

"THE HUNGARIAN PLAYBOOK" WINNER OF THE GLOBAL PITCH 2021 BY SUNNY SIDE OF THE DOC

The first edition of Global Pitch, organised by Sunny Side of the Doc on 2nd to 3rd February 2021 in an online format, awarded its main prize to "The Hungarian Playbook", directed by Bence Máté and produced by Film Five (Germany).

La Rochelle, 3rd February 2021 - From 2nd to 3rd February 2021, **more than 320 professionals from 52 countries including 86 international decision-makers** (55% from the European Union, 25% from North America and 20% from the rest of the world) attended the presentation of 12 investigative and current affairs documentary projects that decipher our world's status, inspire change and shine a light on actions for the future.

Available via globalpitch.sunnysideofthedoc.com, Global Pitch put the spotlight on strong stories with international impact strategies that caught the attention of the following jury of experts:

- Ellen Windemuth, CEO **Waterbear Network** (The Netherlands)
- Claudia Bucher, Head of THEMA & Geopolitics **ARTE G.E.I.E** (France)
- Debra Zimmerman, Executive Director **Women Make Movies** (United States)
- Lauren Ezell Kinlaw Senior Story Editor, **FRONTLINE | PBS** (United States)

The Global Pitch Award endowed with € 3,000 by our sponsors Real Stories and Off the Fence, plus 2 full passes for the next edition of Sunny Side of the Doc 2021 went to:



THE HUNGARIAN PLAYBOOK

THE HUNGARIAN PLAYBOOK

Director: Bence Máté

Production: Florian Schewe, FILM FIVE (Germany)

The Hungarian Playbook follows the heroic struggle of a handful of young journalists against the propaganda machine of prime minister Viktor Orbán, which is becoming a role model across national borders. They are insiders who turned against the system.

The jury's choice

"We found it difficult to choose just one film as we were quite impressed with the breadth and quality of the twelve selected projects. Ultimately, we felt **The Hungarian Playbook** stood out in its coverage of a timely and urgent story that is not only important in Hungary, but in all of Europe and across the globe", commented Lauren Ezell Kinlaw. "The project speaks to the threat posed by the rise of far-right movements and autocratic leaders in countries around the world, and the courage of journalists fighting both within and outside the system."

The Passport to Sunny Side of the Doc: a new key to the global market

The Global Pitch is the first event in a series of targeted and editorialized activities that will be part of an annual Passport - a digital gateway to the international marketplace. Just like the document we use to travel anywhere in the world, the **Passport to Sunny Side of the Doc** will offer both established and emerging industry professionals the opportunity to maintain and develop their network, enhance their projects around tailored meetings and follow key trends.

Through a **renewed and redesigned community space**, passport holders will be able to access throughout the year: a directory of qualified contacts, Meet the Executives sessions, professional meetings and debates, mentoring opportunities for new talent and essential resources for the profession. **Passports will be available at a price of € 185 excluding tax and can be converted into an accreditation pass** (Full Pass on-site or Digital Pass online) for the 2021 hybrid edition of Sunny Side of the Doc / PiXii Festival. And vice versa: anyone with an accreditation to the market will automatically enjoy access to content included into the *Passport to Sunny Side of the Doc*.



*"Despite a plethora of online offerings and a certain 'Zoom fatigue', the Global Pitch's success confirms just how relevant it is to offer targeted market activities based on our main theme **#StorytellingMatters** in 2021," concludes Mathieu Béjot, Director of Strategy & Development of Sunny Side of the Doc.*

"The pandemic threatens to deeply affect the ecosystem of industry events. Sunny Side of the Doc intends to take advantage of the digital opportunities to support and expand its international community of documentary and immersive experience professionals. We look forward to being reunited on the docks of La Rochelle next June!"

The 32nd edition of Sunny Side of the Doc and the 5th edition of the PiXii Festival will be held online and IRL from 21st to 24th June 2021.

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