

Sunny Side of the Doc 2017 promises to be “Historic”!

The 2017 edition of Sunny Side of the Doc, the international market dedicated to documentary, will take place on 19th to 22nd June at the Espace Encan in La Rochelle. The theme of this year’s market is “Historic”, exploring international current affairs in regard to history. The market brings together producers, distributors, broadcasters and digital culture players and makers around numerous themes such as history, science, wildlife and natural history. Technological innovation - such as virtual and augmented reality - will not only be at the heart of ideas covered but also of our new programme of conferences. And finally, this year sees Sunny Side of the Doc launch PiXii, a new event showcasing new functions for digital technology.

3 May 2017, La Rochelle – With more than 2,000 delegates coming from the world over (60 different nationalities were represented in 2016), including 300 key decision-makers and over 500 exhibiting companies, Sunny Side of the Doc has established itself as **THE** international market for linear and interactive documentaries. Through 7 highly coveted pitching sessions and targeted matchmaking, the event brings the most exciting concepts for documentary films, series, short formats, VR and interactive media to the global non-fiction market.

Sure to be “Historic”

History revamped will be the underlying theme of this year’s Sunny Side of the Doc. Apart from in-depth debate on both the challenges in storytelling for documentaries and the production and distribution of historical content, the market is looking to put into perspective what history has taught us in light of what’s currently going on in the world. *“We’re experiencing a somewhat particular year politically – with the American presidential election, Brexit and even the upcoming elections in France and Germany,”* explains Yves Jeanneau, CEO of Sunny Side markets. *“During this time of elections, ideas, recollections, and stories have consequently resurfaced, along with the strong feeling that we must draw lessons from history. This simply highlights the importance of documentary film in our global political life.”*

This year, Sunny Side of the Doc will host twice as many History project pitches, with six during public sessions and six during individual meetings with buyers. Also on the line-up: international distributors will be showcasing new and exciting history programmes from around the world (opening event on Monday 19th June), a Master Class on archives detective work for Ron Howard’s documentary “The Beatles: Eight Days a Week – The Touring Years” (Tuesday 20th June) and even a panel on the theme “Revamping History in the Age of Disruption” (Tuesday 20th June).

In order to foster new factual content development between Chinese and international producers/broadcasters, a 100m² pavilion branded “Feeling China” is set up for the first time at Sunny Side of the Doc, gathering Chinese TV and media representatives under one roof.

Digital Culture: a new market for Sunny Side of the Doc

Digital experiences are on the increase in the cultural, leisure, tourism and educational sectors - you’ll find a huge variety of realities crossover. The majority of museums, heritage sites, tourist attractions, location-based centres, discovery centres and tourism organisations must grab the opportunity and

make the most of the digital revolution and new technologies available. Virtual and augmented realities can help such industries connect to new audiences and improve both the way they produce and show content.

In its role of facilitator, Sunny Side of the Doc has designed a special programme of themed events for professionals called “Digital Culture Kick-Starters”. The aim is to bring together content producers, designers of innovative technological devices and representatives from cultural sectors.

For more information, please visit: <http://www.sunnysideofthedoc.com/sunnyside/digital-culture/>

PiXii: a new space dedicated to innovation

As Yves Jeanneau points out, “*The documentary genre is thriving with activity, which often creates the echo chamber of future functions. Also, we always offer a programme full of forward-thinking conferences as part of Sunny Lab.*” The Sunny Lab 4-day programme will address important topics such as the short-film format, VR distribution and profitability, or even how VR and journalism can be used together.

Hoping to open up new future-focused fields, La Rochelle will also welcome the first edition of PiXii (Paths of Interaction, eXperiences in Immersion & Innovation), an event open to both professionals (in the morning) and the general public (in the afternoon). PiXii is dedicated to all new experiences principally based on rich content that integrates virtual, augmented and mixed realities, 360° video or 3D sound recording etc. The VR-thèque spaces offer a line-up of films in 360° that can be experienced with Samsung Gear or Oculus. And this year, the section will be integrated into the PiXii programme.

As part of the European DDD60 project that comes under Horizon 2020, the biggest EU Research and Innovation programme, Sunny Side of the Doc has teamed up with reelport, Spin Digital, Tampere Film Festival, Marché Du Film (Cannes Film Festival) and Sheffield Doc/Fest. DDD60 aims to develop cutting edge video compression and delivery technology to provide a higher quality viewing experience for great VR content online. A workshop will be scheduled on 20th June at Sunny Side, giving producers the opportunity to test *in situ* the quality of their VR projects.

And finally, like every year, major TV channels like France 5, Arte, Planète +, and Histoire have chosen Sunny Side of the Doc to reveal to the general public previews of their newest shows. And completing the “Historic”-themed programme is Sunny Side’s *coup de coeur* “The Beatles: Eight Days a Week – The Touring Years”, a film that is full of never-before seen footage of the band:

<http://www.sunnysideofthedoc.com/sunnyside/avant-premieres-2017/>

“All these effervescent ideas and innovative technology is going to allow us to bring both fresher creative output and new audiences to La Rochelle,” concludes Yves Jeanneau. *“I consider this to be the best news of this year’s market!”*

Full details of Sunny Side of the Doc’s 2017 programme will be available soon online.

Please visit us at <http://www.sunnysideofthedoc.com/en/>

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