



**Sunny  
Side  
of the Doc**



**CONNECTED  
EDITION**

THE INTERNATIONAL  
MARKETPLACE FOR  
DOCUMENTARY &  
NARRATIVE EXPERIENCES



**31°**

# HISTORY INSIDE OUT

**22  
25**

**— JUNE 2020  
PRESS FILE**



CONNECTED.SUNNYSIDEOFTHEDOC.COM

## In memory of Yves Jeanneau (1950 - 2019)



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In last year's press file, Yves Jeanneau, co-founder of Sunny Side of the Doc wrote:

**“30 years! I would never have bet on such longevity 30 years ago, for the road can often be tough. However, we’ve managed to stay on course and stick to our principles, while also adapting to changes in the industry. As much as documentary film should be recognised for its benefit to the public interest, Sunny Side of the Doc is necessary and vital to the documentary genre.”**

From 22<sup>nd</sup> to 25<sup>th</sup> June 2020, the Connected Edition of Sunny Side of the Doc and PiXii Festival will stay on course and stick to its principles, by not only adapting to changes in the market, but also to the paradigm shift which occurred in March that made us turn our physical event anchored in La Rochelle into an online one with the unfailing support of the public authorities.

**100% documentary, 100% connected, 100% human.**



Co-funded by the  
Creative Europe **MEDIA** Programme  
of the European Union



# Editorial



**Mathieu Béjot**

*Director of Strategy and Development, Sunny Side of the Doc*

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## **“I would like to have a virtual, electronic set-up which could spot the positivities in the various groups represented at Sunny Side.”**

This is how the future of this market was envisioned by Yves Jeanneau, the visionary co-founder and tireless soul of Sunny Side of the Doc, who passed away too early last November.

How prescient, for the future is now!

Welcome to the Connected Edition of the 31<sup>st</sup> Sunny Side of the Doc, the international marketplace for documentaries, and of the 4<sup>th</sup> PiXii, the international festival for digital cultures, both casting light on History Inside/Out!

Had we not sailed into viral turbulence, we would have been proud to welcome you to La Rochelle. Most importantly this year, however, is to support a hard-hit industry. We, therefore, decided to keep our dates and switch to an online format in order to offer you once again an opportunity to discover, to exchange and to do business. To offer you a place where your projects can see light, get financed and distributed.

We have made sure that Sunny Side of the Doc and the PiXii Festival are essential to you by focusing on three priorities:

Discovering new programs including projects in development (through the pitching sessions), and

finished programs (through case studies, the selection of PiXii Festival, the digital Kickstarters and the screening library, which will be online until the end of September 2020.

Thanks to a remarkable show of solidarity, we will also feature films from other international documentary festivals, some of which had to go digital, in order to give them extra exposure.

The state of the industry, offering concrete sessions under the History focus: Meet the Executives, panels on the production of historical content for young audiences and on the strategy for impact campaigns, four Archives workshops and live Q&A sessions to allow you to interact with the speakers.

Networking is the main attraction of Sunny Side. During several months of global lockdown, virtual meetings have become the new norm and we trust that our new virtual platform will allow you to meet with other participants.

The 2020 edition was made possible through the unwavering support of our institutional and industry partners, through your commitment to Sunny Side of the Doc and thanks to our dedicated team.

**Long live documentary, long live Sunny Side of the Doc!**

## Connected Edition: for who, why and how?

The Sunny Side of the Doc Connected Edition is **structured around three elements that have been the foundation of this international marketplace's DNA for the past 30 years:**

- **Quality-driven content:** showcase the best projects and documentary programmes via pitch sessions and an online screening library.
- **Industry trends:** having a finger on the pulse for industry trends and sharing crucial information to help beat the crisis.
- **International network:** maintain and foster international collaborations between talent, production companies, distributors, broadcasters and cultural stakeholders.

To ensure that Sunny Side of the Doc 2020 remains just as attractive and relevant as ever before, the international marketplace for documentary and narrative experiences has opted for a web-based format. The main digital platform is open to accredited industry professionals and fosters real-time networking opportunities.

Sunny Side of the Doc aims to expand its international audience with this digital offering. Those who are unable to come to La Rochelle, as well as established and emerging industry professionals, will now be able to explore the latest industry trends, discover immersive, linear, trans-media documentaries, and connect with decision makers from public and private broadcasters, heads of platforms and representatives from cultural operators from all over the world in one unique place.

### The only way to access the Connected Edition

<https://connected.sunnysideofthedoc.com/>

**From 22<sup>nd</sup> to 25<sup>th</sup> June.... and beyond!**

One accreditation pass, one flat-rate fee, one international marketplace

Four days of Pitch Sessions, round tables, case studies and archives workshops

360° networking: Meet The Executives, Meet The Experts, Matchmaking

Virtual stands and pavilions for real-life rendezvous

A new online screening library accessible until 30<sup>th</sup> September 2020

Screenings and previews from broadcasters

A Best Of from our international festival partners

Next day on-demand access to sessions, up until 30<sup>th</sup> September 2020

Not forgetting our line-up of television channels: **France Télévisions, Arte, Canal+**

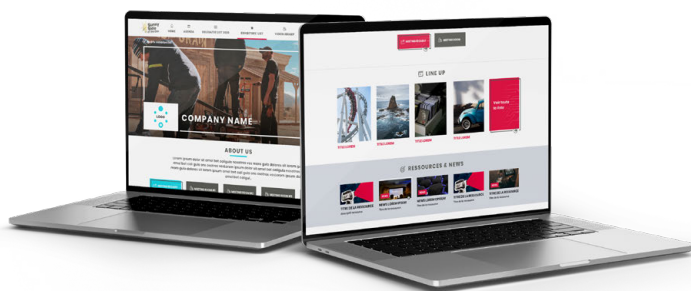
## Digital stands, pavilions and a marketplace

Sunny Side of the Doc is, first and foremost, an international marketplace teaming with stands and convivial areas that are designed to encourage exchange, develop networking opportunities and foster international co-productions. More than 550 companies have already confirmed that they'll be attending and participating online.

The Connected Edition will therefore feature virtual stands and pavilions. These are designed to help facilitate business, make it easier for accredited industry professionals from around the world to connect with one another, and to organise video-calls effectively in our virtual meeting rooms made especially for the occasion.

Attending the Connected Edition of Sunny Side of the Doc are the following partners who have continued to show unfailing support and will be presenting stands or pavilions:

- ✓ Creative Europe
- ✓ CNC
- ✓ France Télévisions
- ✓ Arte
- ✓ Canal +
- ✓ China Pavilion
- ✓ Canada Pavilion
- ✓ Scam
- ✓ INA
- ✓ NHK - Japan Broadcasting Corporation
- ✓ PBS International
- ✓ Mediawan
- ✓ IMZ International Music + Media Centre
- ✓ Région Nouvelle-Aquitaine



Also exhibiting are several production and distribution companies such as ZED, Lucky You, Terra Mater Factual Studios and Albatross World Sales, as well as pavilions led by organisations representing foreign delegations such as German Documentaries / AG DOK, Doc/it - Italian Documentary Association, Basque Audiovisual and even Catalan Films & TV without forgetting many regions will be accessible on the Connected Edition via their stands and virtual pavilions. (list to be finalised).

## Sunny Side of the Doc: real-time meet-ups

Exchange, propose, initiate, undertake... These are the key actions which define Sunny Side of the Doc and PiXii Festival. And the Connected Edition will be no exception to the rule, providing industry professionals with various networking opportunities and speed meetings in several different ways.

### Meet the Executives: from broadcasters to independent producers

A key item on our programme, these 30 minute sessions give an insight into the urgent demand for factual content from buyers and heads of programming around the world. During the four-day event, around 20 decision-makers from the audiovisual industry and the cultural world will share the co-production approaches, programming strategies and editorial positions they're looking to develop in the coming months.

#### Amongst those connecting in 2020:

- Jorge Franzini (Curiosity Stream)
- Alex Hryniewicz (Little Dot Studios)
- Marie de Maublanc (Mediawan)
- Julia Cort (PBS/Nova)
- Chris Schmidt (PBS/Nova)
- Melanie Wallace (PBS/Nova)
- Chris Hoelzl (Smithsonian Networks)
- Simon Young (BBC)
- Fatima Salaria (Channel 4)
- Fabrice Puchault (Arte France)
- Elisabeth Hagstedt (Histoire)
- Caroline Haidacher (ORF)
- Catherine Alvaresse (France Télévisions)

#### This year, PiXii Festival is also organising its very first Meet The Executives sessions.

##### The line-up includes:

- Myriam Achard (Centre Phi)
- Valérie Senghor (Centre des Monuments Nationaux)
- Annick Jakobowicz (France Télévisions)
- Agnès Alfandari (Institut Français)
- Gilles Freissinier (Arte France)
- Paul Chaîne (Château de Versailles)
- Nina Diamond (MET)

### Meet The Experts: get up close and personal with projects

Sunny Side of the Doc and PiXii Festival have called upon more than 20 well-known names from the documentary and narrative experiences sector to lead online consultations. The chosen experts will be on hand to answer questions and issues related to projects under development, touching upon storytelling, hybridisation, co-production, financing and distribution.

Those who have confirmed their attendance: Creative Europe, CNC, Arte France, Galafilm Productions, Lion Television, Off the Fence, Le Chaînon Manquant, Réseau Canopé, KissKissBankBank, XR HUB Bavaria, Fipadoc, ANIDOX The Animation Workshop, Virtual Switzerland, Belle Vie TV, DOK Leipzig Industry/Documentary Association of Europe, TCB Media Rights, Institute of Documentary Film, Movies That Matter.

**All industry delegates with accreditation** for the Connected Edition can sign-up to four Meet the Experts consultations (upon reservation). These shall take place between the 22<sup>nd</sup> and 25<sup>th</sup> June, in a private online meeting room with the experts of their choice ([see the list of Experts](#)).

### Matchmaking and new European talent

Matchmaking sessions gives Italian industry delegates the opportunity to meet their international counterparts, present their projects and initiate co-production synergies.

Alongside this, there will be a session in collaboration with cultural operators to establish the initial contact between those immersive content creators showcased as part of the PiXii Festival 2020 official selection, and a panel of representatives from national and international museums.

As the initiative was positively received in 2019, a new group of 20 emerging documentary producers and talent from Central and Eastern Europe will be invited to join the Connected Edition of Sunny Side of the Doc. With the ongoing support from the Creative Europe's MEDIA programme, the aim is to encourage countries who are under-represented on the international marketplace to take part, build new creative and business relationships, and help drive diversity in the real life stories and narratives retold.

In order to achieve this, Sunny Side of the Doc has been able to rely on the participation and commitment of European partners active in the sector, helping to identify these new voices: *Al Jazeera Balkans, Balkan Documentary Center, Baltic Sea Docs, Croatian Audiovisual Film Center, DAE, Docudays UA, East Doc Platform, Emerging Producers Jihlava IFF, Slovak Film Institut.*

### Online screenings

The Connected Edition offers documentary producers, buyers and distributors a brand new online screening library complete with finished programmes, rough cuts and projects looking for financing. Viewing is available until 30<sup>th</sup> September at midnight.

The platform has been developed in partnership with ProgramBuyer. It will feature an advanced search engine as well as providing access to statistical data.

Many of our partner festivals had no other choice but to cancel their events this year or adapt to a digital version. In an act of solidarity with the international documentary community, Sunny Side of the Doc will offer a range of their partner festivals' favourite films from their respective 2020 line-ups. This one-off programme shall feature under the special header "Best-of Festivals" in the online screening library.

Partner festivals (list to be finalised): *Munich DokFest, Thessaloniki Documentary Festival, Hot Docs, Movies That Matter Film Festival, Tokyo Docs, Al Jazeera Balkans, Documentary Film Festival, CPH:DOX, Meetings on the Bridge, Visions du Réel, DocuDays UA, International Film Festival and Forum on Human Rights.*

## MARKET PREMIERES (CEST)

The event's partners will offer industry delegates preview screenings of a documentary programme of their choice:

**NHK:** *Tokyo Rats: Kabukicho's Poisonous Beauty* directed by Terue Yunoki (NHK)

Monday, June 22 - 8pm.

**France Télévisions:** *The Black Book* directed by Guillaume Ribot (Les films du Poisson)

Tuesday, June 23 - 8pm.

**China Pavilion:** *COVID-19: Battling the Devil* directed by Yeqi Guo, Rob Cowling (CICC and Discovery Network Asia-Pacific Pte. Ltd. and Bilibili)

Wednesday, June 24 - 8pm.

**Arte France:** *Louis XIV and the battle for luxury* directed by Stéphane Bégoïn (Arte France et Bellota Films)

Thursday, June 25 - 8pm.



# The Pitch Sessions: Sunny Side of the Doc's DNA

This year, more than 350 projects were submitted for consideration for Sunny Side of the Doc 2020 Pitch Sessions. 42 original projects coming from 17 different countries will be presented online from 22<sup>nd</sup> to 25<sup>th</sup> June 2020 at two different time slots (9.30am and 5pm CEST).

A larger audience of decision-makers and co-producers will now be able to take part in the six themed sessions, created in collaboration with our partners: [PBS International](#) (History), [Knowledge Network](#) (Science), [RTBF](#) (Social Issues), [West Lake International Documentary Festival](#) (Arts & Culture), [Love Nature](#) (Wildlife) and the [Ina](#) (Digital Experiences).

Pitch Sessions are a major game changer for international co-productions. These sessions remain one of the most valued moments of the marketplace, where projects stand out thanks to their originality, their international export potential or the way in which they constantly reinvent storytelling techniques.

Despite the event taking place online in 2020, our mentors continued to help content producers prepare their seven-minute, pre-recorded Pitch video presentation for the marketplace. Each Pitch Session will include live streamed Q&A ensuring that decision makers can also share their comments live. Like in previous years, each project pitched will receive targeted one-to-one meetings pre-booked in advance so as to initiate discussions for creative and financial opportunities. [Discover the official selection.](#)

The number of [special awards and additional prizes](#) up for contention clearly demonstrate the international documentary community's ability to come together in solidarity when facing a major crisis.

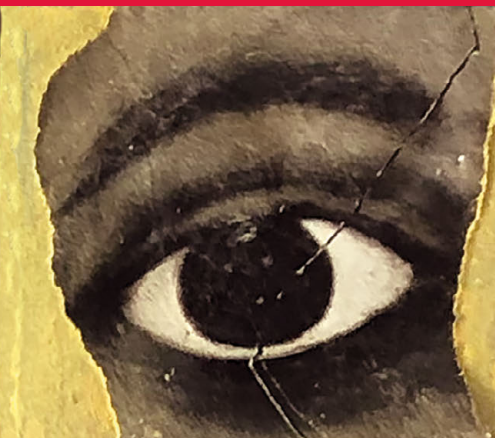
The next **EBU Documentary Group** meeting will take place online on Monday 22<sup>nd</sup> June during Sunny Side of the Doc. Around 30 heads of programming from public

The PiXii Festival official selection will also have its own dedicated space within the PiXii Zone. Each installation and device selected by the jury will be presented to accredited industry delegates via Pitch videos. Private meetings will also be available on demand. You will find the [official selection here](#).

broadcasters in Europe, Japan and the United States will gather together for this private meeting. Once again, it represents a new opportunity for members of the EBU to meet up, share their ambitious new projects currently in development and unite forces for co-creative and co-production opportunities.

Running alongside this, members of this group and Sunny Side of the Doc will hold together a Pitch Session open to all on Thursday 25<sup>th</sup> June at 9.30am (CEST). The session will look at COVID-19 documentaries currently in development. It is vital that we take this major crisis in which we find ourselves currently living, and use a variety of approaches to look at it in a historical, social and scientific context.

## PITCHING SESSIONS AGENDA (CEST)



- **Monday, June 22**  
Wildlife Pitch (9.30am - 11am) / (5pm - 6.30pm)  
Co-produced with Wildscreen Festival
- **Tuesday, June 23**  
History Pitch (9.30am - 11am) / (5pm - 6.30pm)  
Social Issues Pitch (9.30am - 11am) / (5pm - 6.30pm)
- **Wednesday, June 24**  
Arts & Culture Pitch (9.30am - 11am) / (5pm - 6.30pm)  
Science Pitch (9.30am - 11am) / (5pm - 6.30pm)
- **Thursday, June 25**  
Digital Experiences Pitch (9.30am - 11am) / (5pm - 6.30pm)

**The Connected Edition programme offers a whole host of industry events at both PiXii Festival and Sunny Side of the Doc.**

**All events will be available the following day on demand via the Connected Edition platform, and will remain accessible until 30<sup>th</sup> September 2020.**

## PiXii Festival

As in previous years, the PiXii Kickstarter conferences shall shine the spotlight on examples of collaborations between cultural operators (museums, heritage sites, tourism organisations) and creators of immersive devices. The following organisations will be in attendance: Musée du Louvre, Fondation Max Liebermann, Unesco, Ubisoft, RMN-Grand Palais.

There will be a special focus on producing and operating experiences for domes, with participation from Universcience, London's Science Museum and the Rio Tinto Planetarium in Montreal.

There will also be a round table looking at the challenges and opportunities for distributing, promoting and operating digital experiences (VR, AR, 360, 3D sound) at cultural sites. The following will be in attendance: Arab World Institute, Smithsonian Institute, Ubisoft, Château de Versailles.



## Sunny Side of the Doc: History Inside/Out

Sunny Side of the Doc is sending the industry a positive message by offering a forward-looking programme with History as the central theme. At a time when the Covid-19 virus has brought traditional production pipelines that rely on complex crews and travel to a standstill, Sunny Side of the Doc showcases innovative alternatives and quality-driven opportunities for the documentary genre.

**4 practical interactive workshops** on how using archival footage can add value to a production, as well as the latest innovations in the historytelling genre, centred around four themes: Sourcing; Restauration & Colourisation; Costs & Negotiation; Masterclass with Tom Jennings. Each session includes 30 minutes of live Q&A between speakers and the moderator Elizabeth Klinck, a renowned researcher in the international documentary film industry.

**"How to make history programs for a young audience?" panel (sponsored by Toute l'Histoire):** What is the best way to narrate programmes aimed at young people? Should children be able to learn without actually realising it? With case studies mixing comedy and virtual reality, we shall discover how to avoid the trap of imposing adults' perceptions when creating programmes for children. In the presence of the INA, NHK and Teknopilot AS.

**"Great doc project - what about its impact?" panel (co-produced by Jackson Wild):** for want of changing the world, documentaries have the power to open people's minds, introduce other views and make people reflect or even challenge perspectives. This round table will shine the spotlight on the impact strategy of documentaries with major societal potential:

- o *"Mediterranean – Life under siege"* series by Fred Fougea (Boréales/Fédération/France 2/BBC/RAI/Terra Mater/TV Poland/Cosmote TV (Greece)

- o *"Il est temps / The Time Has Come"* is a special operation which enlists a consortium of media and NGOs in Europe and Asia during the COP26 from May 2020 to November 2020. Based on the model of *"Generation What?"*, this survey is produced by Upian and Yami2, Basis Berlin, On Est Prêt, with support from Arte, ZDF and NHK.

- o The panel will be completed by WaterBear Network, a digital platform and mobile app specialising in impact strategy.

Now more than ever, co-creation and co-productions are driving future documentaries and narrative experiences with strong international export potential – especially during this streaming era.

**Global Doc, focus on co-creation:** Global Doc is an editorial, creative and financial alliance of international public broadcasters. Their common goal is to initiate and co-create documentary projects together. France Télévisions (Caroline Behar) is joined by RAI (Duilio Giammaria) and China Media Group (SHI Yan) to present their respective co-creations: *"The Bay of Naples"* and *"Upon the far side: Investigating China's space project."*

During this year which has seen upheaval caused by massive changes in the industry, **the 9/11 co-production case study** is a major project from PBS, ARTE France and Channel 4. It represents a determining example of just how important quality-driven co-productions are in this new COVID-19 age.



## Press conferences, line-ups

Like in previous years, television broadcasters and partner institutions will be heading to Sunny Side of the Doc to deliver eagerly-awaited announcements. Despite the new online format, participants will still be able to chat directly with speakers:

- **CNC:** Monday 22<sup>nd</sup> June at 1pm – Auditorium
- **France Télévisions:** Tuesday 23<sup>rd</sup> June at 1pm – Auditorium
- **SCAM:** Tuesday 23<sup>rd</sup> June at 3pm – Agora
- **Canal+ & Planète+:** Wednesday 24<sup>th</sup> June at 1pm – Auditorium
- **Arte France:** Thursday 25<sup>th</sup> June at 1pm – Auditorium
- **USPA Meeting Point with Italian Delegation Doc/It:** Thursday 25<sup>th</sup> June at 4.30pm – Agora
- **SPI Meeting Point:** Thursday 25<sup>th</sup> June at 11.30am – Auditorium
- **Closing ceremony and presentation of awards:** Thursday 25<sup>th</sup> June at 7pm – Auditorium

## Tribute to Yves Jeanneau

The 31<sup>st</sup> edition of Sunny Side of the Doc would not be complete without a warm, emotional and participatory tribute in memory of the man who lead us at Sunny Side of the Doc for 30 years.

Tore Tomter (ex-NRK) will lead the tributes, journeying back through time to look at all the various works, stories and musical notes that defined Yves Jeanneau's colourful career and his dedication to the documentary genre.

The Sunny Side online screening library will also feature a "Tribute to Yves Jeanneau" highlight, so you can (re) discover a selection of documentary films directed, produced or lead by the man himself.

See you online from Monday 22<sup>nd</sup> June at 7:30pm, to share fond memories together, create new ones and even discover this capsule of videos put together for this special occasion.

## Useful info

<https://connected.sunnysideofthedoc.com/>

Full programme: <https://connected.sunnysideofthedoc.com/programme-ssd.htm>

Press accreditation: <https://www.sunnysideofthedoc.com/press/>



#SSD20 #PiXiiFestival

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