

PRESS RELEASE

March 21st, 2014

**ASIAN SIDE OF THE DOC # 5
18-21 March 2014 / CHENGDU, China**

**Asian Side of the Doc closes on a high and celebrates the birth of an Asian
Documentary Market**

The 5th Asian Side of the Doc marked the birth of a true Asian market, with an inspiring event for 650 delegates from 43 countries.

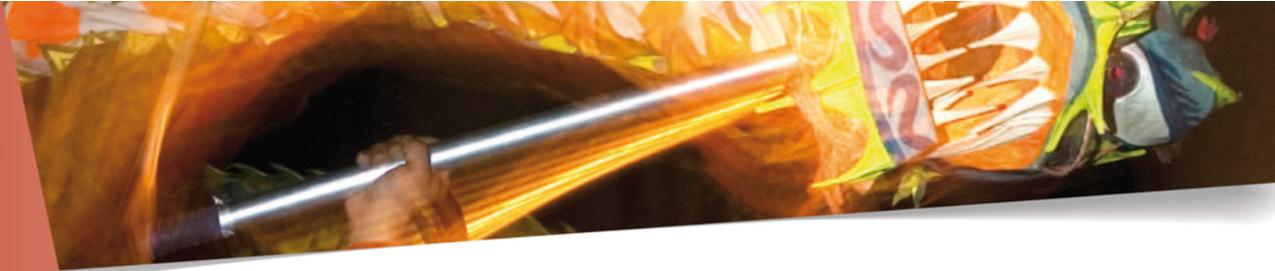
The 2014 edition organized in Chengdu, China, saw a notable increase in participation, 27% up on last year. The added benefit of a sales market attracted more than 120 exhibiting companies, including 20 international distributors and 130 decision makers.

Across the week, deals were struck and projects further developed. The structure of a new Asian Doc Market has emerged running in both directions, Asia to Asia, and Asia to the rest of the world.

Asian Side of the Doc achieved several notable results including the start of a close collaboration between Asian and European Broadcasting Unions, ABU and EBU. This will provide strong support to regional broadcasters and producers as well as widening the documentary network to new ASD attending countries like Bangladesh, Nepal.

Over the four days of the event, a more structured Chinese documentary market was much in evidence. Chinese broadcasters showed themselves to be fully aware of the gap to be bridged to reach an international level. It is in this sense that regional Chinese channels Heilongjiang Television and Jilin Television have taken the initiative to attend Sunny Side of the Doc as well this year.

Both CCTV9 and CCTV10 presentations during Asian Side of the Doc showcased the newly acquired ability of Chinese producers to present projects designed with the same quality level as western projects. The Asian Side of the Doc training for Chinese producers that took place 13-16 January 2014 in Beijing and 16-17 March 2014 in Chengdu led to six Chinese independent filmmakers pitching for the first time at Asian Side of the Doc. The two winning Chinese projects from the National Chinese Pitching Forum organized the day before the opening of the marketplace performed well in front of international decision makers: *Ladder To Paradise*, by Shuyun SUN, Qianying Film, and *Unwed Mother*, by Li Haipei, Star Era Media Co.Ltd.



ASD also saw the creation of the documentary foundation « Northern Tropic » announced. Co-founded by China Documentary Film Commission and Beijing CCTV Wengong Culture & Media Company, the foundation aims to support film production and coproduction in China and all over the world.

At the awards ceremony, the Sichuan government announced ten special cash awards to enable producers to attend Sunny Side of the Doc with their projects.

Yves Jeanneau, CEO of Sunny Side Markets, commented:

“Asian Side of the Doc has achieved everything we set out to do - to create a vibrant Asian documentary market. I’m confident that it will grow quickly - like everything in Asia! The Sichuan awards will be a great help to the production community, and the foundation opens great prospects for the future of the Chinese documentary community, for whom I believe Asian Side of the Doc has been a springboard to move forward.”

ASIAN SIDE OF THE DOC AWARDS ANNOUNCED

An International Jury decided the awards for projects from the Asian Side of the Doc pitching sessions.

Axel Arnö, Commissioning Editor, SVT - Sweden
Junko Ogawa, Head of Global Content Marketing, NHK – Japan
Kate Hyejin Cho, International Relations, KBS – South Korea
Wang Xinjian, Assistant Controller, CCTV10 – China

- **BEST ASIAN PROJECT**, sponsored by France Ô
ENDLESS WAR IN IRAQ – 10 YEARS IN THE LIFE OF A BAGHDAD FAMILY by Takeharu Watai and Haruko Konishi – So-net Entertainment Co. Japan

Jury member Kate Hyejin Cho said:

“The jury felt this was a powerful project illustrating how war changes the lives of ordinary people. By filming over 10 years, the filmmaker showed us the real spirit of documentary. The result was a film that was emotional, warm and special which would strike a chord with international audiences.”

- **BEST INTERNATIONAL PROJECT**

A NIGHT ON EARTH by Thierry Machado and Stephane Durand – Winds, France

Jury member Wang Xinjian said:

“The jury felt that the project had great international potential, as it brought a universal subject to life with beautiful images shot using amazing new technology. It is a project with the highest standards of wildlife filmmaking bringing unique access and new technology together.”

- **BEST CHINESE PROJECT**

CHINA ' S VAN GOGH by Tianqi Yu and Yu Haibo – Century Image Media, China

Jury member Junko Ogawa said:

" This was a film that really reflected the modern China and ordinary people's state of mind and spirit. The title is very attractive and we felt it would clearly bring an international audience. We were very impressed by the visual impact of the project, through the contrast between the ordinary people' s lives and the beauty of the art they produced. The film really makes the viewer think about the relationship between art and peoples working lives."

Chengdu City awarded the Special Mention to the project "The Southern Silk Road" by Zhen CUI (Oriental Companion Media (Beijing)).

Sunny Side markets CEO, Yves Jeanneau commented on the awards:

« I' m delighted that those three awards showcase the diversity and the wealth of the exchanges that have taken place here in Chengdu during Asian Side of the Doc. The Best Chinese project is the perfect example of the evolution of the Chinese documentary scene from Made/Copied in China to Chinese Creativity. The film arrived already in partnership with Japanese Dutch and French producers, and the pitch was perfected during our training session.

For this project, ASD has been the platform bringing additional support from both European and Asian broadcasters. Ladder to Paradise and Unwed Mother have followed the same success. The Best Asian Project is Japanese and deals with a strong contemporary historical topic, the War in Irak, an international conflict that concerns all of us.

A Night on Earth is a Wildlife and environmental documentary with the added dimension of shooting in 4K at night.

It' s now time to build on the achievements of this 5th edition of Asian Side of the Doc. The location of next year Asian Side of the Doc is likely to be announced during the 25th anniversary of Sunny Side of the Doc, from 23-26 June in La Rochelle."

More information at: <http://www.sunnysideofthedoc.com>

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