



PRESS RELEASE

La Rochelle, 19 November 2016

Realscreen and Sunny Side partner to build specialist factual co-production opportunities

Sunny Side of the Doc and *Realscreen* have revealed a new partnership which will commence with the upcoming editions of the Realscreen Summit in Washington, D.C. and Sunny Side of the Doc in La Rochelle, France.

The collaboration between the industry-leading conferences and markets will take shape through various marketing and editorial endeavors. *"We are delighted to announce this partnership with Sunny Side,"* said Claire Macdonald, VP, Publisher, *Realscreen*. *"Each brand has an exceptional reputation as a productive and invaluable venue for deal-making and collaboration in the international non-fiction and unscripted communities. Our partnership will open up further opportunities for our respective communities globally".*

Yves Jeanneau, CEO of Sunny Side markets also commented : *"Two of the most influential factual events in North America and in Europe are joining forces to witness and feature the return of specialist factual and high-profile blue chip documentaries. Our partnership promises to further develop intercontinental coproduction, including with emerging territories and provide new market and networking opportunities for documentary professionals, on an international level."*

As part of the editorial partnership between the two parties, *Sunny Side of the Doc* will curate a special session at the upcoming Realscreen Summit in Washington DC, which will put the accent on international coproduction within the specialist factual sphere. The session, bringing together commissioners and producers from established and emerging copro markets in Europe and Asia, will examine new developments in coproduction, how to find and develop themes that cross borders, and new opportunities for North American producers and broadcasters in the international copro arena.

Realscreen, meanwhile, will curate a series of morning one-on-one sessions with North American specialist factual commissioners for Sunny Side of the Doc at La Rochelle in June. These sessions will serve to illuminate for the international audience new initiatives or slots on the way from the featured networks; topics or subject matter that the networks are seeking to explore in the coming year; the assorted networks' commissioning policies and how international producers and broadcasters fit within them; and an overview of the North American factual content industry, and where it is headed.

"The Sunny Side of the Doc conference has long been regarded as one of the essential meeting places for the international factual content community, and we are extremely excited to collaborate with Yves Jeanneau and his team on this initiative," said Barry Walsh, editor and content director for *Realscreen*.

Reciprocal registration benefits and discounts are now available through the partnership.

About Sunny Side of the Doc :

Sunny Side of the Doc is the international marketplace dedicated to documentary & specialist factual content, that brings together each year broadcasters, distributors, decision makers, documentary filmmakers and producers from around the world over 4 days to sell or buy projects and programmes, and to find partners.

For 26 years, Sunny Side of the Doc has offered unique opportunities for all +2,000 professionals from 60 countries, to follow the latest industry trends, make new connections, gain insights on the most recent factual initiatives and reflect on the changing face of broadcast with the increasing demand of audience expectations.

The 27th edition of Sunny Side of the Doc will be held in La Rochelle, France from June 20-23, 2016. More information on www.sunnysideofthedoc.com

About Realscreen Summit:

The Realscreen Summit is the definitive global market and conference for the business of unscripted and non-fiction entertainment, and a must attend event for content creators, distributors, agents, commissioners and multi-platform broadcasters of unscripted and factual entertainment programming. Now in its 18th year, the mandate of the Realscreen Summit is to foster business collaborations through both structured and informal networking opportunities, and to provide practical business and creative intel and to spark debate, through a variety of high-level keynotes and panel discussions.

Realscreen Summit 2016 takes place January 31-February 3, 2016 at the Marriott Marquis in Washington, DC. www.summit.realscreen.com