

PRESS RELEASE**FOR IMMEDIATE RELEASE**

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2016 ASIAN SIDE OF THE DOC: 7th edition in Bangkok

The 7th annual Asian Side of the Doc international doc and specialist factual market will take place from 31 October to 3 November 2016 in Bangkok (Thailand) at the Avani Riverside Hotel. Over 4 days, producers, broadcasters, distributors and institutions will be present to initiate and establish new coproduction opportunities.

CONNECTING STORIES

The 7th edition of the Asian Side of the Doc coproduction platform and programmes sales market will take place from 31 October to 3 November 2016 in Bangkok (Thailand).

Asian Side of the Doc is continuing its journey around Asia: after Hong Kong, Seoul, Tokyo, Kuala Lumpur, Chengdu & Xiamen in China, **Bangkok** will now be the platform for exchanges between Europe and Asia.

The 2015 edition drew more than 700 documentary professionals, including 140 decision makers, from Asia and beyond (40 countries) to its industry-leading market, designed to maximise investment and international coproduction through a line-up of inspiring panels, unique networking events, a high-quality pitching forum and the added value of an exhibition space leading to real deal-making.

ASEAN: a land of opportunities

The ASEAN zone covers ten countries (650 million inhabitants): Thailand, Vietnam, Laos, Cambodia, Myanmar, Malaysia, Singapore, Brunei, Indonesia and the Philippines, a number of which are rapidly growing. The documentary genre is now in development there; national productions do actually exist, for instance in Thailand, where 6 to 8 feature documentaries are released in theatres every year.

Up until now, programmes from abroad come mainly from the UK, the US, Japan, and Korea. But broadcasters are open to broadening their sources of supply. *“Coproductions are not commonplace yet”,* said Yves Jeanneau, CEO of Sunny Side markets. *“They are immediately feasible when there is shooting or spending in the country”.*

Added to this are the many on-line platforms which produce and broadcast content.

Asian Side of the Doc 2016

Asian Side of the Doc 2016 is co-organised by SUNNY SIDE OF THE DOC and WISHTREND THAILAND, with the support of the MEDIA Programme of the European Union and in partnership with MCOT in Thailand. This Thai public broadcaster has several TV channels and radio stations throughout the territory. MCOT and its production structure PANORAMA produce and broadcast documentaries and would like to develop their international presence.

“Apart from the pitching sessions with prizes, Asian Side of the Doc will explore the ASEAN content boom market through several panels on coproduction opportunities, case studies, and synergies with OTT and SVOD platforms”, said Yves Jeanneau.

The programme also includes One-to-One meetings and Meet the Executives sessions – important opportunities for exchanges with top TV execs. The ABU – the Asia Pacific Broadcasting Union – will be present with many of its members and will show the first productions of the BIG CITIES project in collaboration with the EBU (European Broadcasting Union) and TALTV (Latin America). There will also be the launch in the ASEAN zone of the major project “GENERATION WHAT”, supported by UNESCO-ASIA, initiated by YAMI2 and UPIAN and supported by the EBU.

A new market, new perspectives

“There are many reasons why we chose Bangkok to host this 7th edition”, said Yves Jeanneau.

*“At the 69th Cannes Film Festival last May, a group of ASEAN film agencies and commissions, came together to introduce and showcase the best of ASEAN productions to the international film community. So, **it is genuinely a new market**, getting more and more structured and these days that is **an opportunity not to be missed**. Then, the diversification of channels and new on-line platforms, supported by local government policies, provides **new opportunities to sell completed programmes**. In short, **Bangkok is the perfect “hub”** for the whole ASEAN zone. We will be holding Asian Side of the Doc in a very auspicious and comfortable environment as we will be in the AVANI Riverside Hotel, which will be welcoming us in the best conditions to make this an exceptional event!”*

Workshop and Masterclass: from 19 to 22 September 2016 in Bangkok

Before Asian Side of the Doc, a project development workshop is being organised from 19 to 22 September, at the Alliance Française Bangkok, designed to give producers and directors from ASEAN countries a better understanding on the international market and provide valuable information on the way to “set up” a coproduction project. For more information and the project selection, click [here](#).

ABOUT ASIAN SIDE OF THE DOC

Asian Side of the Doc is the first international documentary marketplace in Asia. Created in 2010, this annual event offers new business and creative partnerships opportunities for the international doc professionals on the dynamic Asian factual programmes sector now running in both directions, Asia to Asia, and Asia to the rest of the world.

Now in its 7th year, Asian Side of the Doc's objective of building a unified factual content market in Asia and bringing potential co-production partners together is notably achieved.

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