



Reviving, Boosting, Optimizing, and Transforming European Film Industry



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

What are the possibilities to enhance the European Film Industry's competitiveness? What visions are necessary for a truly European film industry? REBOOT is addressing these questions by presenting its work and first findings at the prestigious Cannes Film Festival's Marche du Film. Jean-François Trubert from the University Cote d'Azur Katharine Sarikakis University of Vienna the coordinator of REBOOT (<https://mediagovernance.univie.ac.at/>) Evangelia Psychogiopoulou ELIAMEP Greece , and Antonios Vlassis University of Liege Belgium present collective insights on May 15 at 12:00 PM at The Viewpoint (Lérins)

<https://www.marchedufilm.com/schedule/?lectureId=VyPCMJlxGuSKTUmkW5IK>

The project "Reviving, Boosting, Optimising, and Transforming European Film Industry" <https://thereboot-project.eu/> aims to leverage the existing strengths of the European film landscape while strategically and tactically optimizing the potential held within European youth audiences. These audiences are viewed both as emerging viewers and as essential components of European citizenship. The REBOOT project unites partners from 10 diverse countries across Europe, comprising a total of 40 participants in the consortium. With a budget of 3.8 million euros, the consortium composed by 12 institutions such University of Vienna as coordinator, Universite De Liege, Hellenic Foundation for European and Foreign Policy, Universidad Complutense De Madrid, Erasmus Universitesi, Universiteit Gent, Universidad Carlos III De Madrid, Scuola Superiore di Studi Universitari e di Perfezionamento S Anna, Universite Cote D'Azur Kadir Has Universitesi, Jyväskylä Yliopisto and Uniwersytet Warszawski, is positioned to boost the European film landscape, harnessing diverse perspectives and expertise to ensure its success.

For media inquiries or further information, please contact: Gentiana Ramadani-Reboot Project;

gentiana.ramadani@univie.ac.at