



May 28th 2013

Press Release

SUNNY SIDE OF THE DOC #24 25-28 June 2013 - La Rochelle

“SUNNY SIDE this year is building on the success of LATIN SIDE in Mexico City and ASIAN SIDE in Kuala Lumpur to bring new partnerships and possibilities. The documentary industry in Brazil, China and the Middle East will be active participants in this market; and the range of projects on offer from producers in Japan, Korean, Mexican and Indian is increasing. By bringing together a group of buyers and decision makers from across the world Sunny Side offers all possible opportunities to expand horizons and develop business.

SUNNY SIDE is *the* international market dedicated exclusively to documentary in all its forms. Each of you are players in it, and this 24th market has been conceived to help develop and finance your projects. Make the most of it with confidence - real stories have values that last.” Yves Jeanneau

We’re delighted to welcome this year **Tom Perlmutter**, Président of the NFB and **Honorary president of Sunny Side**, as well as **Liu Wen**, Managing director of CCTV-9 (China) **Special guest of Sunny Side**.

➤ **Participants at this date**

- **1.121 participants**

- **260 International Commissioning Editors and Buyers / 300 expected**

- **315 exhibiting companies, and 22 new stands**

CCTV 9, CCTV 10, Shanghai Media Group (SMG), TV Tokyo, KBS, FUJI TV, Oriental Media Companion, Brazilian TV Producers, Universal, ZED, Catalan Films & TV – ProA, Camera Lucida, Pro Motion Limited – Malta, AP Archive, Djehouti, Getty Images, Lorraine Pôle audiovisuel, SATEV – French press agencies, Antilles Guyane, Taxi Brousse, Région Pacifique – Océanie (ATPA - Association Tahitienne des Professionnels de l'Audiovisuel , Fipa NC - Fédération Indépendante des Producteurs Audiovisuels de Nouvelle Calédonie, Spapf - Syndicat des producteurs audiovisuel de la Polynésie française), DFI-Doha Film Institute

- **8 new sponsors:** ABPITV-Brésil, CCTV-9, CCTV-10, Doha Institute, DICOM/Ministère du Travail, FUJITV, KBS, SMG-Docuchina



➤ The main Forums

THE HUNT FOR GLOBAL AUDIENCES – June 25 at 5:00 pm

Factual programmes can no longer be satisfied with audiences in one territory, or on one device. Wherever and whenever the audience now wants the content, producers need to find them and make an impact. How can producers think smarter and cross-platform to do this, and what subjects work? What do broadcasters now expect from 'event TV'? Our panelists will grapple with these issues and present their new projects which show how they're meeting the challenge.

ALL ABOUT SCIENCE DOCUMENTARIES – June 27 at 10:00 am

As part of our special focus on Science programmes this year, this panel of broadcasters puts the genre under the microscope. Can you ever be too popular in talking about science? Is 'tech' taking over from 'true science' on our television screens? What's the secret to a good science pitch? Come and sort the science fact from the science fiction.

NEW OPPORTUNITIES IN THE MIDDLE EAST – June 27 at 5:30pm

The Middle East may be seen as the new frontier for factual programmes. With new partnerships being formed across the Mediterranean, and some public funding support to develop the sector, what is the potential of the Middle East doc? Are Middle Eastern channels open for business for productions from outside the region? What subjects will hit the spot? And in such a rapidly developing market, how competitive is the Middle East?

THE CANADIAN CASE – June 28 at 11:00 am

What can developments in the Canadian market tell us about the future for documentary distribution? Tom Perlmutter, Chair of the NFB, will enlarge on their recent announcement of the World Documentary Platform, planned for 2014. We'll also hear from producers how they feel this will change the market and from a broadcaster about the challenges of establishing another platform in a crowded media market.

➤ BEST INTERNATIONAL PROJECTS SHOWCASE

Four themes were chosen for the selection of projects:

- **SCIENCE & NATURE**
- **HISTORY**
- **INVESTIGATION & CURRENT AFFAIRS**
- **ARTS AND CULTURE**

Prizes in each category of €2000 for the Best Project.



Science & Nature

Lengguru the Lost World - Mona Lisa Production - France

New Species - Grifa Filmes - Brazil

The Bloody Truth, How colonialism created the AIDS pandemic - Docdays - Germany / France

Deadly Depths - Georama TV Productions - France

Inside the dragon - CICC / China

Beyond Boundaries - Big Bonsai – Brazil

History

Hanna Arendt - Go2films - Israel / Canada

How we built the Moscow Metro - Mille et une films - France

Viking Women - Gebrueder Beetz Hamburg Filmproduktion - Germany

Women at War - Program 33 - France

The Rise of Gulf, beyond Black Gold - Artline Films - France / Qatar / Koweit

Oriental Memory, the Chinese Schindler - CCTV10 – China

D Day, the Submarine Odyssey - MC4 – France

Investigation

A taste for Africa - Les films d'ici - France

Depression - Flach Film - France

Hadijatou j'accuse - Primitive Films SCCL - Spain

Our friend, the Qatar Emir - Yami 2 - France

Gambling on Extinction - A & O Buero Filmproduktion - Germany

Mr. Democracy comes to village - Oriental Companion Media - China

Art & Culture

The Adventurers of Modern Art - Silex Films - France

The Contemporary Art of the New Empire - Les Films du Grain de Sable - France / China

Sacred Spaces - Telfrance - France / Canada

Like Ants for Sugar - Pickle Jar - India

Color, 4 Desires - KBS - South Korea

Chaplin - Magneto Presse - France

➤ DOCS IN-PROGRESS SHOWCASE

Cocaine Prison - United Notions Film – Australia / Bolivia

Despot Housewives - K'ien Productions – France

Embracing the Dead - Made In Copenhagen – Denmark

Off Frame - Idioms Film – Palestine

Pakistan : At War Against Islamic Radicalization - Effervescence Doc – France

Faith Connection - Cité Films – India / France

The Love Hotel - Native Voice - Bonne Pioche Television – UK / France

➤ TRANSMEDIA DOCS WANTED!

Are Vah! - FatCat Films - France

Back to the Garage #DIY - Flo Laval - France

Bike Lovers – mobCONTENT - Brazil

Constellation Cadorna - LUKIMEDIA, S.L. - Spain / Venezuela

On Screen Off record - Rami Farah – Syria / France



➤ SUNNY SIDE GRAND ECRAN

Discover seventeen documentaries being screened at SUNNY SIDE.

There's Science, first of all, with films dealing with the Fukushima nuclear disaster and the Giant Squid popularized by Jules Verne and now captured on film for the first time. Science subjects concern everybody in their daily lives, whether as signs of progress or of a society going astray.

Premiere screenings will take the audience around the world. The opening film is *On the Way to school*, in cinemas in the autumn. Closing film is *Richly yours*, about the tribe of the 'Haves'. In between there are films about Iraq, the first balloon flight, Stalin, and the monks of Shaolin (in 3D).

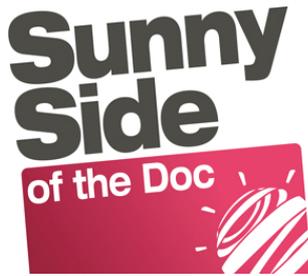
On Tuesday 25th June at 7pm, there's a real documentary spectacle in the Auditorium de l'Encan to which everybody is invited. *Paris, the Great Saga* will be presented in real-time interactive 3D, with Jean-Marc Léry as your guide and interactive pilot. Come to the very heart of the City of Light, for a journey in time and space from the arenas of Lutece to the present day.

So that is the programme: four days of documentary discoveries, surprises, and encounters with the directors. And what's more, it's all free! Our way to thank you for welcoming Sunny Side so warmly to your 'beautiful and rebel' city.

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

Contact : Natasha Moulin - 06 62 66 24 43 - press@sunnysideofthedoc.com





SUNNY SIDE OF THE DOC #24

The world of documentaries is gathering at Sunny Side of the Doc :

- ▶ The landmark meeting for **international coproductions**
- ▶ An international market, where producers and buyers from all over meet.
- ▶ A selection of **300 international key decision makers** and 2000 professionals from 50 countries.

Sunny Side of the Doc gives you the tools of success with:

- ▶ **4 days of premium meetings** with commissioning editors, buyers, and the new actors of the sector to produce, coproduce, buy, prebuy and sell
- ▶ **Forums** and **workshops** to get a better understanding of new technological and economic issues of the sector.
- ▶ An **online video library** with the best productions of the year and **the catalogue** (Who's Who and Programs/Projects), true bible for the coming year.
- ▶ Access for the **whole year** to your **professional account** dedicated to your needs and concerns (networking, database updated to each of our events, video library...)

Sunny Side of the Doc is also ...

- ▶ The famous **Best International Projects Showcase**: themed daily pitch sessions with the key decision makers

Enter your project for a chance to win **€2000** for the [Best Pitch per session](#), plus Cuban Hat prizes in cash and kind for the best [Transmedia project](#), plus pre-buys from RTBF and TV5 Monde for the best overall [Doc in Progress](#) and the best Francophone project.

- ▶ A **unique environment** to develop your **professional network** during our numerous social events, including parties, cocktails, and working lunches
- ▶ **Public and professional screenings** for the outstanding projects of the year

... the essential rendezvous for all professionals of the documentary sector.

