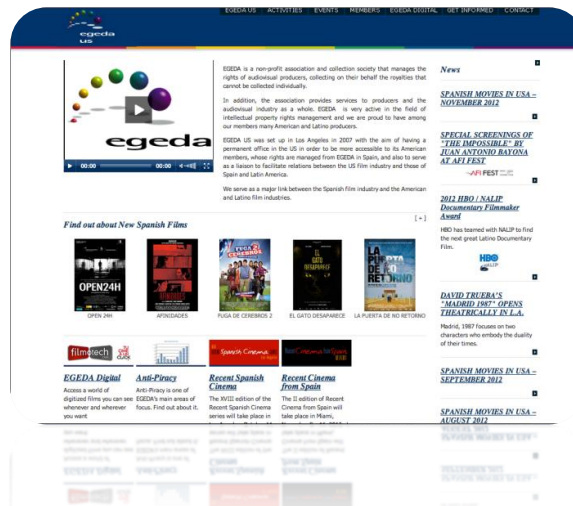
3.7.RELATIONSHIPS WITH OTHER FILM FESTIVALS ,INSTITUTIONS AND ASOCIATIONS.



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



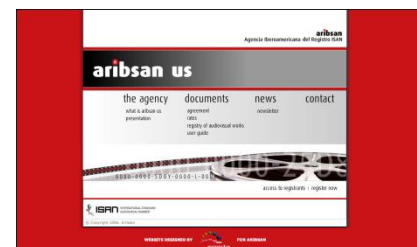
V.ARIBSAN US.

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.