



AUDIENCE DEVELOPMENT, MARKETING, DISTRIBUTION & EXHIBITION / MANAGEMENT & FINANCING / DIGITAL & MULTIMEDIA / FESTIVALS / TELEVISION SERIES / VOD

NEXT WAVE

NEXT WAVE is a 9-month training programme for professionals covering film and media distribution strategy and practice for 21st-century European markets.

Dates: mid-September 2019-June 2020

Applications deadline for 2020/2021: 31 May 2020

NEXT WAVE is a response to the rapid transformation of the audiovisual industry in the digital age, offering intensive and up-to-date training, and targeting committed professionals with backgrounds in film sales, distribution, exhibition, marketing, curatorship, audience development and production.

European media need world-class understanding of good practice and new business models in distribution, marketing, exhibition, programming and audience development, to help build the future of European cinema, TV and independent media. NEXT WAVE brings together these zones to train professionals in sales and release strategy, audience recruitment and curatorship across all media, from theatrical and streaming to free TV, and beyond the familiar boundaries of 20th-century film distribution.

Taught by industry professionals, NEXT WAVE encompasses hands-on assignments, responding to key challenges for the audiovisual industry – new and updated exploitation patterns, novel forms of marketing and programming, new interactions between platforms from cinemas to VOD and television. The work is supported by study visits to

Changing the Picture Conference (CTPiX)
French National Film School (La Femis)
International Film Festival Rotterdam (IFFR)
European Film Market of the Berlinale (EFM)
Copenhagen Intl. Documentary Festival (CPH:DOX)
National Film School of Denmark
Marche International du Film Cannes
Re:publica / Media Convention

N.B. *The number, destinations and dates of the study trips are subject to change.*

NEXT WAVE has a three-pronged strategy:
fostering cross-fertilisation between various strands of film and program distribution and work invented beyond the audiovisual sector, such as start-up/tech firms
finding powerful ways to combine “analogue” and digital strategies in hybrid distribution and marketing patterns
connecting young professionals involved in all facets of delivery across Europe.

The five pillars of the programme are:

Cohort-based learning
Hands-on R&D
Interdisciplinary approaches
Continuous dissemination
Research and study trips

LEARNING OUTCOMES

NEXT WAVE participants will build the mindsets and competences needed to develop and implement viable new business models, innovative marketing and communication methods and audience-engagement strategies. They will gain a solid knowledge base on market structures and recent developments, with a sound grasp of existing and newer post-digital promotion and consumption tools (always connecting digital channels and bricks-and-mortar contexts). Participants will learn how to create positive synergies between digital tools and existing analogue instruments. This will involve developing innovative promotional strategies and testing these out in real-world professional contexts, including assessing the financial impact. Throughout, participants will learn to think ‘outside the box’.

TARGET GROUP

Professionals from film sales, distribution, exhibition, marketing, curatorship, audience development, production

COURSE WEBSITE

<https://nextwave.dffb.de>

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 **Without project**



Senior

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€ **4000**



For applicants from low capacity countries



Includes travel to festivals/markets in other countries and monthly public transport ticket in Berlin.



Included for the trips outside Germany.

DEUTSCHE FILM- UND FERNSEHAKADEMIE BERLIN

Potsdamer Straße 2
10785 Berlin
Germany

T + 49 30 2575 90
info@dffb.de
nextwave@dffb.de

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Kathrin Osterndorff

Head of DFFB+
T +49 30 2575 9116
k.osterndorff@dffb.de



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