

## **Sunny Side of the Doc 2016: an exceptional year**

*With more than 2000 delegates, the 27<sup>th</sup> edition of the linear and interactive documentary film market has once again shown the relevance of the approach it started years ago. The awards given have highlighted projects and works with strong, ambitious projects with an international scope.*

**La Rochelle, 23 June 2016** – The 27<sup>th</sup> edition of the linear and interactive documentary film market, Sunny Side of the Doc, held from 20 to 23 June 2016 at the Espace Encan in La Rochelle, saw a stable attendance with 2000 accredited delegates, including 287 international decision makers and 53 countries represented. This year, Sunny Side received delegations of producers from new countries as diverse as Armenia, French Guiana, Indonesia, Iran, the Lebanon, Lithuania, Slovakia, Slovenia, Ukraine and Togo among others. Canada, the country of honour, had a special place in the aisles of Sunny Side, alongside more than 113 producers, broadcasters and institutions.

By focusing on innovation, as much in writing as in production or circulation, Sunny Side of the Doc has put the documentary in a promising perspective for international coproduction.

### **A market of announcements and signatures**

A genuine exchange platform for the documentary market, Sunny Side of the Doc was the scene for a number of major coproduction and distribution agreements. This information has been confirmed by the many Japanese, French, German and American distributors present...

*“For example, Singapore broadcaster MEDIACORP has confirmed the acquisition of 10 films from ZED, PBS International and other distributors. The Pitches gave rise to many more one-on-one meetings than in previous editions. Malaysian broadcaster ASTRO has chosen two projects presented at Asian Side. I would like to insist on these broadcasters from South-East Asia because one of the announcements concerns Asian Side of the Doc which will take place in Bangkok from 1 to 4 November 2016”, said Yves Jeanneau, CEO of Sunny Side of the Doc.*

### **Sunny Lab: VR all around**

Sunny Lab is an interactive experience laboratory, and opened up avenues for exploration in all areas of interest to the documentary: data-journalism, branded content, animation and, naturally, virtual reality.

Over 4 days, VR Lab enabled delegates to plunge into more than 20 VR programmes, filling its immersive room with more than 1000 visitors – a sign that above a mere fad, virtual reality is becoming increasingly concrete in its projects and broadcasters’ development strategies.

As part of the R&D Exclusives, or on their stands, several manufacturers, such as ARRI, AV Broadcast, Emagison, and Sony, among others, presented their latest ranges: 4K, UHD, binaural sound, VR or film colouring.

*“Sunny Lab has taken off over the past few years and now fuels all the meetings at Sunny Side. The documentary is undoubtedly a genre which lends itself to experimentation and this edition has once again proved this”, explained Yves Jeanneau, “Sunny Side has always been a rendez-vous for technological innovation and revolutions; we are at the leading edge of new writing and new screens”.*

## Awards: Long Live International Coproductions!

<b>Best Natural History &amp; Wildlife Project</b>	Sponsored by Smithsonian Channel: 2,000 € in cash + Wildscreen Award: Free weekly delegate pass to next Wildscreen Festival	<b>Prodigies</b> // Boréales, France  <b>The Secret Life of Owls</b> // Make Believe Media Inc., Canada
<b>Docunexion Jury Mention</b>	Sponsored by Tortuga Films : 5 days grading (value: 6000 \$ CDN)	<b>Road Fukushima</b> // Kami Productions, France - soutenu par Cap Digital et Pôle Média Grand Paris
<b>Docunexion Québec-France Award</b>	Sponsored by Docunexion: full invitation to participate and pitch at RIDM, Montreal, 10 >20 nov 2016	<b>Syria Calling</b> // La Jolie Prod, France - soutenu par Cap Digital et Pôle Média Grand Paris
<b>Best Digital Creation Project</b>	Free accreditation to Sunny Side of the Doc 2017 (+ 1 project registration)	<b>Feet Up</b> // Makila, Canada
<b>Best Global Issues Project</b>	Sponsored by RTBF/SRC Canada : 2,000 € in cash	<b>Ghosts In the Machine</b> // Notion Pictures Ltd, UK
<b>Best Arts &amp; Culture Project</b>	Free accreditation to Sunny side 2017 + 1 project registration	<b>Grimm Tales</b> // Proximity Films, Canada
<b>Best EUROVISION Science Project</b>	Sponsored by Illinois Public Media : 2,000 € in cash	<b>Hormones &amp; Huffs – The Science of Puberty</b> // a&o buero filmproduktion, Germany
<b>Best Asian Project</b>	Free accreditation to Asian Side 2016 + 1 project registration	<b>The Portrait of the Rainbow</b> // Tenjin TV Production, Japan
<b>Best History Project</b>	Sponsored by PBS International: 2 000 €	<b>Born in Auschwitz</b> // Spot Productions, Hungary
<b>Sonuma Archives Award</b>	3.000 € worth archival material for a project from History section (given by Barbara Rodriguez)	<b>1968 – The Awakening</b> // Gebrueder Beetz Filmproduktion, Germany

RTBF Pre-buy award	Pre-buy offer for the award winning project (given by Marc Bouvier)	<b>Hitler Youth, the Children of Nazism</b> // ZED, France
Cezame Music Award	Supporting the musical side of the doc with: Assistance for the use of music labels CEZAME MUSIC AGENCY for a value of 1,200 €.	<b>The Warning – How Intelligence and Science Met Climate Change</b> // Seconde Vague Productions, France
AV Broadcast Award	1 Atomos Shogun (for a value of €1500+)	<b>Anokua, The Guardians of Balance</b> // Small Bang (France), Viceversa Cine (Columbia)
Best Interactive & Transmedia Project	Sponsored by Flamefy : 1-year support and the Flamefy software platform's supply (min. value 50K€)	<i>Ex-aequo</i> <b>Initio Project</b> // Bachibouzouk, France
		<b>Replay Memories</b> // Camera Lucida Productions, France
Best Music Award	In a Grand Ecran Wildlife Programme sponsored by UCMF & La Sacem: €500 in cash	Camille Rocailleux pour « <b>Les Pépites</b> », France

### The leading world documentary market

Sunny Side of the Doc has more than ever confirmed itself as the leading world market for international coproductions **and acquisitions** of documentaries. *“This edition has proved very promising for the future of the documentary, which is renewing itself, innovating and spreading, as much in terms of its writing and narrative as in its circulation channels or even its financing”, confirmed Yves Jeanneau. “The return of North American channels, the presence of VOD and streaming, which are no longer satisfied with just acquiring programmes but also want to coproduce them – without forgetting the rise in Virtual Reality (VR) not only in content but also in the broadcasters’ strategies – are all indicators of the relevance of our approach. Once again this year, we have proved able to shed light on the main trends of tomorrow for the documentary”.*

### Grand Ecran: strong subjects, involved audiences

As is the case every year Grand Ecran, Sunny Side of the Doc, gave the population of La Rochelle premiers from TV channels as well as a selection of documentaries from Canada, the 2016 country of honour, on international politics, emigration or human adventures. The 2016 programme echoes a changing world. Almost 1600 visitors discovered the 18 documentaries screened in the CGR Dragon and the Médiathèque Michel Crépeau.

*“Despite travel problems caused by the SNCF rail service, which stopped our delegates from reaching La Rochelle on time, and despite the IT bugs (!), this 27<sup>th</sup> edition has closed with a climate of unanimously positive appreciation from delegates”, concluded Yves Jeanneau.*

The next edition of Sunny Side of the Doc will take place from 19 to 22 June 2017 at the Espace Encan de la Rochelle.

Asian Side of the Doc will take place in Bangkok from 1 to 4 November 2016

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