



PRESS RELEASE

SUNNY SIDE OF THE DOC: LAUNCH OF THE CALL FOR PROJECTS 2023

VIEWERS TAKE CENTER STAGE OF 34TH EDITION



La Rochelle, January 31, 2023 - [Sunny Side of the Doc](#), the International Community and Marketplace for Documentary, today announces its Call for Projects 2023.

The next edition will take place **from 19 to 22 June in La Rochelle (France)**. **Viewers** will hold center stage as Sunny Side of the Doc will address some of the industry's most burning issues through the lens of audiences.

*"Documentary is currently enjoying a Golden Age, partly thanks to streamers which have boosted the exposure and popularity of the genre while pushing for new forms of storytelling. They are also very audience and community focused, forcing everyone in the industry to address basic strategic questions: **Who watches which documentaries, where and why?** And **how** to address and engage a wider, younger and more diverse audience?"* comments **Mathieu Béjot**, Director of Strategy and Development at **Sunny Side of the Doc**. *"2023 has been labeled the Year of Documentary in France with a view to promoting the genre with the general public. With our focus on viewers, we wish to contribute and inspire the documentary community well beyond our borders."*

In 2023, creation and innovation remain at the heart of Sunny Side of the Doc. The event will showcase new stories and narrative experiences along with producers, studios, creators, broadcasters and decision-makers. Within the market, a selection of the latest digital or immersive projects will be presented to engage the community in the creative process, the challenges of digital production and to share success stories!

Sunny Side of the Doc: Call for Projects 2023

By submitting their project to one of the Sunny Side of the Doc's pitching sessions, project holders will enter an invaluable journey, from mentoring by industry experts to exclusive access to a qualified and diverse professional audience, and financial, artistic and business co-production opportunities.

The pitching sessions will be in presence of 300+ top-level international decision makers representing leading broadcasters, streamers, foundations, sales agents and other funders looking for impactful stories. The best project in each session is picked by a jury of industry experts and awarded with a cash prize endowed by respective session sponsors.

Sunny Side of the Doc 2023 offers 7 Pitching Sessions:

- **Specialist Factual** [Cash prize: 3,000 €]: **Global Issues, Nature & Conservation, Science, History, Arts & Culture**
- **Focus of the Year** [Cash prize: 2,000 €]: with a focus on viewers, we wish to provide two key elements to help the industry adapt to a rapidly changing environment by including new talents who can bring their own fresh perspective and by engaging audiences beyond the screen life of documentaries. To that effect, Sunny Side of the Doc will hold two specific pitching sessions dedicated to:
 - **New Voices**, ie, emerging filmmakers
 - **Impact Campaigns** which will allow producers to find financing and partners to implement an impact campaign.

The call for projects for the 7 pitching sessions welcomes proposals for documentaries in digital and XR versions, bringing innovative approaches within reach.

Online submissions and accreditations will open on Thursday, March 16th

Submissions' deadline: Thursday, April 6th, 11pm GMT

For more information [click here](#) – to access #SSD23 Media Kit, [click here](#)

Global Pitch 2023 dedicated to Climate Change starts next week!

The 3rd edition of Global Pitch by Sunny Side of the Doc will be held online on February 7-8. The aim of the two-day online pitching session sponsored by Al Jazeera Documentary Channel, AJB DOC Film Festival and WaterBear Network is to facilitate the international financing and coproduction of projects focusing on Climate change, its consequences on our societies and concrete solutions implemented around the world.

The Global Pitch is a unique opportunity for the 12 selected projects to reach out to 100+ key decision makers through online pitching and tailored individual meetings.

[Click here](#) to discover the official 2023 selection, the two-day programme and more details about the event online.

Notes to editors:

[Sunny Side of the Doc](#) is the international community and marketplace dedicated to linear and non-linear documentary. Every June, a specific event brings together decision makers, producers, filmmakers, sales agents and funders to support the international financing of documentary projects and the circulation of completed programs. The 4-day market offers unique creative, business and networking opportunities for the 2,200+ participants from 60 countries through a mix of high-level pitching sessions, panels on the latest industry trends and an exhibition hall. The 34th Sunny Side of the Doc will be held in La Rochelle from June 19-22, 2023.

Doc Services, the organising company of Sunny Side of the Doc, is a member of 1% for the Planet.

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