

## EDITORIAL

### Our 20<sup>th</sup> birthday party!

The first Sunny Side was organised in Marseille in 1990.

The twentieth will be held in La Rochelle from the 22<sup>nd</sup> to the 26<sup>th</sup> June.

More than 1,700 professionals from 50 countries will be there, including 330 decision-makers.

In these times of crisis, such positive figures are very good news.

To thank you for your loyalty and celebrate our twentieth anniversary, we'd like you to join us at a party on Wednesday 24<sup>th</sup>, starting at 10 pm.

You'll be welcomed with open arms on our dance floor (if you'll excuse the image) in the Espace Encan.

Finland's YLE public-service channel will be organising a Karaoke area!

French-speaking Belgian channel RTBF will be providing a Belgian bar!

For those who aren't fond of beer, there'll be other drinks to enjoy... in moderation.

How could we let our 20<sup>th</sup> anniversary go by without a major celebration, an opportunity to bring together all our participants, some of whom have been coming each year since Sunny Side was created, and a chance to thank them for their loyalty.

We'd particularly like to thank the partners who have volunteered to help us fund this party: **ARTE, CMC, YLE, RTBF** and our local associates.

**The Sunny Side team**



*For the occasion, Sunny Side has decided to showcase local and regional flavours with the support of La Chambre d'Agriculture de la Charente-Maritime (The Chamber of Agriculture of Charente-Maritime), Le Syndicat des Vins de Pays Charentais (The Charentais District Wine Union) and Le Comité National du Pineau des Charentes (National Pineau Committee).*

*Léa Nature / Jardin Bio and Bouvet-Ladubay will also be contributing to the party's success.*

# Sunny Side is 20 years old



I am delighted to be celebrating this anniversary...

Firstly because it expresses the vitality and creativity of a major genre.

Secondly, because during my career in the sector in France, I have been involved in some of its key strategic choices. When the Programme Industries Support Account was created, as General Manager of the CNC (French National Centre for Cinematography), I helped to improve documentary funding in France. I then supervised La Sept and Arte's organisation of their programming around the documentary genre, with its many different approaches and subjects, so encouraging the emergence of new players and formats. Today, I am delighted that Arte is introducing new hybridisation initiatives combining Internet content with television documentaries, through new formats such as *Gaza-Sderot* or *Twenty Show*.

More than ever, the role of the documentary is essential in enabling us all to find our bearings in our modern world and introducing us to different sensibilities.

International co-production and exchange play a vital part in fulfilling the ambitions of documentary-makers and enabling the genre to resist competition from other genres.

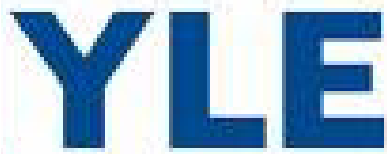
Sunny Side is the best place to organise such partnerships.

Long live Sunny Side!

**Jérôme Clément**

Chair of ARTE France

Vice-Chair of ARTE



## There is a Home for the best Documentaries in the world at

Find our brochure inside your delegate bag and Welcome to stand EXT2!

**WED 24<sup>th</sup> June 6 p.m. YLE presentation at Agora**

During the whole existence of the Sunny Side of the Doc YLE – Finnish Broadcasting Company has been present at the festival. First in Marseilles and now in La Rochelle Sunny Side has given YLE the opportunity to create links between Finland and the rest of the documentary world. Although Finland is a small nation it is a major player in documentary field. During the last 20 years YLE has changed a lot. It has become more effective, more custom friendly and more flexible. But some things haven't changed: the documentaries are still in the very nucleus of the public service and they still have a big audience at prime time television at YLE channels. The 4 YLE TV-channels: TV1, TV2, YLE TEEMA and FST 5 will tell You more about their future plans and hopes in an open panel aimed for all our partners and friends.

PS. Snacks and drinks will be served

**WED 24<sup>th</sup> June 10 p.m. FINNISH KARAOKECORNER at 20<sup>th</sup> PARTY**

**Come along and make Your way to the evergreens and pop/rock legends!**

Famous Finnish actor Timo Torikka will be your hilarious host. Don't be afraid we have three microphones. You can sing with your colleagues.

**TUES 23<sup>rd</sup> - 26<sup>th</sup> June between 9 a.m. – 6 p.m.**

**Story time between 11 a.m. – 4 p.m. in the outside café area**

**A STORY OF ONE THOUSAND STORIES [www.lonnrot2017.fi](http://www.lonnrot2017.fi)**

What have you experienced at Sunny Side of the Doc?

Tell us about your most memorable moments at the Sunny Side festival.

Did something funny, something uncomfortable or perhaps something amazing or dazzling happen to you?

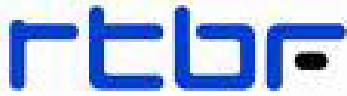
Or do you have a story about Finland, it's people or the Finnish Broadcasting Company?

Do you know a story about some Finnish documentary film?

Hundreds of stories have already been told in the Story tent. Some of them can be seen on the One Thousand Stories platform ([www.lonnrot2017.fi](http://www.lonnrot2017.fi)). Your story about Sunny Side or YLE will be screened

here in La Rochelle. Or it could become part of the primetime TV-program, "The Story tent", this autumn in Finland. Or perhaps it will be included in the feature-length documentary "Stories of Finland".

**SHARE YOUR STORY WITH US!**



## So Sunny Side is 20 years old ! Apparently, that's the perfect age !

For the RTBF, this is the last fair before the summer holidays and the one where we find out about productions in progress and hunt down, seek out and discover new projects.

It was at Sunny Side that, for instance, we began the pre-purchasing negotiations for the "Apocalypse" series about the Second World War, a series we will be broadcasting at the end of the summer.

It was also there that we first heard about "L'odyssée de l'amour", "Justice à Vegas" and the "Nouveaux explorateurs" series.

In short, the event provides us with a unique opportunity to explore the sector, and is one of the rare places where we can meet directors as well as producers.

It is a convivial fair that is a delight for purchasers to attend. Others can be far more stressful. We would not miss it for anything, if only because we can take our time there, getting up to date with colleagues from other channels, and enjoying the friendly atmosphere and welcoming terraces. Our sales division has also been there since the start of the festival to present our own productions. In fact, you can now keep abreast of Belgian documentary news by subscribing to a newsletter at [sme@rtbf.be](mailto:sme@rtbf.be).

To conclude, our teams would like to add their voices to the chorus of congratulations on the occasion of your great anniversary.

It's not every day you're 20 years old!



## Already 20 years

Sunny Side is celebrating its twentieth anniversary.

The CMC group has been a Sunny Side partner since its launch. We are very proud of that.

The documentary is a genre apart. It is the genre of knowledge and curiosity, the genre of discovery of the other and others, and their history and everyday lives.

Techniques and languages are numerous and varied. Our **CMC** and **LVT** teams work on mastering them, so enabling documentaries to travel freely all over our world, ignoring barriers and frontiers, and rising above our endless technological upheavals.

No other kind of programme has done more to enhance awareness of today's global environmental crisis. We were honoured to handle the post-production of Yann ARTHUS BERTRAND's film "HOME", whose global success has provided unarguable proof of the genre's efficacy.

In the autumn, you will also be able to see "OCEANS", a film by Jacques PERRIN and Jacques CLUZOT. Our **DIGimage** teams have been applying their skills for more than 5 years.

Despite reaching the age of 20, Sunny Side is still in its infancy. So is the CMC group, which is why our paths cross and merge to provide such delights and satisfactions.

Denis AUBOYER

Chair of the CMC Group



## 20 years of documentary through 50 years of NHK

NHK celebrates this year her 50th anniversary. This is the occasion for us to present NHK contribution to documentary field from late 1980's to our present day, especially with the documentary series NHK Toku which became NHK Special in 1989.

### **N-Tokushu : an ambitious project for a public-broadcaster flagship**

In 1976, NHK organized a major project to the task of recording the contemporary world, analyzing its features and identifying signs of what lay ahead. To oversee the initiative, the NHK Special Programs Division was created.

The key concepts were "experimentation" and "exclusives", ideas expressed economically by the project's slogan "something new". Exclusivity meant not only cultivating a sixth sense for a scoop, but also being committed to revealing important issues that had been overlooked.

N-Toku started off at a pace of one broadcast a week. NHK Tokushu ran for 13 years until 1989 and resulted in no fewer than 1,378 documentaries.

The program themes could be broadly arranged into four categories:

- 1/ The verification of modern and contemporary history.
- 2/ The contemplation of global and domestic issues.
- 3/ Warnings to mankind in programs like *The Nuclear Age* and *The World after nuclear war*.
- 4/ Major cultural, historical and travelogue series such as *The Silk Road*, *The Yellow River* and *The Miracle Planet*.

N-Toku pioneered a variety of technologies and methods that opened up new possibilities for television. Thus, it became the program everyone in Tv broadcasting wanted to be involved in – not just the staff of NHK.

The NHK Tokushu series represented an effort to produce television programs that only NHK could make. Audience share was not the top priority, the focus was placed on NHK's particular strengths and the duty NHK had to make such programs because it was a public broadcaster.

The late 1980's were a time of global structural change. At NHK, the introduction of satellite broadcasting made it possible to cover international news more broadly and in greater depth. People in Japan now had to adapt to a new international reality. Thus, by the late 80's, the NHK signature program NHK-Tokushu timeslot had been expanded to three times a week, enabling NHK to produce programs that offered a broader, more global viewpoint.

In 1989, NHK Tokushu was reborn with the name NHK Special. The program was given the Sunday evening prime time slot with flexible programming when required.

The mission for both NHK Tokushu and NHK Special was to focus on the past, present and future of people and the planet. It never hesitated to examine problems relating to science and technology, war, natural resources and the environment. This was reflected in the titles of individual programs: *The 20<sup>th</sup> Century on Film*, *The World after Nuclear War*, *Warning for the 21<sup>st</sup> century, 2000 and Beyond*, *The Yellow River*, *The Miracle Planet*, *Messages from the Past*, and of course, *The Silk Road*. These programs explored our miraculous planet and the rise and fall of great civilizations upon it, revealing the earth in its fullness as a very special life-supporting. But it also broadcast numerous "human documentaries" about life and death, starting with **Quintuplets**, a series that chronicled the growth of its eponymous family.

In 1989, NHK began full-scale satellite broadcasting on two channels: BS-1 and BS-2, this last one devoted to culture and entertainment. The service also provided programming for areas where terrestrial reception was poor. The original concept for the BS-2 channel was to supplement everyday terrestrial programming with fresh quality and uniqueness.

As the 90's began, the pace of events grew more charged both in Japan and abroad. N-Spe broadcast programs on the dynamic changes unfolding in the international political arena and other actuality themes, starting with the issue of the end of the 20th century. This was the first century in which history was recorded in moving images, and **The 20<sup>th</sup> Century on Film** portrayed the reality of a century of war using extensive film archive footage from both World Wars, the Korean and Vietnam Wars, and the Cold War and its aftermath.

### New realms.

N-Spe has ventured into worlds that were previously thought to be beyond the reach of television. ***The Universe Within : The Human Body*** used state-of-the-art-computer graphics to visualize the drama of life in a micro-realm that not even the best microscopes could observe. ***Planet of Life*** offered a stimulating description of the wonders of evolution in a series going back to earth's earliest days. ***Planet of Ocean*** and other programs about outer space took viewers on a spectacular trip through the cosmos. ***Einstein*** employed latest digital technology to explore new frontiers for television, depicting the human mind and workings of the brain.

### Gazing into the 21st century

In the last decade of the 20th century, N-Spe explored Japanese and international topics that were expected to remain crucial in the 21st century.

***2000 and Beyond*** delved even deeper into our past and future, examining issues of continuing relevance in the new millennium, including food security, money, war, aging, the family, computerization, cancer and euthanasia. Altogether 45 episodes were broadcast from January 1999 to December 2000, making ***2000 and Beyond*** the longest and most ambitious series in N-Spe history.

### Exploring who we are

The ***Path of a Nation*** series gave visual form to author Shiba Ryotaro's thoughts on what it means to be Japanese, and the real meaning of a nation, culture, and people. The series looked back on the road that Japan's people had traveled and questioned where it might lead the nation in the future.

***Long Journey to Prehistoric Japan*** used the latest research to shed light on the diverse origins of Japanese ethnicity, while ***Mysterious Cities of Asia*** drew attention to Asian customs in some of the continent's most ancient cities. By the end of 2002, N-Spe had passed the 1,500 program milestone.

### Besides N-Special, NHK Travelogue programs

Continuing in the spirit of the previous travelogue program series ***Traveling around Japan, Japan Travelogue*** went to air in 1991. Episodes like " Autumn in the Apple Orchard " helped to focus attention on low-profile regions as Japan underwent wrenching changes following the bursting of the economic bubble. Japan Travelogue Orchard " helped to focus attention on low-profile regions as Japan underwent wrenching changes following the bursting of the economic bubble. Japan Travelogue prompted a reappraisal of family ties and regional roots

### NHK : a public-broadcaster at the leading edge of technology

The subsequent introduction of digital broadcasting and Hi-Vision (HDTV) offer two examples of NHK's quick response to new technological possibilities. After the launch of digital satellite broadcasting, NHK introduced a new broadcasting service featuring digital Hi-Vision broadcasts and various functions (like an internet news service). In the 21<sup>st</sup> century, NHK will continue to provide people-friendly television that can be viewed anywhere, anytime.

Television in Japan is now at a major turning point, marked by the commencement of BS digital satellite broadcasting in December 2000 and the digitalization of terrestrial broadcasting scheduled for completion by 2011. A new way of life and a new age of television are being ushered in by the new Digital Hi-Vision channel with its high quality pictures and 5.1 channel surround-sound stereo system, a wide range of data broadcasts and the electronic program guide.

## BRIEFLY...

### GRAND ECRAN DOCUMENTAIRE - PUBLIC SCREENINGS

> **12 FILMS PROJECTED ON THE BIG SCREEN, 37 ON FREE INDIVIDUAL CONSULTATION**

**PROFESSIONALS AND THE GENERAL PUBLIC WILL GATHER AT LA ROCHELLE'S MEDIATHEQUE, TO FREELY VIEW A SELECTION OF FILMS THAT MARKED THE LAST 20 YEARS.**

A public meeting with Nicolas Philibert will be held on Wednesday, June 24 at 4 :00pm on the *Meteo France 1* weather boat after the screening of "Every Little Thing".

> **5 PREVIEW**

Evenings at the Encan Centre's auditorium to discover before everybody documentaries broadcast tomorrow on TV.

> **1 SPECIAL SCREENING**

In the presence of Paul Virilio and Stéphane Paoli (director), screening of "Paul Virilio: Thinking Speed."

Find the full programme schedule at: <http://www.sunnysideofthedoc.com/>

**All our stands have been reserved, but you can still register as a visitor!**