



November 1989 Fall of the Berlin Wall > June 1990 End of the USSR > August 1990 Start of the first Gulf War > June 1991 Abolition of Apartheid > April 1994 Genocide in Rwanda > February 1997 Dolly, first cloned sheep > December 1999 6 billion people on Earth > September 2001 9/11 > March 2003 Invasion of Iraq > May 2004 EC grows to 27 members > September 2008 Chinese space-walk > etc. . .

As these things were happening . . .
Documentaries recorded these last twenty years.

> AND MADE SENSE OF THEM!

Documentaries adapted to new technologies. They found new ways to tell stories.

*Docu-drama - Drama-doc - Doc-soap - Animation . . .
in SD > DV > HDV > HD > DVD > VOD > CGI > 3D . . .*

**Now we've tried everything, done everything,
seen everything . . .**

> REALLY EVERYTHING?

What do the next 20 years have in store?

For writers, sound and image makers, for interactivity?

At Sunny Side, 23 - 26 June 2009

at La Rochelle

**Decision-makers,
Innovators and Creatives share their ideas,
their projects and their visions of the future
with you !**

Get on board for our 20th edition !

2009 FORUMS

> The New Co-producers

The new rules of the market are creating new professions. Partners that are more and more capable of finding finance in many different networks, from the cinema to the new platforms. . . . Who are they ? How do they get involved in projects ? Do they mean the end of the producer-broadcaster-director triangle ?

> Cross-Media

Mobile TV, Web TV, and television: from now on, all video programs must be available anytime, anywhere and on any device.

The practice of reformatting and recycling material has become widespread, to the point where the traditional chronology of media is shattered!

Interactivity, which allows technological convergence and turns the mere spectator into a television programmer, is the way of the future.

These evolutions raise many questions:

What are the real differences between 'old' and new media, and how should these differences be managed? Will this evolution have an impact on the content of documentaries? Will visual styles and production funding models have to be reconsidered? Which new skills require the integration of new staff in traditional production teams, and which, if any, skills are becoming instinct?

> Fact-based Fiction

Directors like Peter Kosminky have created a new form of fiction that is catching on fast - and it goes a lot further than: 'based on a true story'. It uses documentary methods to treat subjects pure documentary cannot reach. New freedoms, and new chances to take risks? Is this the right format for prime-time TV - or for digital cinema? A passing phase or a long-term trend for tomorrow's television?

> The Education Market

This used to be limited to the American continent, with its thousands of colleges and universities - a gigantic home market smaller countries couldn't compete with. But the arrival of new platforms has changed all that. Co-productions are now possible between countries with different languages. New opportunities are opening up, and documentaries have an important place in this new market.

> The next 20 years?

Twenty years ago, the changes we have seen since then would have seemed like science fiction ! Technological innovation of course, but even greater changes in people and in their ways of consuming images.

Where will we be in 20 years?