

Reviving, Boosting, Optimizing, and Transforming European Film Industry



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...and action! REBOOT at the Cannes Film Festival's Marche du Film

Industry, public institutions and universities are meeting under the umbrella of REBOOT <https://thereboot-project.eu/> to discuss and engage in a dialogue with the presence of the advisory board of the project during the Film Festival in Cannes. Comprised of experts in Europe and an international advisory board featuring European Broadcasting Union, EuroCinema, Austrian Film Institute, International Federation of Coalitions for Cultural Diversity and members from the consortium of 12 entities led by University of Vienna as Coordinator <https://mediagovernance.univie.ac.at/>, together they will explore the changes and challenges that lie ahead for the industry in the coming years.

Shining a spotlight on the rich expertise and varied experiences of REBOOT's Advisory Board Members- focusing on creativity, market trends, and opportunities, the discussions will revolve around defining the concept of "Competitiveness" within the industry's context. This entails delving into key factors shaping competitiveness and crafting strategies for improvement. Moreover, the panel discussions will search into the roles of "gender" and "youth" in practice, policy, and strategic planning, aiming to examine their significance and integration within organizational frameworks.

Simultaneously, workshops during the meeting will foster synergy between three other European projects; **REBOOT-** *Reviving, Boosting, Optimising, and Transforming European Film Industry*, **SCENE** -*Searchable multi-dimensional Data Lakes supporting Cognitive Film Production & Distribution for the Promotion of the European Cultural Heritage* and



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CRESCINE-Increasing the international competitiveness of the film industry in small European markets. These workshops will explore the growth and future opportunities for emerging screenwriters, tackle industry challenges amidst the era of AI, and examine the cultural richness within the European film sector. Stakeholders and partners, will be actively involved in engaging discussions aimed at fostering fruitful dialogue.

The consortium behind the REBOOT project, started in February 2023 with support from the European Commission through the Horizon Europe program, will convene in Cannes during the festival week, from May 14th to 16th, 2024.

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