



New LatAm Content Market announced

Dedicated to non-fiction content and documentaries, the event will take place in Rio de Janeiro from March 10 to 13, 2025 and aims to attract major Latin American and global players in the industry

The LatAm Content Market pitching sessions will be curated by Sunny Side of the Doc, partner of this new factual initiative

La Rochelle, June 26, 2024 - Latin America is a region rich in audiovisual content production that is exhibited throughout the world, and is the second largest consumer market after the United States. The new **LatAm Content Market** aims to strengthen this vocation in an event dedicated to generating business for the region's production companies through co-production, distribution, licensing and sales with global partners, focusing on non-fiction content such as documentaries, factual entertainment and reality shows.

The first edition of the **LatAm Content Market** will take place from March 10 to 13, 2025, at the Othon Palace Hotel in Rio de Janeiro, on the iconic Copacabana Beach.

The announcement was made during the luncheon hosted by Brazil at **Sunny Side of the Doc**, the international market dedicated to linear and non-linear documentary (24-27 June 2024, La Rochelle, France). *"In the schedule of global events, there is a lack of a Latin American market committed to non-fiction productions"*, believes Fernando Dias, founder of the LatAm Content Market and partner in the Brazilian production company Grifa. *"We're talking to various players, and several have already indicated their interest in coming to Brazil because they know they will do business there"*.

LatAm Content Market will offer pitch sessions, keynotes, conference sessions, workshops, plenty of one-to-one meetings and networking opportunities with the most important players. Three thematic pitching sessions will be one of the core activities of the event. LatAm Content Market is thrilled to partner with Sunny Side of the Doc, which will manage the organisation of the pitching forum.

"We're delighted to be contributing our recognized expertise and global community to the LatAm Content Market, with the ambition to deliver high quality pitching sessions, which are always one of the highlights of the Sunny Side of the Doc", says Aurélie Reman, Managing Director of Sunny Side of the Doc. *"It is important to support the diversity of our industry beyond borders and foster new business opportunities. This new collaboration aims to boost and open up a co-production channel between the Americas, Europe and Africa in particular connecting new storytelling and production talent to top industry executives. This partnership is also very timely as Brazil and France will launch cross cultural seasons in 2025"*.

In addition to this exclusive announcement, **LatAm Content Market** activities at Sunny Side of the Doc also featured a panel discussion on "Co-production Opportunities in Brazil" to launch the conversations and raise awareness around key speakers: Tatiana Dias (Grifa Filmes), Tiago Ornaghi (Globoplay), Natalia Furtado (Canal Curta!), and Eneas Pereira (TV Cultura) and producer Christian Beetz at the moderation.



LatAm Content Market is also partnering with Sunny Side of the Doc's 35th anniversary celebrations in the emblematic Marcel Deflandre rugby stadium of La Rochelle.

Sustainability

As part of our commitment to sustainability and environmental responsibility, we are dedicated to ensuring that the organisation of this event will be committed to sustainable practices. By adhering to international standards in the organisation and logistics of the market, we aim to provide a platform that not only promotes the exchange of ideas and creativity but also champions environmentally responsible practices.

Main Sponsors

[Embratur](#), [BRAVI](#), and [Visit Rio](#).

Organisation

[Grifa Filmes](#), [Stay and Fly Docs](#)

Pitch Sessions

[Sunny Side of The Doc](#)

About LatAm Content Market

The new Latin American international market is dedicated only to non-fiction content, such as documentaries, factual entertainment and reality shows, the **LatAm Content Market** will take place from March 10 to 13, 2025, at the Othon Palace Hotel, Copacabana, Rio de Janeiro.

Positioned at a strategic moment as Brazil hosts the United Nations Conference on Climate Change (COP 30), this inaugural edition of the market will take place against a backdrop of global discussions on sustainability and a carbon-neutral economy, as well as contemporary societal issues such as gender equality, racial diversity, Indigenous communities, and social change - perfectly reflecting Brazil's dynamic cultural fabric.

The goal of the LatAm Content Market is twofold: to showcase the vibrancy of the Latin American audiovisual market and to create business opportunities between Latin American industry professionals and international producers, distributors, and exhibitors.

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Carlota Carneiro - Head of Operations

About Sunny Side of The Doc



[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.

Doc Services, the organiser of Sunny side of the Doc and PiXii Festival, is a member of 1% for the Planet and of the SDG Media Compact.

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