



Industry Innovation Forum 2023

17 November 2023

12.30 - 17.00 CET / 13.30 - 18.00

Nordic Hotel Forum & Online

Tallinn Black Nights Film Festival in association with
Creative Europe MEDIA



SESSION 1. EUROPE AND UKRAINE'S SOLIDARITY IN FILM & INDUSTRY

631 DAYS LATER

12.30 - 14.30 CET / 13.30 - 15.30 EEST Nordic Hotel Forum, Capella & online at industry.poff.ee

For 631 days, the Ukraine conflict has raged on, casting a somber realization of the long-term strife we now face. Amidst this adversity, how will the European audiovisual, creative, and innovative sectors maintain their spirit of cooperation and solidarity with Ukraine? What lessons have we jointly unearthed, what unforeseen challenges have arisen, and where have we found unexpected successes in the face of our generation's most pressing tragedy?

Industry@Tallinn assembles leading figures from Europe and Ukraine's creative, innovation, and audiovisual spheres, reflecting on the 631 days of unwavering commitment and collaborative growth, spotlighting key takeaways from film funds, innovation collaborations, and Creative Europe MEDIA-supported projects. More broadly, the event will explore policy and practical strategies to bolster Ukrainian creatives, innovators, and entrepreneurs.

Our focus also extends to the successes birthed during these challenging times. From the evolution of film funds and the inception of innovative business networks and models, to immersive experiences crafted through state-of-the-art storytelling technologies — the war in Ukraine has inspired groundbreaking financial and artistic collaborations. These endeavors have not only resulted in novel business ventures but have also touched countless souls, narrating the profound tales of the conflict through unparalleled artistic lenses.

TIMETABLE OF SESSION 1

Opening words by curator and introduction of the moderator	Sten-Kristian Saluveer, Kristen Davis	Founder & CEO, Storytek Innovation & Venture Studio / CEO of CinqC
Opening words on behalf of the Black Nights FF	Tiina Lokk	Festival Director, Black Nights Film Festival
Perspective of European Film Funds. European Solidarity Fund For Ukrainian Films (ESFUF) at the Forefront: Strengthening Collaborations, Nurturing Ukrainian Cinema, and Envisioning the Future.	Manon Duverger	Chargée de mission, European Solidarity Fund for Ukrainian Films (ESFUF)
Perspectives from Creative Europe MEDIA supported actions. Zmina - rebuilding and reconstruction through collaboration to create and showcase works in Ukraine and Creative Europe countries.	Mykhailo Glubokyi, moderator Kristen Davis	Director, Izolatsiya Foundation
The long-term impact: Exploring the present and the future of the European solidarity and financial support actions for the Ukrainian creative and film industry	Manon Duverger, Eric Holland, moderator Sten Saluveer	Chargée de mission, European Solidarity Fund for Ukrainian Films (ESFUF) / Founder & CEO, Dim Filmhouse
Case Study of interactive Ukrainian-Polish-US coproduction MURALS inspired by the works of BANKSY in Ukraine, financed by the Ukrainian filmmaking fund by the Polish Film Institute	Radoslaw Bardes, Maciej Zemojcin, moderator Kristen Davis	Producer, ATM Virtual / CEO, Pixelrace

SESSION 2. THE EUROPEAN ENTERTAINMENT LANDSCAPE REDEFINED. EXPLORING FILM, GAMING & INDUSTRY DURING THE GEN AI EXPLOSION.

15.00 - 17.00 CET / 16.00 - 18.00 EEST Nordic Hotel Forum, Capella & online at industry.poff.ee

Amid an ongoing boom of generative AI and its “consumer explosion,” as the venerable venture capital firm Sequoia put out in their recent report, the landscape of film, media, and the entertainment sector is profoundly transforming in Europe and globally. Unique challenges and opportunities for the industry are emerging. On the upside, generative AI tools aim to give unprecedented creative opportunities for filmmakers, producers, performers, and the industry at large. Yet, on the downside, the unclear backdrop of rights, ethics, and best practices of using AI content for copyrights, financing, training, and policy hinders the implementation of the potential to benefit the ecosystem.

The Industry Innovation Forum, the flagship executive insight summit, organized by Industry@Tallinn & Baltic Event during the Tallinn Black Nights Film Festival, will spearhead the region’s first large-scale debate on AI’s impact across the entertainment sectors.

Organized by the Tallinn Black Nights Film Festival in association with Creative Europe MEDIA, the mini-summit brings together an unprecedented selection of the world’s leading AI filmmakers, content creators, and producers, AI platform visionaries and developers, ethics and policy Experts, acclaimed industry executives, and veterans to present, debate, and unlock the potential and pitfalls of the gen AI boom in Europe and beyond.

KEY TOPICS

THE GENERATIVE AI REVOLUTION: TRANSFORMING THE FILM AND MEDIA LANDSCAPE

The opening keynote by celebrated futurist and media strategist Sander Saar looks into the generative AI revolution beyond buzzwords giving a 360-degree view of the gen AI landscape from the perspective of technology, business models, and overall impact to the transformation of the creative and entertainment business. In his keynote, Sander will address both the democratizing opportunities of gen AI, zoom into some of the most viable use cases of AI in the content industry, and explore how gen AI will shape the film and entertainment ecosystem in the near future.

ETHICAL INTEGRATION OF ARTIFICIAL INTELLIGENCE IN FILM: NAVIGATING CREATIVITY AND RESPONSIBILITY

With AI tools emerging at groundbreaking speeds, how to ensure fair and ethical use of the technology in the entertainment sector? How can we harness its power for creative and business use cases while securing identity rights and ethical applications in an AI ecosystem that runs ahead of the industry's steering groups and regulators?

Anna Bulakh is the Head of Ethics and Partnerships at Respeecher, Ukraine, a synthetic audio startup that has generated voices for some of the most known European and US entertainment franchises. She has recently emerged as one of the leading experts of AI ethics globally for the entertainment industry.

In her session, Anna will give a hands-on overview of the key challenges related to the adoption of AI in the entertainment and film industry, as well as a practical framework for how filmmakers, producers, and policymakers can address issues such as fear of implementation and protection of image rights, and community-driven standards while reaping the benefits what AI brings to the industry.

UNVEILING AI'S ROLE IN INDEPENDENT AND EUROPEAN FILM PRODUCTION: LESSONS FROM PIONEERING CASE STUDIES

With the Venice Film Festival seeing the unveiling of three AI-powered films and AI-focused film festivals launching across the globe, AI tools are finding their way into production workflows and studio business models.

The session looks into pioneering cases from Europe and beyond through the lens of Shelby & Caleb Ward, the creators of the world's first boot camp of for filmmakers to learn AI. They will be joined by veteran European VFX leader Christina Caspers Röhmer (Trixter) who has worked on of the biggest European and global blockbusters, as well as innovation-driven storytelling-focused producer and CEO, Mads Dambo, to to explore best practices, limitations, and warnings ahead.

The Gamified Entertainment Experience

What's Hot and What is Not in Europe's IP and gaming industry, especially in franchise, licensing and collaboration with the audiovisual industry. Jan Rosner, the Vice President of Business Development at Europe's gaming powerhouse CD Projekt RED ("The Witcher", the "Cyberpunk" series) will share his groundbreaking expertise.

THE EXECUTIVE OUTLOOK

What are the key trends, concerns, and opportunities, especially for the independent sector with the ongoing SAG Aftra strikes in the US and its global impact, the announced platform regulation initiatives in Europe, and the overall cooling of the entertainment landscape?

The closing fireside chat looks at the turbulent state of the global and European film industry through the lens of one of the most acclaimed female executives in the history of film - Gale Anne Hurd with her credits range from global blockbusters with James Cameron to record-breaking television series and independent productions alike.

The fireside chat with Sten Saluveer will look at the current state of the global entertainment ecosystem and its impact on Europe, the transformation of the streaming landscape, the impact of AI, the radically transformed skills and career paths, as well as the opportunities for a more diverse, sustainable and independent driven industry.

TIMETABLE OF SESSION 2

Welcome to Session 2 by curator and moderator	Sten-Kristian Saluveer, Kristen Davis	Founder & CEO, Storytek Innovation & Venture Studio / CEO, CinqC
Welcome by the European Commission	Maciej Szymanowicz	Policy Officer, Creative Europe MEDIA, DG Connect, European Commission
The Generative AI Evolution: Transforming the Film and Media Landscape Beyond Buzzwords	Sander Saar, moderator Sten Saluveer	Futurist & globally acclaimed media strategist
Harnessing the power of AI in independent film & creative production. A look behind the scenes of filmmakers pioneering AI use.	Christina Caspers Röhmer, moderator Sten Saluveer	Managing director, Trixter
	Mads Dambso, Moderator Sten Saluveer	CEO & Producer, Kaspar.AI & Makropol
Presentation Caleb & Shelby Ward	Caleb & Shelby Ward	Founders of Curios Refuge, the world's first training program for filmmakers of learning AI Tools
Ethical Integration of Artificial Intelligence in Film: Navigating Creativity and Responsibility.	Anna Bulakh, moderator Kristen Davis	Head of Ethics & Partnerships, Respeecher

The Gamified Entertainment Experience:
Where's the opportunity to build global IP
from Europe?

Jan Rosner, moderator Sten
Saluveer

Vice President of Business
Development, CD Projekt
Red

Closing Fireside Chat. The Visionary
Executive Outlook. Sten Saluveer in
conversation with Gale Anne Hurd.

Gale Anne Hurd, moderator Sten
Saluveer

Acclaimed film and television
executive

SPEAKER BIOGRAPHIES (IN ORDER OF APPEARANCE)

MANON DUVERGER

CHARGÉE DE MISSION, EUROPEAN SOLIDARITY FUND FOR UKRAINIAN FILMS (ESFUF)

Manon Duverger has held several positions at the Centre national du cinéma et de l'image animée (CNC) in France. As of March 2023, she serves as the Chargée de mission for the European Solidarity Fund for Ukrainian Films (ESFUF), a role focused on supporting Ukrainian cinema.

Before her current role, Duverger was involved in coordinating ACM Distribution and Export from November 2019 to March 2023. This entailed managing the distribution and export of ACM films, particularly those co-produced with countries outside of Europe. From October 2018 to November 2019, she worked as a Coordinator for ACM Distribution and International Co-production, where she was engaged in developing and managing community policies in the audiovisual sector, including working on directives like the TSF and the MEDIA program.

Duverger's tenure at CNC began in April 2017, when she joined as a Manager in the Directorate of European and International Affairs. In this capacity, she managed various policy and operational aspects related to the directorate. Prior to this, from October 2016 to April 2017, she was part of the Cinema Solidaire initiative under the Directorate of Creation of Territories and Audiences in Paris.

MYKHAILO GLUBOKYI

DEVELOPMENT DIRECTOR, IZOLATSIYA FOUNDATION

Mykhailo Glubokyi is the development director of "IZOLYATSIA. a platform for cultural initiatives". Mykhailo has been a part of the foundation since 2011, implementing site-specific, participatory community-oriented cultural projects and contributing to turning various industrial sites into vibrant cultural spaces.

Since 2021, he has also been a board member of one of the oldest European networks of cultural centers, Trans Europe Halles, and a member of the consortium implementing the Creative Europe mobility scheme for artists and cultural professionals, “i-Portunus”. Since 2019, Mykhailo has focused on collaboration with local communities, capacity building for rural areas, support for cultural decentralization, and international collaborations, programs, and exchanges, especially in the East of Ukraine and Eastern and Central European regions. Also, beginning in 2014, he has been involved in developing the IZONE creative hub as well as residencies and educational programs for creative entrepreneurs, artists, and cultural professionals. Since 2022 he has been involved in various programs to support Ukrainian displaced communities, and artists and cultural professionals affected by the Russian invasion of Ukraine.

IZOLYATSIA is a platform for cultural initiatives established in 2010 in a former insulation materials factory in Donetsk, Ukraine. In 2014 IZOLYATSIA premises were taken over by Russian forces and turned into a prison. Since then, the organization has been working on the national level, focusing on cultural decentralization, environmental and human rights topics, and capacity building for local organizations. IZOLYATSIA aims to effect systemic change in Ukrainian society and implements projects on the local and European levels. During the last decade, IZOLYATSIA became a symbol of the resilience of the Ukrainian cultural sector and continues to champion democratic values based on the belief that cultural institutions are pillars of a free democratic society.

ERIC HOLLAND

CEO & FOUNDER, DIM FILMHOUSE

DIM Filmhouse is a European-Ukrainian production and post-production studio supporting Ukrainian-centric stories and emerging Ukrainian talent. We believe that creating such a space will help Ukrainians to tell their stories to the world, find like-minded people, and help among outstanding professionals.

DIM filmhouse establishes and maintains transnational corridors and heterogeneous cultural networks grounded in practical, flexible, and innovative cinematic design services.
We are artists, filmmakers, humans.

RADOSLAWA BARDES

PRODUCER & MANAGING DIRECTOR, ATM VIRTUAL

Radosława Bardes is a renowned Polish film producer and the managing director of ATM Virtual Studio, one of Poland's leading virtual production studios. As the managing director of ATM Virtual Studio, Radosława has led the company to new heights by embracing cutting-edge technologies. Under her leadership, ATM Virtual Studio has become synonymous with high-quality content and has earned a reputation for consistently pushing the boundaries of the medium.

With more than 20 years of experience in the international film industry, Radosława has worked on films such as “Wałęsa” by Andrzej Wajda, “Fawns” and over 100 episodes of different TV series. She co-produced multiple international productions including the recent “Infinite Storm” by Małgorzata Szumowska.

MACIEJ ZEMOJCIN

CEO & VIRTUAL PRODUCTION PRODUCER, PIXELRACE

Maciej Zemojcin is the first Virtual Production producer in Poland and the CEO of PixelRace – the virtual production software company and CTO of ATM Virtual Studio – the first and most advanced VP Studio in Poland. He is currently acting as a script consultant for virtual production technology in storytelling backed by 20 years of experience in international film production and film technology. He has worked with crews from all the continents apart from Antarctica and has been involved in projects from American documentaries, and European Arthouse to Bollywood Blockbusters.

SANDER SAAR

FUTURIST

Sander is curious about the future and technology. Based in LA, he helps media and entertainment companies globally to innovate and build strategies for what's next. Sander is currently working with Red Bull Media House on strategy and growth, building AI tools discovery with ReReview AI and advising companies like MiniStudio AI on building AI studio for children's imagination.

Previously he supported Moonbug on business strategy, a \$265M fund to create and distribute inspiring kids content. He was also a futurist and head of non-linear strategy at Disney after being the first hire at Maker Studios, heading strategy and product internationally. Before that Sander was a product manager for video analytics at Verizon Media (AOL) and video distribution network Goviral. Early on he was a team member at Europe's largest seed investment fund Seedcamp and organized hackathons in Western Africa with Garage48.

CHRISTINA CASPERS-ROEHMER

MANAGING DIRECTOR, TRIXTER

Christina Caspers-Roehmer is currently the General Manager and Managing Director at TRIXTER. Before this, she was the Managing Director at DARK BAY GmbH, responsible for managing Europe's largest virtual production stage. In this role, she oversaw daily productions and provided consultation for shows from the scriptwriting stage to the final image, especially in virtual production. Her efforts were instrumental in using a significant LED installation for the production of the Netflix series "1899".

In her earlier career, Caspers-Roehmer contributed to multiple projects at TRIXTER over five years, including as Project Manager for VR, HR-Manager, and Head of Operations & HR. These roles involved her in major productions such as "Shang-Chi and the Legend of the Ten Rings," "Black Widow," "The Suicide Squad," and "Foundation Season 2."

MADS DAMBSBO

CEO & PRODUCER, MAKROPOL, KASPAR.AI

Born and based in Copenhagen Denmark, Mads Damsbo is a creative producer/director focused on developing powerful narratives, utilizing new technology – provoking unexpected emotions and experiences in diverse audiences. Schooled as a Producer from the progressive filmschool Super16 (2009-2012) and with a bachelor in Media Directing from the Danish School of Media and Journalism (2007-2011), Mads has since become an expert on the production of immersive media narratives, giving lectures, organizing workshops and teaching masterclasses all around the world.

As the founder of Makropol, Mads produced 10+ ambitious artistic immersive experiences and started several new companies, including the app startup Recho which won the prestigious Venture Cup in 2015, and the deep learning Kaspar AI, a company focused on using AI to co-create audiovisual storytelling.

Notable projects include “The Doghouse” (2014) – a first-person film installation screened at Festival Nouveau Cinema, NYFF, Cannes NEXT, and The Future of Storytelling in New York; “The Shared Individual” (2016) – a collective VR experience premiering at Idfa DocLab; and “Doom Room” (2017) – a mixed reality VR performance that was highlighted at Sheffield Docfest and Rotterdam International Film Festival – and “A Taste Of Hunger” (2019) selected for Venice VR. Recently he produced “The Shadow and End Of Night” (2021), which won for “Best Immersive Narrative” in Venice.

Currently, Mads is producing the world’s first feature film written by an AI, acting as Head of Studies at the European Creators Lab and working as CEO and creative producer at Kaspar AI.

SHELBY & CALEB WARD

FOUNDERS, CURIOUS REFUGE

Caleb Ward is the CEO of Curious Refuge, an online platform pioneering the use of AI in film. He is deeply dedicated to democratizing the creative process and unlocking everyone's inner storyteller, and the founder world's first online course for showing how to use AI to create films. The training will cover various aspects of the production process from prompt engineering to animation and movement. Caleb's work has been viewed by over 40+ million people around the world and covered by The Hollywood Reporter, The Guardian, or Yahoo News.

Shelby Ward is the COO of Curious Refuge, the world's first online home for AI Filmmakers. Shelby has spent her career cultivating artists' education communities in the motion design and VFX space, assisting artists at the highest levels of the industry from Disney to Netflix. She is passionate about creating an optimistic and inclusive creative community centered around modern technology.

ANNA BULKAH

HEAD OF ETHICS & PARTNERSHIPS, RESPEECHER

Anna is the Head of Ethics and Partnerships at Respeecher, an Emmy-awarded voice cloning technology company based in Ukraine. Anna is a former Policy Advisor at Reface, an AI-powered synthetic media app and a tech co-founder of the counter-disinformation tool Cappture funded by the Startup Wise Guys accelerator program.

Anna has 11 years of experience in security and defense policies, technologies, and resilience building. She is a former Research Fellow at the International Centre for Defence and Security in Tallinn and Prague Security Studies Institute. She has also been advising major Ukrainian companies on resilience building as part of the Hybrid Warfare Task Force at the Kyiv School of Economics.

JAN ROSNER

VICE PRESIDENT, BUSINESS DEVELOPMENT, CD PROJEKT RED

Jan Rosner has been the Vice President of Business Development at CD PROJEKT RED since January 2023. His responsibilities include managing revenue-generating operations, encompassing both physical and digital sales of CD PROJEKT RED titles across various platforms. This includes high-profile games such as The Witcher series and Cyberpunk 2077. Additionally, Rosner oversees all critical business partnerships, which cover a diverse range including first-party, distribution, technology, music, and more. His role also extends to the licensing of CD Projekt IPs across various fields and managing procurement activities.

Rosner has been an active Board Member of the Polish Games Association since November 2020, contributing to the broader gaming industry in Poland. His earlier career includes roles such as a Junior Account Executive at Hill & Knowlton Strategies and a Copyright Infringement Specialist at ZPAV.

GALE ANNE HURD

GLOBALLY ACCLAIMED FILM AND TELEVISION EXECUTIVE AND VISIONARY PRODUCER

Gale Anne Hurd is a trailblazing figure in the entertainment industry, with a career that has left an indelible mark on both film and television. As one of the most acclaimed female executives in cinematic history, her journey is nothing short of extraordinary.

Her extensive list of credits includes global blockbusters like “Armageddon”, “The Terminator”, “T2”, and “Aliens”. She has also played a pivotal role in record-breaking television series like “Fear/The Walking Dead” and “Mankiller”, showcasing her versatility as a producer and her ability to adapt to evolving storytelling formats. Beyond the blockbusters, Hurd champions independent productions. The latest one, “The YouTube Effect”, is also screened in Tallinn.

STEN-KRISTIAN SALUVEER

IIFT CURATOR, CEO, STORYTEK INNOVATION & VENTURE STUDIO, HEAD OF CANNES NEXT, MARCHE DU FILM - FESTIVAL DE CANNES

Sten-Kristian Saluveer is a renowned film, media and technology visionary, strategist, and entrepreneur. He has been instrumental in establishing pivotal connections between various international entities, exemplified by his role in pioneering a co-production memorandum between South Korea and Estonia and facilitating genre film co-productions across South Korea, Japan, and Europe. Notably, he founded North Eastern Europe's media technology and startup innovation hub, Storytek.

Sten has significantly influenced the European Film Media and Technology sector. He initiated STADIEM, a Horizon 2020-backed investment vehicle, to support film and media innovators in Europe and managed multi-million innovation projects. His strategic acumen led him to devise the Startup Estonia 2.0 strategy for the Estonian government and serve as Strategist in Residence for Accelerate Estonia, the government's moonshot lab. Currently, he holds advisory roles, including being on the Future Hubs board of the Flemish Public Broadcaster VRT. Sten is also the Strategic Advisor and head of the innovation track at Marche Du Film of the Festival de Cannes and the Chief Curator of the Picture This conference in Copenhagen.

Sten's expertise extends to facilitating top conferences and ideations on the future of storytelling, film, technology, and creativity. He advises various enterprises and governments on storytelling, media, innovation, technology, immersive experiences, AI, and the metaverse. Since 2023, Sten has been curating the future pop section at Poco, a leading pop and digital art gallery, overseeing its immersive, generative, and digital art initiatives, and featuring icons like Dada, Warhol, Hirst, Kusama, and Banksy.

KRISTEN DAVIS

IIFT MODERATOR, CEO, CINQC

Kristen Davis, originally from Britain, has been living in Paris, France, since October 2000. Her professional background includes over 20 years in international media groups, notably at the New York Times, where she gained significant experience and developed a global network of innovation experts. Leveraging these skills and connections, she founded CinqC, a company that offers strategic expertise and consulting in technology integration and innovation to various clients. These clients include La Poste, Google GNI Fund, Storytek, Cartier, and Vivatech, among others. CinqC's focus is on assisting startups and established organizations with market entry, adapting to market disruptions, organizational change, and expansion.

Davis's work is characterized by a global perspective, informed by her experiences across five continents. This international outlook is reflected in the name 'CinqC' and the company's emphasis on five core values: Pragmatic Change, Business Continuity, Creativity, Community, and Culture. These values underline the importance of adapting to changing environments and embracing both international and inter-generational diversity. Alongside her role at CinqC, Davis is involved in various other capacities, such as the Chairwoman of the US Board of Directors for APOPO HeroRats, a Google GNI Expert Assessor, and a mentor and advisor at several media and social impact accelerators, including Storytek, STADIEM, and Katapult.



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