



June 4, 2009

Press Release 2

- **SUNNY SIDE OF THE DOC, 20th Edition - from June 23 to 26, in La Rochelle, France**

To date we have confirmed the participation of:

- **1.414** attendants (including 97 English, 76 Germans, 55 Canadians, 26 Americans, 17 Australians, among others)
- **330** Commissioning Editors and buyers
- **445** exhibiting companies, with 75 stands

We are pleased to welcome this year,

John Willis, honorary president of this 20th edition

and

Nicolas Philibert, special guest of the *Grand Ecran* public documentary screening series.

- On the occasion of the **NFB's** (Canadian National Film Board) 70th anniversary, **NHK** Educational's (Japanese public television) 50th anniversary, and Sunny Side's 20th anniversary, we are organizing a pre-event on June 22, from 2:00pm: two round-table discussions on the international educational networks.

> **Educational Networks / 1st part, The Networks – June 22, 2:00pm**

Moderated by John Willis, with: Pascal Brunier, Sally Crompton, Tomoko Kumanomido, Laura Longobardi, Alisaon Martin, Jean-Marc Merriault, Claude Renucci, Monique Simard.

> **Educational Networks / 2nd part, Content – June 22, 4:30pm**

Moderated by Peter Wintonick, with: Nathalie Berguerand, Evelyne Bevert, Emma De'Ath, Fabienne Fourquet, Tomoko Kumanomido, Ninnie Kuller, Jean-Marc Merriault, Markus Nickel, Monique Simard.

The network used to be mostly limited to the North American continent, with its thousands of colleges and universities --a gigantic home market smaller countries simply could not compete with. But the arrival of new communication 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 renewed field. Novel formats are slowly replacing traditional reading and listening vehicles: Interactivity seems to be the new standard.

- **FORUMS 2009**

> **Cross Media – June 23, 6:00pm**

Moderated by Mark Atkin, with: Frank Boyd, Hyechunh Eun, Fabienne Fourquet, Simon Hutson, Catherine McCarthy, Alexandre Michelin, Carol S. Mann, Timothy Smith, Cindy Witten.

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?

> **Foundations, Funds and Fundraising – June 25, 10:00am**

Moderated by Lilla Hurst, with: Kelly De Vine, Ally Derks, Ben Donald, Gvorgy Durst, Patricia Finneran, Sergio Sa Leitao, Murray Weston.

The new rules of the market are creating new professions. Foundations are acquiring a new status. New partners are appearing that are evermore capable of finding financing through many different networks, from cinema to new media platforms. Who are they? How do they get involved in projects? Do they herald the end of the producer-broadcaster-director triangle?

> **20 years of documentary, What about the next 20? – June 26, 11:00am**

Moderated by Yves Jeanneau and John Willis.

20 years ago the future of documentary films was far from certain. We strove to give it its rightful place, and today we must fight on! Public Television Services are being shaken by all the turmoil in the audiovisual, economic and cultural arenas. What place will documentary films conquer? What vision of Public Service will govern us? What future awaits our films?

- **BIPS – Best International Pitching Showcase**

For the first time ever Sunny Side of the Doc is organising theme-based pitch sessions. These daily sessions will be held in the Agora.

Tuesday, June 23

> 11:30am / 1:15pm - HISTORY SESSION

> 3:00pm / 4:30pm - SCIENCE SESSION

Wednesday, June 24

> 11:30am / 1:15pm - ENVIRONMENT SESSION

> 3:00pm / 4:30pm - SOCIAL/POLITICAL SESSION

Thursday, June 25

> 11:30am / 1:15pm - ARTS/CULTURE SESSION

> 3:00pm / 4:30pm - SERIES/FILMS FOR CINEMA SESSION

- **The Innovations / Education Space**

This year, the High Tech space will be transformed into the INNOVATIONS / EDUCATION space. The digital revolution, the Internet, and Mobile Television are at the heart of this new resource centre, which also highlights their applications in the educational arena.

A 300 m2 space, sponsored by NHK and the NFB, groups together all the companies who are the leaders in innovation, be it in the domain of production methods, content or communication platforms.

The **Digital Agora** will become the new space for exclusive meetings on the subject of New Media:

- "Digital New Media", a discussion panel that will consider the life of programmes, before and after Television.
With the participation of today's most active producers: Submarine, Babelgum, Offthefence, and Zadig. - June 23 from 2:00pm
- "New Media, new narratives", will question the possibilities non-linear narrative styles.
With the participation of the CNC, Honkytonk, Striana and Arte's Internet department. - June 24 at 10:30am
- Finally, Tetra Media and Daily Motion, will present us with their new "business model"- June 24 at 2:00pm

A **New Media parasol**: an open and collective exhibition stand that allows companies or organisations to present their projects. It is meant to encourage the participation of new exhibitors, such as mobile telephone operators and manufacturers, digital broadcasters, multimedia companies, etc.

The 3D space takes us a leap into the future, with new 3D television and mobile telephone screens.

Live demo: the results of the research conducted by Orange Laboratories, and projects from the key players of this new technology (Doremi, Xpand, 2AVI, Orange, and Dassault Systemes, among others.)

- The panel discussion "3D goes 360°" shows us how 3D is already planned on all our future screens.

Webdocs, the best examples will be viewable to all participants on iMacs.

- **Grand Ecran Documentaire - Milestones programming**

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: 12 films projected on the big screen, 37 films shown in smaller venues, and 6 special screenings at the Encan Centre's auditorium.

Master Class: Three La Rochelle classrooms will meet the filmmaker Nicolas Philibert on the morning of June 23 to discuss his film *Un animal, des animaux* (An animal, Animals). The students will have already watched and analysed the film at school. Event to be held in the La Rochelle Mediatheque.

A public meeting with Nicolas Philibert will be held on Wednesday, June 24 at 4 :00pm on the *Météo France 1* weather boat.

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

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

We look forward to seeing you in La Rochelle from June 23 to 26.

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