



# press **file** 2023



**sunny  
side** of the  
doc

# ANNÉE DU DOCU- MENTAIRE 2023

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# editorial

## welcome to the 34th edition of Sunny Side of the Doc!

It gives me great pleasure to see the international documentary community reunited again for the 34th Sunny Side of the Doc!

It's a very special year for this new edition, because in 2023, France is putting the documentary genre in the spotlight, with the aim of raising its profile amongst the general public.

Here is a public which, throughout the world, shows much support and universal acclaim for the documentary genre, particularly thanks to streaming platforms who have increased its visibility and attractiveness by pushing new forms of storytelling. By shaking up the way in which we consume documentaries, especially with an 'audience' and 'community'-oriented approach, they're also encouraging all industry players to tackle fundamental strategic questions, like who watches which documentaries, where and why? And how can we reach and involve a wider audience, especially a younger and more diverse one?

Fortified by this valuable situation, we wanted our whole programme to put the emphasis on the audience, to continue to support and inspire the community, far beyond our borders.

At the same time, innovation will be at the centre of Sunny Side of the Doc in order to meet industry professionals' expectations as best as possible. As such, we have

increased the number of the bridges between linear documentaries, digital experiences and all innovative forms of real-life narration. From conferences to pitching sessions, the programme has been designed to reflect, accompany and anticipate these developments in the sector.

Despite these new additions, a few constants remain, such as our commitment to facilitating the emergence of new talent and making new voices heard, promoting diversity, encouraging international co-productions and accelerating the distribution of quality documentaries around the world.

Over the space of four days, some 2,200 international delegates will be able to attend numerous conferences and events (line-up of channels, pitching sessions, matchmaking meetings, focus on impact campaigns, etc.), and meet and discuss in the exhibition hall - which is sold out - with more than 90 exhibitors from around 20 countries, and 40 delegations including China, Canada, Spain and Australia - their largest presence ever.

I wish you a bright and inspiring 2023 edition.

**Mathieu Béjot**  
Director of Strategy and Development

# about Sunny Side of the Doc



Founded in 1990, Sunny Side of the Doc has gone on to become the leading documentary industry event and international marketplace for linear and non-linear documentaries.

Every year in June, the La Rochelle-based event brings together decision-makers, producers, filmmakers, sales agents and investors to support the international financing of documentary projects and the circulation of completed programmes.

The four-day event is built around three key objectives:

- **Foster the circulation** of documentary programmes across Europe and the world;
- **Facilitate networking** between industry peers and encourage international co-productions and the development of projects;
- **Inform and train** industry professionals and key market trends, media economics and breakthrough technology etc.

Numerous organisations have already confirmed their presence, including: France Télévisions, Al Jazeera Documentary Channel, BBC, Netflix, TFI Group, SBS, NHK, HBO Max, Arte, PBS International, Love Nature, ABC, Fremantle, Channel 4, CNC, Canal+, ARD, ZDF, National Geographic, RTVE and many more!

## for a more eco-conscious event

Environmental sustainability is a critical issue for our industry and our planet. Sunny Side of the Doc continues its initiatives by encouraging participants not based in France to take the train from Paris rather than taking a connecting flight from nearby airports.

This year, Doc Services, the organising company behind Sunny Side of the Doc, joined the **1% for the Planet** network. As such, each year, we will donate 1% of our commercial turnover to associations working to protect the environment and biodiversity.

**+2,200**  
delegates

**+300**  
international  
decision makers

**1,100**  
registered  
companies

**+60**  
countries

## Sunny Side of the Doc's online platform

The 2023 edition offers a digital extension giving all members of the accredited community the chance to prolong and enhance the experience online.

The event's online platform will be available from the beginning of June, so that participants can prepare their schedules, organise meetings and consult the official guides before the marketplace begins.

Certain event highlights will be available on replay for a limited time after the market ends.

# 2023 focuses

## the audience in the spotlight

This year, the audience will be the centre of attention at Sunny Side of the Doc, which will tackle the most burning issues in the industry through the public's eyes. Two half-days will be devoted to documentary audiences, particularly young audiences who are increasingly abandoning traditional channels.

They will be launched by the presentation of a **study commissioned by the CNC** on documentary audiences in France. We will then explore how the sector's players can now write and produce by integrating the public at every stage of creation, with the particular example of the mechanisms that **Netflix** has put in place, or by adopting, in particular, the **codes of the fiction series** with two case studies (*Juan Carlos: Downfall of the King* and *A Year in Ukraine*). But also how to seek new audiences through co-creation with the example of the **Global Docs** initiative initiated by France Télévisions in the field of scientific documentaries.

How and where to reach **young audiences** with examples as diverse as the **Brut X** platform or a traditional broadcaster such as **RAI**, how to broaden and influence your audience through **impact**, with the example of the Australian public channel ABC, one of the very first to have an impact producer who will come to speak at Sunny Side of the Doc. Finally, how to reach targeted communities through **FAST channels**.



## open stage to new voices

The marketplace continues on from last year's central theme to showcase and make heard a plurality of voices and emerging talent who are often under-represented in international markets (talent from writing, technology industries, etc.).

The 34th edition of Sunny Side of the Doc incorporates into its programme various features designed to champion and nurture new talent, and to support and help them find their place in the documentary community.

### new voices pitching session

Inaugurated last year, this pitching session is aimed at first- and second-time filmmakers and content creators with projects which have international potential. This talent hub is designed to shine the spotlight on emerging creators, producers and directors sensitive to the latest issues and inspiring stories.

### ex oriente

Sunny Side of the Doc is once again teaming up with the Institute of Documentary Film to host the first series of Ex Oriente Feature (17 to 21 June 2023) and Ex Oriente Series workshop sessions (18 to 20 June 2023). Participants will receive professional advice and support from leading European experts and will also have access to the Sunny Side of the Doc market.

### european grants

Over the past few years, as part of Creative Europe Media initiative, Sunny Side of the Doc has awarded ten grants to emerging talent from Central and Eastern Europe, giving them access to the international market.

### students' choice award

Created in 2022, this brand-new prize has enabled more than forty students to discover how a documentary creation comes to life and assess projects from first- and second-time filmmakers from all around the globe submitted as part of the call for projects.



# 2023 focuses

## behind the impact campaigns

This year, Sunny Side of the Doc is taking a closer look at impact campaigns. Following the 2023 edition of *Global Pitch for Global Change* which was dedicated to climate change, we continue to raise awareness and mobilise the community facing the climate emergency, because the documentary genre can provide a constructive, verified and rigorous media treatment.

One pitching session will be focused on impact campaigns and will showcase any film with a highly social, political or even environmental scope, intended to raise awareness and trigger social change. Six impact campaign projects will be presented to an audience of funders and specialists on the subject.

## archives

The marketplace also strengthens its programme for companies specialising in archives this year by offering dedicated sessions. There will be a focus on the relatively recent profession of archive producers, looking at their role in a project and within a production team.

There will also be a session on the innovative ways in which archives are being used, showing examples which combine immersive technology, artificial intelligence, animation and fiction. Plus, there will be a follow-on session from last year's panel on decolonising archives, with a focus on Australia: *How Do I Tell My Story?*, takes a look at the challenges faced by the First Nations when telling their stories, especially when the archives belong to the colonisers who also filmed them through their gaze.

## australia focus

Australia offers numerous co-production prospects in the documentary sector thanks to its successful audiovisual industry whose funding models are similar to those in Europe. As such, Sunny Side of the Doc will devote a focus to the country in 2024, laying the foundations this year thanks to a solid Australian presence and several events dedicated to this territory (Meet the Executives with the public channels ABC and SBS, *'How to Work with Australia'* with Screen Australia, Australian state agencies – Screen Tasmania, Screen Queensland – as well as AIDC, which will put France in the spotlight in March 2024).

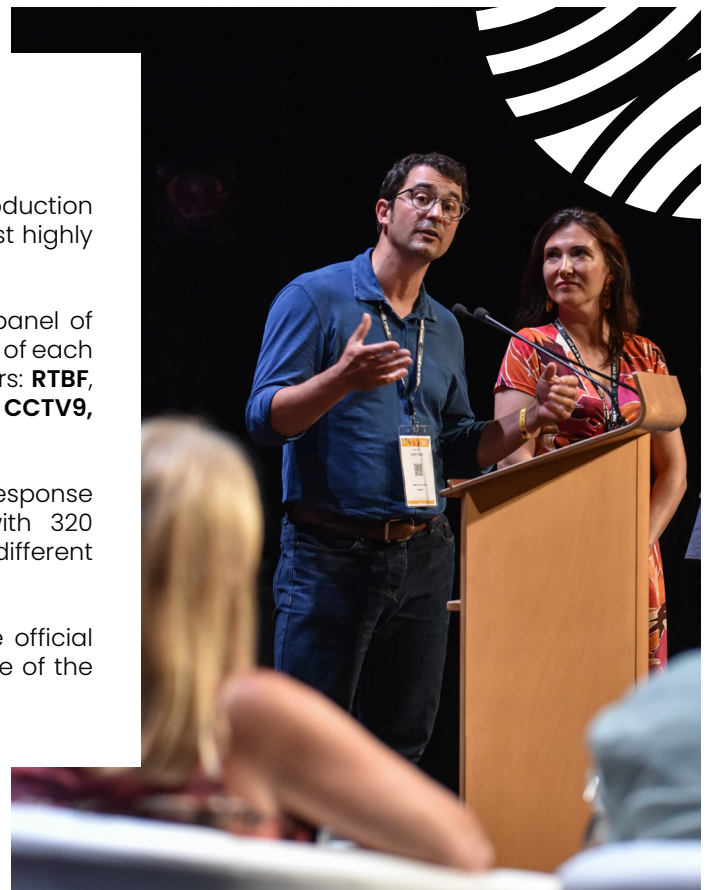
## pitching sessions: always and forever!

Designed to optimise investment and co-production opportunities, the pitching sessions are always the most highly anticipated and popular part of the June event.

A total of 42 shortlisted projects will be pitched to a panel of international industry decision makers. The best projects of each pitching session will be awarded by the official sponsors: **RTBF, PBS, Blue Ant Media & Love Nature, WaterBear Network, CCTV9, Al Jazeera Documentary & AJB DOC Film Festival.**

This year's call for projects received an outstanding response from the international documentary community, with 320 documentary projects (vs. 275 in 2022) from 56 different countries.

Unveiled at a press conference on May 11 in Paris, the official selection can be discovered in detail on the Sunny Side of the Doc website.



# immersion innovation, xr and immersive content

In 2023, Sunny Side of the Doc is expanding and enhancing its offer around innovation for industry professionals. With the aim of championing creation and international innovation, the June event will be a brand-new opportunity to bring together producers, studios, cultural institutions, creators, broadcasters and decision-makers.

Our Innovation section will take place across the four-day market. Experts from around the world will come together for conferences, masterclasses and case studies, looking at the main challenges facing the industry related to innovation and, in particular, XR.

## **museums stories panel**

Heads of digital from different cultural institutions will present how museums are exploring innovative storytelling to bring new stories to their publics. The panel will feature various museums, including the Metropolitan Museum of Art, the Louvre, the Musée d'Orsay, Paris Musées, the Danish Jewish museum, and Prado museum, etc. A second panel will question how immersive projects fit into museums and their collections, with several supporting experiences.

## **masterclass: "From Linear Doc to Immersive Space"**

Filmmaker François de Riberolles, who is presenting "*Lune in Paris*" at Jam Capsule, will give a masterclass on how he worked to turn his documentary into a truly immersive experience.

## **case study: "Noire"**

Producer Emmanuela Righi, co-founder of the Novaya studio, teams up with the Centre Pompidou to tell the full story behind the *Noire* project, which was presented last year at PiXii Festival, from the first pitch to the public screening at the Centre Pompidou last spring.

## **innovative studio: a brand-new VR space**

The Innovative Studio is a place to find inspiration. Located right in the heart of the market, all industry professionals are invited to discover and experience the latest trends in innovation, immersive devices and XR.

The programme features international linear and non-linear documentary projects. The aim behind this space is to showcase works dedicated to digital creation, by presenting innovative and creative projects that demonstrate new forms of writing, storytelling and content creation. The projects selected highlight the best of recent immersive experiences with a wide choice of award-winning creations.



illustration picture © Unsplash

# agenda at a glance

## agenda

### monday 19 june



### tuesday 20 june



● pitching sessions
 ● line-up & showcases
 ● industry talks
 ● networking times
 ● special events

🔒 sessions and events by invitation only.

UTC+2  
agenda as of may 2023



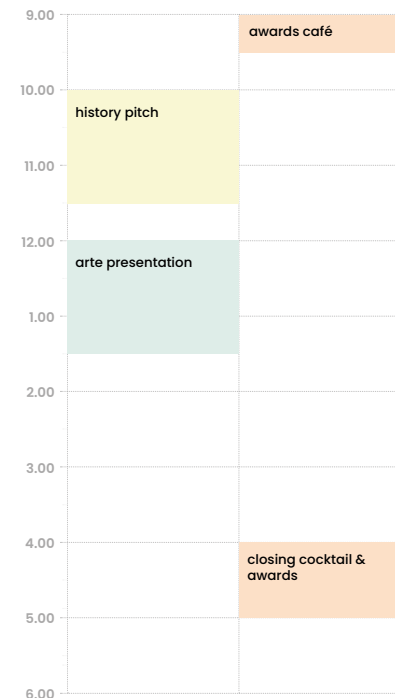
# agenda at a glance

## agenda

### wednesday 21 june



### thursday 21 june



● pitching sessions
 ● line-up & showcases
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 ● networking times
 ● special events

🔒 sessions and events by invitation only.

UTC+2  
agenda as of 11 may 2023

# market event not to miss

## BEFORE SSD23

TUESDAY 30/05 | 2 pm - 4:30 pm | Online

The Sunny Side of the Doc team hosts an online meet-up with all its accredited delegates to help them prepare and optimise their market experience. [More information here.](#)

## OPENING COCKTAIL RECEPTION

MONDAY 19/06 | 7 pm | Natural History Museum gardens

## PUBLIC PREVIEW

TUESDAY 20/06 | 6 pm | CGR Dragon

## PUBLIC PHOTO EXHIBITION

MONDAY 19/06 - SUNDAY 2/07 | Natural History Museum gardens

Discover photos and a preview showing of "*Golden Monkeys: Braving the Impossible*," the first episode of the documentary series CHINA'S WILD EMPIRES (5x52'), produced by ZED, China Media Group, ARTE & National Geographic.



## pitching sessions

MONDAY 19/06 - THURSDAY 22/06 | Espace Encan

Every day, discover the best documentary projects chosen by the pre-selection committee.

- Global Issues pitch | Monday 19/06 | 2:30 pm
- Sciences pitch | Monday 19/06 | 5 pm
- New Voices pitch | Tuesday 20/06 | 2:30 pm
- Art & Culture pitch | Tuesday 20/06 | 5 pm
- Impact Campaigns | Wednesday 21/06 | 10 am
- Nature & Conservation pitch | Wednesday 21/06 | 2:30 pm
- History pitch | Thursday 22/06 | 10 am

## AWARDS CAFÉ

TUESDAY 20/06 - THURSDAY 22/06 | 9 am | Espace Encan

New for this year, the pitching sessions winners will be revealed the next morning on the Level Up stage, the aim being to foster networking and exchanges across the four-day market.

## CLOSING COCKTAIL & SPECIAL PRIZES

THURSDAY 22/06 | 4 pm | Espace Encan



times are given in UTC+2

# pixii festival 2023

For its 7th edition, PiXii Festival – organised by Sunny Side of the Doc – will now take place in autumn and becomes an event exclusively for the general public in search of the best of cultural immersion.

The international festival of digital cultures, which is free and open to all, will be held from **19 to 22 October** across La Rochelle in some of the city's most iconic sites, and will expand across the local Charentais region.

In 2023, PiXii Festival aims to play a leading role in the discovery and dissemination of and access to digital cultures for the general public, maintaining an ongoing relationship with La Rochelle's historic and natural heritage.

The festival's international programme is aimed at diverse audiences, from adults to families, young audiences, novices and enthusiasts, as well as budding creators and school groups.



As part of the new setup, PiXii Festival continues its action with year-round events introducing, educating and developing young people's understanding of the visual image. The festival has developed an annual educational programme for the 2023 to 2024 season for the entire local conurbation and beyond.

In partnership with education professionals, artistic and cultural education workshops will be offered to schools around impact themes, focused on introducing works, documentaries, immersive technology and transmission. There will also be a special focus on developing actions in community and cultural centres, and increasing access in disadvantaged communities.



## france•tv

### France Télévisions, premier soutien et diffuseur de la création documentaire en France

Marqueur essentiel du service public, les documentaires sont présents sur toutes les antennes, linéaires et numériques, du groupe. Ils s'inscrivent résolument dans les enjeux de notre époque, sont en résonance avec les évolutions du monde, de notre société et de notre démocratie. Des œuvres les plus singulières aux films s'adressant aux publics les plus larges, ils nous racontent, nous émeuvent, nous éclairent... Leurs narrations et leurs réalisations impactantes, sans cesse renouvelées, avec l'ensemble des talents – producteurs, réalisateurs, auteurs – leur confèrent une puissante originalité et une vraie modernité.



### Téléfilm Canada — Partner of choice

Telefilm is dedicated to the cultural, commercial and industrial success of Canada's audiovisual industry. Through funding and promotion programs, Telefilm supports dynamic companies and creative talent at home and around the world. Telefilm also makes recommendations regarding the certification of audiovisual treaty coproductions to the Minister of Canadian Heritage, and administers the programs of the Canada Media Fund. Launched in 2012, the Talent Fund accepts private donations to principally support emerging talent. Visit [telefilm.ca](http://telefilm.ca) and follow us on Twitter at [twitter.com/telefilm\\_canada](https://twitter.com/telefilm_canada) and on Facebook at [facebook.com/telefilmcanada](https://facebook.com/telefilmcanada).



### China Pavilion, Source of Great ideas

The China Pavilion has been part of the Sunny Side of the Doc for past years, with a view to bringing more appealing China stories and diverse collaborative programs to the global community of documentary professionals. It has played an active role over the past decade or so in promoting the global presence of excellent Chinese film and television companies through its fruitful work to participate with them in a dozen of international events and festivals every year.





## **Nouvelle-Aquitaine Region supports this event to encourage a whole sector**

The Nouvelle-Aquitaine Region is partner of the 34th edition of the Sunny Side of the Doc, which will be held from 19 to 22 June 2023 in La Rochelle. The Nouvelle-Aquitaine Region is a long-standing partner of the festival, which it is supporting up to 25,000 euros.

The Sunny Side of the Doc has become the international reference market for documentary and narrative experiences. For this edition, the organisers are proposing a series of meetings entirely dedicated to innovative experiences and new narratives. While PIXA, the international festival of digital cultures, is changing its date (from 19 to 22 October 2023) and becoming an autumn event while retaining its general public approach, the documentary market is more than ever giving pride of place to innovative experiences with, for the first time, its seven pitch sessions open to documentary projects in digital and XR versions.

The aim of this event is to encourage the cross-fertilisation of different approaches to documentary creation by offering a platform for meetings and exchanges on the issues that cross the sector. The appropriation of digital technologies opens up new opportunities in terms of productivity gains, but also new and more immersive narrative formats.

To achieve this, the organisers are relying on pitch sessions to facilitate co-productions, conferences and workshops to disseminate innovations, and networking thanks to the exhibition hall equipped with stands and convivial areas dedicated to informal exchanges.

The Region will be present at Sunny Side through a delegation of professionals from the region, a visibility space in the exhibitors' village in partnership with the *Agence Livre et Cinéma en Nouvelle-Aquitaine* (ALCA) and the organisation of a round table on the theme of the revival of the sector.

Beyond the support it gives to this edition, the Region is committed to the digital and image sector in New Aquitaine. It is also supporting actions that enable the structuring of this sector, the dissemination of a culture of innovation, and the strengthening of the competitiveness and performance of its companies.

The final objective is to consolidate the regional ecosystem of this sector in all its components (networks, companies, schools and events).

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From Monday 19th to Thursday 22nd June 2023  
**THE DEPARTMENT, PARTNER  
OF ARTISTIC AND CULTURAL CREATION**  
**SUNNY SIDE OF THE DOC 2023**

From June 19th to 22nd, the 34th edition of Sunny Side of the Doc is in La Rochelle. The objective is to allow industry professionals to meet and thus offer rich and creative opportunities via a documentary market that aspires to be borderless.

Faithful partner since 2006 (grant of €20,000 in 2022 for the Sunny Side Of The Doc Festival), the Department of Charente-Maritime, as part of its support policy for film, audiovisual or multimedia production, is once again present!

**A POLICY AT THE SERVICE OF THE CINEMA AND THE AUDIOVISUAL INDUSTRY**

The Department of Charente-Maritime has been supporting for more than 20 years, in partnership with the State (DRAC), the National Center for Cinema and Animated Image (CNC) and the Nouvelle-Aquitaine Region, the creation and production of cinematographic and audiovisual works. Each year, our department financially supports creations, fictions, feature and short films and documentaries thanks to the audiovisual and cinema support fund.

**OBJECTIVES**

- Support creation and authors.
- Contribute to the emergence of new talents.
- Develop the cinematographic and audiovisual sector generating economic activity and jobs.
- Enhance the image of Charente-Maritime by showcasing its riches (heritage and landscapes).
- Strengthen the notoriety, influence and attractiveness of Charente-Maritime.

**SUPPORT 2022**

- 20 projects (fiction, short films, feature films and documentaries) for a total amount of €408,000.
- 6 documentaries (after examination and selection of experts by ALCA Agence livre, cinema et audiovisuel - Nouvelle-Aquitaine Region), for a total amount of €35,000:
  - "Visas at all costs" produced by Vraivrai Films.
  - "Proper names" produced by Les Valseurs Bordeaux.
  - "Mafalda come back" produced by the French Radio-Television Committee - France TV.
  - "School in the Forest" produced by Q28 for LCP France TV.
  - "The Moving Island" produced by Les Valseurs for France TV Region.
  - "Cellule gourmande" produced by Pyramide Production.
  - In 2023, the Department voted aid for the production of a documentary on Pierre Loti for France TV Region.

**TO NOTE**

The Department supports the Bureau d'Accueil des Filmmings to the tune of €90,000 as well as actions and events aimed at developing and promoting the world of creation and cultural, cinematographic and audiovisual broadcasting in Charente-Maritime.

A few examples ...



- 20 audiovisual and cinema festivals including the Sunny Side
- Education in the image of young people within the framework of the "College at the cinema" system.
- Theater operators in rural areas via the Ciné Passion network 17.... Etc.

## FICHE PRESSE

La Rochelle, 20 April 2023

# LA ROCHELLE Territory of the moving image

**As a long-standing partner of the Sunny Side of the Doc, the La Rochelle conurbation renews its support** to the international documentary and storytelling marketplace by hosting its **34th Edition** from 19 to 22 June 2023.

Sunny Side of the Doc, one of the most important events in La Rochelle, **brings together over 2,000 international professionals** each year and generates significant direct and indirect economic benefits throughout the area. It contributes to the culture exposure and appeal of the La Rochelle conurbation and strengthens the moving image and ICT which represents **150 companies, nearly 1,000 jobs and 100 million euros in sales**.

**The 2023 Edition will highlight documentary films and focus on the audience. Creation and innovation** will also remain at the heart of the festival this year to offer even more immersive and digital experience.



Copyright – Julien Chauvet



**The La Rochelle conurbation also actively supports the 7th Edition of the PiXii Festival, the international festival of Digital Cultures**, free and open to all. For the first time, the festival will be held in October this year, from 19 to 22 October 2023.

**For over a decade now, La Rochelle has been asserting itself as a territory of the moving image.** Already a favoured location of filmmakers and TV series directors for over a century with the likes of Denys de la Patellière, Claude Sautet, Pierre Granier-Deferre, Patrick Grandperret and, more recently, Andreas Prochaska and Mélanie Laurent, La Rochelle has emerged as a showcase of the moving image industry.

Thanks to the quality of the amenities offered by Espace Encan and La Coursive, as well as the hospitality and responsiveness of the local authorities, **La Rochelle has convinced major cultural and professional events like Sunny Side of the Doc to make it their home each year.** Other events are already firmly anchored on the territory, such as the *La Rochelle Cinema Festival*, the second-largest French Film Festival in terms of attendance after Cannes with around 75,000 filmgoers, the *TV Fiction Festival*, the *Escales Documentaires* not to mention the *Adventure Film Festival*, the *Japanese Film Festival*, the *Zero1 Festival*, and more.



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For more information on Sunny Side of the Doc 2023 and media accreditation requests, visit our online Press Room.

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