

25
28

JUNE
2018
LA ROCHELLE
FRANCE

CULTURE
IN
MOTION

PRESS FILE

WWW.SUNNYSIDEOFTHEDOC.COM

Interview: Yves Jeanneau, CEO of Sunny Side markets



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Why did you choose Culture in Motion as the theme for 2018?

Sunny Side of the Doc is a market for television, streaming platforms and the online world, focusing on documentary content that is otherwise known as *Specialist Factual*. Basically, this covers programmes about history, science, art, investigative journalism.... Culture permeates them all, it feeds these documentaries. It seemed an interesting choice to use the theme of Culture in Motion to touch upon the entire documentary spectrum with an ecosystem approach. This leads us to re-discovering major projects concerning heritage, history and geopolitics.

It's a way to emphasise what exactly Sunny Side of the Doc represents today: a place where one can discover, buy and sell projects of such nature.

Digital Culture first appeared on last year's schedule, most notably in the PiXii space. This year, it's an integral part of Sunny Side of the Doc. Why is that and in what way?

Digital technology is nothing new. If I'm not up to date digitally, then I'm out of the game. These days, the production, broadcast and distribution industries are all digitally switched-on. This implies heaps of change towards practices, economic systems, broadcasting methods and the ways in which we watch content. All these issues are no longer restricted to one part of the economic sector. All parts of the broadcasting world are asking these questions – or should be asking them. The question isn't about knowing what the shape of public broadcasting should be. The challenge lies elsewhere: how to reach audiences who have switched off, how to lure them back, how to prevent this drain, and above all, how to try and win new audiences? We need to be thinking about the type of programmes, their format and the distribution methods.

The European Commission's decision to increase the allocated budget for supporting cinema and culture is excellent news, and should be seen as a sign of encouragement.

This year, Sunny Side of the Doc has invited many new economic sectors and players and makers to take part in the market – more so than in 2017. Why the sudden opportunity for museums, heritage sites and other tourism organisations?

I've been thinking about the question of a secondary market for documentary film for the past 30 years, knowing that the primary market was, and still remains, television in all its forms. No economic activity is profitable without, at least, one secondary market. Secondary markets need the space to develop, in a way where companies can both make profit and fund the activity's development. For a long time, people thought that cable and satellite, or specialty channels, and even DVDs, would be these secondary markets.

However, education - in the very broad sense of the term, be it knowledge exchange or testing knowledge, is not only universal, but also constantly growing. And that's where the documentary genre rediscovers one of its initial functions: I watch a documentary to learn something, to take my understanding further or to discover something new. This fundamental notion got a little lost along the way, behaving a bit like a smart alec in being traded off for entertainment value.

Nowadays, we're seeing a return to documentary's high-quality original roots, which is about transferring insight.

We need to make the most of this comeback, and embark on a transformation that allows for an open flow between technical solutions which enable images to be shown in a dynamic way, cultural venues rallying together to broadcast new images, and obliging producers to create programmes that speak to more diverse audiences. This momentum is an exciting opportunity for the whole documentary genre. And this is what Sunny Side of the Doc is putting forward: bringing together players and makers from the cultural world, such as a French museum with a Japanese television channel, who'll go on to produce original content broadcast via virtual reality headsets, for example! However, we mustn't rush into something blindly: while demand is high, the offer is not yet well structured, just like its financing for that matter. What's interesting is to see specialty funds for such programmes appear, line items in a budget dedicated to certain broadcasters, funding for non-television projects, etc.

Apart from television channels, Sunny Side of the Doc's honoured partners, we're witnessing the arrival of video streaming platforms.

In fact, it's nothing new - Curiosity Stream are one of our most faithful participants. However, we are seeing the arrival of more themed platforms or those aimed at a more regional audience. That's the case for MUBI, Vice, Blackpills, Youku and Pili Pili in China.

All of these platforms are aimed at younger audiences, for consuming content in different ways... but still in the interest of quality programming. Audiences are more demanding, meaning content must be both more innovative and give you the urge to discover, experience and learn. That brings us back to what I mentioned earlier about the educational aspect in a broader sense. And that's what they come looking for at Sunny Side of the Doc.

Is there a large international delegate in 2018?

The number of international delegations has been extremely high for a number of years now, and we should remain more or less around the same balance, so roughly 60 different countries are attending.

What's important to note is the long-standing partnerships that have formed. This trend has been noticeable for the past three years, and 2018 goes to show this further, especially in the way individual and group stands and accreditations have been snapped up early.

Take Canada for example. Following a long period of absence, Canada's presence has increased over the past four years, in particularly, digital content producers. Today, we can say that there's around a hundred Canadian industry professionals coming to Sunny Side of the Doc, as part of a delegation that is continuously growing.

The Chinese delegation are also amongst our most loyal supporters of the market, and, like last year, Thailand will once again be represented with a group stand.

With an eye to 2019, we're in the process of developing and building the German delegation, as Germany will be the country of honour next year.

Japan and Spain are getting more involved in 2018. And then there are some more modest delegations, a strategic decision for a market such as our own which touches upon the whole documentary world.

Like every year, the Australian delegation has made the journey all the way to La Rochelle. And the same goes for those coming from the Philippines and Indonesia. This just goes to show that Sunny Side of the Doc holds a major appeal for industry professionals in the documentary-world calendar of events. Our market's role is to open up new avenues for the documentary genre. We can also mention the fact that the Brazilian delegation has doubled the size of their stand, to match the increase in the number of producers and distributors that will come in June.

Today, Sunny Side responds to the identified needs concerning the nature of the programmes that can be found here, whether it's blue-chip documentaries or even innovative gems. By coming to La Rochelle, there's the guarantee that there'll be an international network present in one place, as more than 2,000 industry professionals have come to do business, to buy, sell and co-produce. At a time when others are spreading themselves too thinly, there's a good reason why we stick to what's in our DNA. Of course, we'll evolve, but not without forgetting what makes us who we are...

Culture in Motion: a theme that permeates the 2018

And so it seemed an interesting choice to use the theme of Culture in Motion to touch upon the entire documentary spectrum with an ecosystem approach. This leads us to rediscovering major projects concerning heritage, history and geopolitics. It's a way to emphasise what exactly Sunny Side of the Doc represents today: a place where one can discover, buy and sell projects of such nature.

This year, Sunny Side of the Doc is giving pride of place to culture. But not just any old culture! One that's shapeshifting, that goes outside the box, that's innovative and has the ability to truly move us. On the line-up there are panels, pitch sessions, master classes, networking breakfasts....

Panel Culture and Heritage : audacity, innovation and opportunities

Monday 25th June – 4.30pm, Auditorium

news tank
culture
décider en toute connaissance

"Culture and Heritage: audacity, innovation and opportunities", organised by News Tank Culture. With new content, new distribution channels and new uses, the digital revolution of the documentary world also concerns various cultural actors. From museums, heritage sites, festivals or concert venues, they all require, produce, co-produce or invent new documentary forms that are ever-more immersive. While, practices and public financing are ever-changing in these sectors, Europe is encouraging the network of businesses and initiatives who are gearing up towards the digital revolution – and the economic and cultural opportunities that come with it!

With: Guilaine Legeay (Louvre-Lens), Muriel Meyer-Chemenska (Métap Praxis), Laure Pressac (Centre des Monuments Nationaux), Gabriele Bertolli (Creative Europe MEDIA)

Hosted by Bertrand Dicale (News Tank Culture)

Pitch

Tuesday 26th June – 9:30am, Agora

Wednesday 27th June – 3:30pm, Agora

Two pitch sessions will be dedicated to the themes of **Arts, Culture & Heritage / Culture & Digital Creation**. The first session will see ambitious and original linear projects pitching with a view to being distributed internationally. The second session will welcome projects and devices that are developing innovative digital tools that create new interactions with the public (applications, VR, AR, 3D, binaural sound, animated video game, visual arts, etc.).

Meet the Executives Arts & Culture special

During the four days of Sunny Side of the Doc, international heads of programming specialising in Arts & Culture programmes for channels NRK, AVROTROS, France 5, SVT, BBC, Sky and Arte will present their strategies and the projects they're looking to produce.

Master Class “The Art of Museums”

Wednesday 27th June – 2:30pm, Agora

“*The Art of Museums*”: there will be a case study of the VR and documentary series developed by Gebrueder Beetz Filmproduktion, which shines a spotlight on international museums and the greatest masterpieces of European art. The VR series creates a unique emotional experience focusing on artworks like *The Monk By The Sea* by Casper David Friedrich at the Alte Nationalgalerie (Berlin), Claude Monet's *Blue Water Lillies* at the Musée d'Orsay (Paris), and *The Sun* by Edvard Munch at the Munch Museum (Oslo). Meanwhile, the documentary series takes a look at key figures such as Vivienne Westwood, Marina Abramović, Ólafur Eliasson, Norman Foster, Joyce DiDonato and many others.

With: Christian Beetz (Gebrueder Beetz Filmproduktion), Chloé Jarry (Camera Lucida Productions), Saskia Bakhuys-Vernet (Musée d'Orsay), Cristina Aloviseti (Museo del Prado), Dieter Schneider (ZDF/Arte), Mark Colly (Rijksmuseum)

Hosted by Nick Ware (Aster Media)

“Culture on screen... and vice-versa” breakfast

Tuesday 26th June – 9am, Restaurant

In its role as facilitator, the Sunny Side of the Doc market will be organising a breakfast bringing together heads of programming from television channels specialising in Art and Culture, as well as those managing heritage sites and cultural venues. This meet-up will be the perfect opportunity to discuss shared issues and to encourage the possibility of future co-productions.

Hosted by Maïté Labat (Musée du Louvre) and Christophe Salomon (Sunny Side of the Doc)

Case Study

When Culture Meets History with Gary Glassmann (Providence Pictures), Emma Cahusac (BBC) and Bill Gardner (PBS)

Tuesday 26th June – 11:15am, Agora

Keen to shine the light on the increasingly clear chemistry between History and Culture programmes, Steve Hunter (Shunter Media) will be interviewing Bill Gardner Vice President of Programming and Development for PBS, Emma Cahusac, the head of Arts and Music programming at the BBC and producer Gary Glassman on the decreasingly dangerous liaisons between the two genres. The new PBS series *Native America*, and the series reboot of *Civilisations* produced by the BBC, will be used to illustrate discussions.

Continuously reinventing science and history, finding better ways to broadcast them

Science: the great storytelling experience

Wednesday 27th June – 10am, Auditorium

After having given history a makeover, Sunny Side of the Doc now turns its attention to science. It's an incredibly popular genre for television channels, streaming platforms and.... cultural centres. Well-known broadcasters like the public broadcaster NOVA in the United States and CBC from Canada, as well as streaming platforms such as VICE, show particular innovation and contribute to developing hybrid scientific films to attract new audiences. The internet, social media and YouTube have also brought about major change when it comes to storytelling, financing and distribution, offering new opportunities for creative native digital content, just like the English production company, Woodcut Media. They'll all be here to discuss the latest challenges and prospects in this panel produced by Documentary Campus.



With: Sue Dando (CBC), Xavier Aaronson (Vice), Melanie Wallace (NOVA), Adam Jacobs (Woodcut Media)

Hosted by Ruth Berry (First Act Films)

Archives & new narratives, a love of history

Wednesday 27th June - 9am, Agora

More and more often, history is being shown via social media, telephone screens or on dedicated websites. It's leaving our television screens for even smaller, yet more mobile, ones. How should we manage such narratives? How are archives used? What are the costs, the savings and the revenue? Case study.



With: Amandine Collinet (INA), Bruno Masi (INA), Yoann Gantch (BNF), Karen Shainyan (Future History), Melanie Rozencwajg (Archives Valley)

Hosted by Laurent Duret (Bachibouzouk)

Networking at Sunny Side of the Doc

Today, Sunny Side responds to the identified needs concerning the nature of programmes that can be found here, whether it's blue-chip documentaries or even innovative gems. By coming to La Rochelle, there's the guarantee that there'll be an international network present in one place, as more than 2,000 industry professionals have come to do business, to buy, sell and co-produce.

One of the key parts of Sunny Side of the Doc is the networking opportunities between industry professionals. From public meetings, private appointments and other networking occasions, it gives you the chance to better understand tomorrow's issues in terms of production and programming.

Every day: Meet The Executives

In 30 minutes flat, international heads of programming specialising in Culture will reveal their channel's strategies and the projects they're looking to produce.

Registration required.

Already confirmed:

- **Jessica Raspe** / AVROTROS (The Netherlands)
- **Emma Cahusac** / BBC (UK)
- **Roberto Pisoni** / Sky Arte (Italy)
- **Emelie Persson** / SVT (Sweden)
- **Caroline Béhar** / France 5 (France)
- **Arild Erikstad** / NRK (Norway)

Hosted by Peter Hamilton (Documentary Business) and Emma Parkins (360 Production)

Outside of the Meet the Executives sessions framework, Sunny Side of the Doc is organising two focus sessions on the channels Love Nature and Science & Vie TV.

- Monday 25th June – 3pm, Agora: **Carlyn Staudt**, EVP, Love Nature Programming & Development
- Wednesday 27th June – 2:30pm, Conference Room: **Richard Maroko**, CEO Associate in charge of channels edition, acquisition and licensing manager of Groupe AB.

First ever Meet & Greet with emerging Francophone producers

Monday 25th June – 1pm, Conference Room

For the first time ever, SOCED (Society for the Development of Cultural Enterprises) and Sunny Side of the Doc, in partnership with APFC (The Alliance of Francophone Producers in Canada) and Doc Circuit Montréal, will organise a meet-up between emerging producers from Quebec, France and French-speaking European countries in attendance at Sunny Side of the Doc 2018. Designed as a place for exchange and networking, the aim of this meet & greet is to encourage co-productions from both sides of the Atlantic.

Hosted by Mara Gourd-Mercado (RIDM) and Christophe Salomon (Sunny Side of the Doc)

Matchmaking: co-produce with Canada

Tuesday 26th June – 3:30pm, Lounge

After having met with such success last year, Sunny Side of the Doc welcomes once again the matchmaking sessions, based on a format of 30-minute individual meetings. It's the opportunity to exchange and discuss between international producers and their Canadian counterparts.

Registration required.



Lunch: History on TV, Memo for the future

Wednesday 27th June – 1pm, Lounge

Producers, broadcasters and distributors specialised in historical programmes share their vision and ideas about the future of this documentary genre on television and other platforms.

Invitation required.



L'AVENIR A UNE HISTOIRE

Hosted by Stephen Hunter (Shunter Media) and Josette Normandeau (Ideacom)



Credits © Mélanie Chaigneau

New platforms, new formats... new horizons: 3 conferences for better understanding issues surrounding the digital transformation

All of these platforms are aimed at younger audiences, for consuming content in different ways... but still in the interest of quality, engaging programming. Audiences are more demanding, meaning content must be both more innovative and give you the urge to discover, experience and learn. That brings us back to the educational aspect in a broader sense. And that's what they come looking for at Sunny Side of the Doc.

To help understand the ways in which we produce, broadcast and consume are changing, Sunny Side of the Doc has arranged several meetings with international players dealing with such topics that are currently on the minds of documentary producers and broadcasters alike.

Digital platforms are the new broadcasters An international overview of the future and the challenges faced

Monday 25th June – 5:30pm, Agora



Roughly 10 years after streaming platforms first hit the scene, it is clear that the public has taken to this way of consuming content, and that it's necessary to constantly reinvent oneself in order to stand out from the mass of content. What are the most booming markets? Are TV broadcasters back in the game again? How are business models developing? What are the new trends on the horizon? All such questions and many more will be addressed by representatives from the international streaming platforms Urbania (Quebec), La Fabrique Culturelle (Quebec) and Vice Media (USA).

With an introductory talk from the Bell Fund.

Moderated by Audrey Pacart (Very Story)

YouTube: issues and opportunities for the documentary genre?

Tuesday 26th June – 4:30pm, Agora

Youtubers are attracting audiences of considerable size covering topics such as science, technology and history. However, building an audience base and viable economic model on a UGC platform entails special features that this round table will delve into further detail.

With: Julien Goetz (Story Circus), Eva Zadeh (NeXT Originals), Gilles Boussion (Pandora SAS), Gilles Freissinier (Arte France) and Annick Jakobowicz (France Télévisions)

Moderated by Marc Bourhis (Tic4Media)

The Future of Pubcasters, Adapt or Die?

Tuesday 26th June – 5:30pm, Auditorium

Pubcasters everywhere are reacting to the online video revolution. Their entire value chain is being challenged. They are striving to remain relevant while being true to their public service missions. That means reinforcing their traditional economic models while finding viable new ones. This panel will focus on effective, new strategies for documentaries in the face of global competition from online video giants.

So it's only natural that at La Rochelle, both the Documentary Group and Science & Knowledge Group from Eurovision (EBU) will gather together almost 60 programming managers from European public channels to promote top projects with international potential, and discuss new strategies to effectively support European documentaries

As a sort of post-mortem examination, Christian Beetz (Gebrueder Beetz Filmproduktion), producer of the film *The Cleaners*, will talk of his experience of the difficulties met when trying to secure European funding for his investigative documentary. The ensuing round table will offer the opportunity to bring up the new strategies implemented by public broadcasting channels in order to remain in the race against digital heavyweights such as Amazon and Netflix.

With: Germaine Deagan-Sweet (PBS International – USA), Axel Arnö (SVT - Sweden), Rudy Buttignol (Knowledge Network - Canada)

Hosted by Peter Hamilton (Documentary Business)



Credits © Jean-François Augé – StudioOuest.com

Digital Culture: Kick-starters Programme

Nowadays, we're seeing a return to documentary's high-quality original roots, which is about transferring insight. We need to make the most of this comeback, and embark on a transformation that allows for an open flow between technical solutions which enable images to be shown in a dynamic way, cultural venues rallying together to broadcast new images, and obliging producers to create programmes that speak to more diverse audiences.

Designed to let you test out various immersive experiences (sound, video, VR), the aim of the digital culture kick-starters is to bring together technology providers, content producers and cultural organisations (museums, heritage sites, tourism organisations, aquariums etc.).

In partnership with INA (the French national audiovisual institute)

ina

4 days, 4 themes

The line-up has a different theme every day:

- **Monday 25th June: Culture**
 - o Participants: Camera Lucida Productions, INA, Institut Français, Very Story, Société des Arts Technologiques (SAT)
- **Tuesday 26th June: Science and Nature**
 - o Participants: Chuck Production/France Télévisions, Museum national d'Histoire naturelle, Neotopy / Cité de l'Océan - Aquarium de Biarritz, The Virtual Reserve
- **Wednesday 27th June: Heritage**
 - o Participants: Réunion des Monuments Nationaux - Grand Palais / Iconem, Centre des Monuments Nationaux / Sky Boy, Mosquito, Paris Musées / Art of Corner
- **Thursday 28th June: Education**
 - o Participants: ARTE, Montréal en Histoires, Petit Homme, 44 Screens

Hosted by Stéphane Malagnac (Prop'OSE)

On 27th June, a Focus Session on Tourism will take place, highlighting the issues surrounding financing and distributing immersive experiences, created to add value to a place or tourist site.

Discover the full Digital Culture Kick-Starters programme in detail via:

<http://www.sunnysideofthedoc.com/programme-of-digital-kick-starters-at-sunny-side-of-the-doc-2018/>



Credits © Jean-François Augé – StudioOuest.com

PiXii (Paths of Interaction, eXperiences in Immersion & Innovation)



Sunny Side of the Doc is once again teaming up with PiXii (Paths of Interaction, eXperiences in Immersion & Innovation) for an event that's open to both industry professionals (in the morning) and the general public (in the afternoon).

Taking place at the Musée Maritime in La Rochelle for the first time ever, PiXii's digital space is bigger than ever, gathering together several virtual reality, augmented reality, holographic and 3D sound recording devices will be presented. There will also be various synchronised presentations featuring a selection of films using 360° video and virtual reality that will be shown in the VRthèques.

Opening times - industry professionals: 9am / 12:30pm

Opening times – general public (+ industry professionals): 2pm / 6:30pm

Among the installations presented this year:

Visit sculptor Antoine Bourdelle's atelier, available on OCULUS RIFT and HTC VIVE

Designed by Art of Corner, the Bourdelle project is a VR app that uses rendering technology. Part docufiction, part gamified virtual tour, it takes you right into the centre of sculptor Bourdelle's atelier. There's a hybrid narrative whereby the user can explore the space and discover the artist via a visual experience that plays on sound, space and touch.



On the road to Mars – Réseau Canopé

Following the success of last year's installation, this time round, Réseau Canopé are offering a new journey to Mars. On the menu: the VR experience "Alone on Mars" for Playstation 4; a VR experience broadcast on a large screen enabling users to share the experience; a tablet dock to navigate Mars thanks to the Mars Globe app; Mindstorm robots that are faithful to the Mars 2020 rover mission.



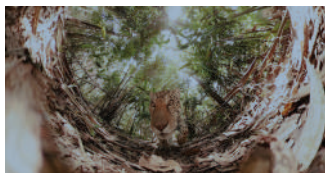
A hot air balloon ride in VR

Hyperfiction have developed a virtual flight experience, making you feel like you're right there in a hot air balloon basket thanks to 3D immersive video content. This device gives you the opportunity to observe landscapes by experiencing the sensations and emotions of a real hot air balloon ride.



The Wild Immersion : go deep into the largest "natural" virtual reserve in 360° video!

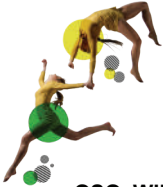
The Wild Immersion: their approach to nature documentaries will take your breath away, using the most impressive VR and new immersive technologies around. Viewers find themselves right in the heart of a wild environment, for an intense and extraordinary experience, a magnificent foray into the wild via a 360° action film.



Discover the whole programme via www.pixii-larochelle.fr

2018 Pitch Selection

It's a key part of Sunny Side of the Doc, and the stakes are high for international co-productions. The pitch sessions remain one of the most prized moments of the market. In 2018, 42 projects from 11 different countries will be presented over six sessions during the whole week, and will take place in the Auditorium, the Agora and in the Restaurant.



Natural History & Wildlife Pitch

Monday 25th June – 3:30pm, Agora

Sponsored by Love Nature

With support from Wildscreen Festival



OSO, WILD VISIONS FROM ASTURIAS - France Télévisions, *France*

Authors: Vincent Munier & Laurent Joffron

23.5 DEGREES, THE RHYTHM OF THE EARTH - Korean Broadcasting System, *South Korea*

Author: Choi Phil-gon

SILENT HUNTER – THE NEW WAR AGAINST WILDLIFE POACHING - Story House Productions GmbH, *Germany*

Authors: Carsten Oblaender & Hans Rosenwinkel

THE REAL JAWS - Wildbear Entertainment, *Australia*

NOT YOUR AVERAGE NATURE SHOW – Sunbird Images, *Germany*

Authors: Georg Pohland, Peter Mullen & Jeremy Tausch

FOR THE LOVE OF ELEPHANTS – THE LEGACY OF DAPHNE SHELDRICK -

Make Believe Media Inc., *Canada*

Authors: Lynn Booth & Jeff Morales

CÉLINE COUSTEAU, THE ADVENTURE CONTINUES – THE WHALES KINGDOM:

LAND OF FIRE, SEA OF ICE - Capa Presse, *France*

Authors: Céline Cousteau & Philippe Levasseur



Arts, Culture & Heritage Pitch

Tuesday 26th June – 9:30am, Agora

Public sessions (pitch + one-to-one meetings)

JOHN FORD, THE MAN WHO INVENTED AMERICA -

Hauteville Productions, *France*

Author: Jean-Christophe Klotz

SMALL ISLAND BIG SONG - Undergrowth Productions, *Australia*

Author: Tim Code



IDF
西湖國際紀錄片大會
West Lake
International
Documentary
Festival

ROMANTICISM - Silex Films, *France*
Authors: Dan Franck & Amélie Harrault

BLACK IS BACK - RETURN OF THE VINYL - Marco Polo Film AG, *Germany*
Author: Dietmar Klumpp

THE MYSTERY OF THE PINK FLAMINGOS - Los Hermanos Polos, *Spain*
Author: Polo Javier



Social & Human Interest Pitch

**Tuesday 26th June – 10:45am,
Auditorium**

Sponsored by RTBF and CBC Radio-Canada

CBC  **Radio-Canada**

rtbf  **.be**

PIPELINE IN PARADISE - Make Believe Media Inc., *Canada*
Author: Julia Ivanova

THEATERS OF WAR - A World With A View s.r.l, *Italy*
Authors: Christine Reinhold, Giorgio Bianchi & Federico Schiavi

RIDERS OF DESTINY - 7T1 Media GmbH, *Germany*
Author: Michael Niermann

INSIDE LEHMAN BROTHERS - KM Presse, *France*
Author: Jennifer Deschamps

VANISHING TOKYO: THE TOWN OF “MISFITS” - NHK – Japan Broadcasting Corporation, *Japan*
Authors: Terue Yunoki & Yoshihiro Watanabe

ANGELS OF SINJAR. YAZIDIS – 21ST CENTURY GENOCIDE - Saxonia Entertainment GmbH, *Germany*
Author: Hanna Polak

CHOLITAS - Arena Comunicación Audiovisual, S.L., *Spain*
Authors: Jaime Murciego & Pablo Iraburu



One-to-One Culture & Heritage Pitch

Tuesday 26th June – 3:30pm, Restaurant

Private sessions (one-to-one meetings)

DR. JACK AND MR. NICHOLSON - Morgane Production, *France*

Authors: Emmanuelle Nobécourt & Jeanne Burel

LIBERACE - THE KING OF BLING – NEW DOCS, *Germany*

Author: Jeremy Fekete

FIRE STARTER – THE STORY OF BANGARRA - In Films Pty Ltd, *Australia*

Authors: Wayne Blair, Nel Minchin & Ivan O'Mahoney

THE PAINTING. STORIES OF LAS MENINAS - Mare Films, *Spain*

Author: Andrés Sanz

THE FORGOTTEN TREASURE - Reynard Films, *Germany*

Author: Tom Ehrhardt

Science Pitch

Wednesday 27th June – 11am, Auditorium

Sponsored by Science & Vie TV

Co-organised by EBU

SCIENCE&VIE TV

THE BLOB – A GENIUS WITHOUT BRAIN - Hauteville Productions, *France*

Author: Mitsch Jacques

OUT OF EUROPE – A NEW STORY OF HUMAN EVOLUTION - Bilderfest, *Germany*

Authors: Florian Breier & Rüdiger Braun

THE SUPERPOWERS OF THE BEAR - Le Cinquième Rêve – *France*

Authors: Thierry Robert & Rémy Marion

LIFE WITH A ROBOT - NHK – Japan Broadcasting Corporation, *Japan*

Authors: Hajime Yoda & Kengo Doi

PLEASURE AND PAIN: THE SCIENCE OF LOVE - a-o-buero, *Germany*

Author: Judith Koenig

SOLARSTRATOS - Gedeon Programmes, *France*

Author: Stéphane Chopard

ANGELS AND DEMONS – THE FALL OF VIOLENCE - PBS International, *United States*

Authors: Michael Bicks & Anna Lee Strachan



Culture & Digital Creation Pitch

Wednesday 27th June – 3:30pm, Agora



WAR CHILDREN / WORLD WAR 2 AR - ARD /

WDR – Westdeutscher Rundfunk, *Germany*

Authors: Dorothee Pitz, Sophie Schulenburg & Klaus Geiges

EYEWITNESSES - VERTOV, The *Netherlands*

Authors: Ditteke Mensink & Dirk Boelhouwer

THE BOURDELLE PROJECT - Art of Corner, *France*

Authors: Frédéric Purgal & Janaïne Golonka

NEXUS VI VR 360 - Fensch Toast, *France*

Authors: Renaud Jesionek & Alexandre Philippe

TOTO'S HOUSE - Xinxin Liu, *China*

Author: Xinxin Liu



Pitch Histoire

Thursday 28th June – 10am, Auditorium

Sponsored by PBS International



INTERNATIONAL

CAMP CENTURY - THE SECRET CITY BENEATH THE ICE - Vidicom Media GmbH, *Germany*

Author: Peter Bardehle

THE SECRET STORY OF LYME DISEASE - Gedeon Programmes, *France*

Authors: Marie-Pierre Samitier & Thomas Marlier

THEY CALL ME BABU - Pieter van Huystee Film & TV, The *Netherlands*

Author: Sandra Beerends

GULAG, THE STORY - ZED, *France*

Authors: Patrick Rotman, Nicolas Werth & François Aymé

LEBANON WAR: GAME OF CHAOS - Gebrueder Beetz Filmproduktion

Hamburg GmbH & Co. Kg, *Germany*

Authors: Duki Dror & Itay Landsberg-Nevo

PROPAGANDA: THE ART OF SELLING LIES - PBS International, *United States*

Authors: Larry Weinstein, Aeschylus Poulos & Bernd Wilting

Like every year, several of our sponsors will be attending, presenting awards to the best pitched projects at Sunny Side of the Doc:

SMASH12018 Prize presented by Jackson Hole Wild: Full pass to the Science Media Awards & Summit in Boston.

Groupe AB Prize: pre-purchase of a never-before-seen documentary project in France.

The FIPADOC Prize: an invitation to participate to FIPADOC 2019 and its programme "Find your French Partner"

Discover the complete list of awards and prizes via our website:

<http://www.sunnysideofthedoc.com/awards-jury-2018/>

Pitch for 6 immersive projects for museum installations on the theme of Climate/Oceans

Tuesday 26th June, 3:30pm, Musée Maritime, Auditorium

In June 2019, La Rochelle's Musée Maritime will unveil an exhibition on the theme of Climate/Oceans. In partnership with Sunny Side of the Doc, the city of La Rochelle has decided to try out a working group for trans-Atlantic co-creation, which kicked off in April in collaboration with the National Film Board of Canada and MUTEK_IMG. The aim is to help give a platform to immersive experiences covering these themes. Amongst the 30 ideas, all which were developed by mixed teams (12 Quebecois and 12 French people took part in the working group), six projects were chosen to be pitched at Sunny Side of the Doc, with the aim to find co-financing and resource sharing.

Projects pitched:

- *The Ocean Republic* by Mosquito (France), Loïc Suty (Quebec), Bjorn Feldman (Quebec)
- *A Lighthouse* by Kaleo (France), Réalisations (Quebec)
- *Deep Dive* by Hub Studio (Quebec), Click'r (France)
- *BiPolar* by Ingrid Ingrid (Quebec), Kaleo (France)
- *Colors of the Ocean* by Hub Studio (Quebec), Odoxo (France)
- *I Am the Ocean* by Normal (Quebec), Les Fées Spéciales (France)

Contact : josee@sunnysideofthedoc.com

Japan: Special line-up on Monday 25th June

TokyoDocs



Japan has opted for Sunny Side of the Doc as the place to organise several events on the first day of the market.

At 1pm, a lunch organised by NHK and Tokyo Docs:

Docs will present their latest projects in development. On top of that, there will be numerous co-production opportunities and practical advice to facilitate collaborations with Japanese industry professionals!

Musée Maritime. Invitation only.

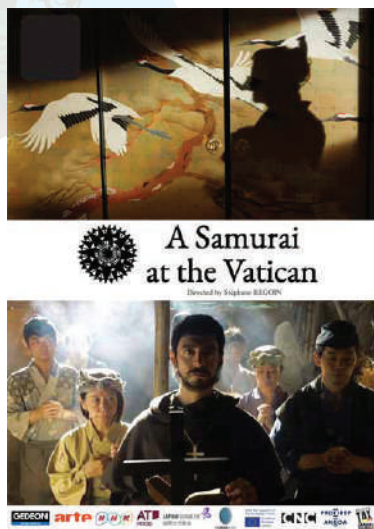
At 7pm, premiere screening and special event:

There will be a special screening of the documentary film *A Samurai at the Vatican*, sponsored by NHK and Gédéon Programmes.

La Rochelle Aquarium. Invitation only.

Directed by Stéphane Bégoïn, *A Samurai at the Vatican* is a docufiction film that retraces the journey of the first Japanese embassy to the Western World, 400 years ago. During their quest, many samurai and Japanese merchants converted to Catholicism, during the height of Christian persecution in Japan. Produced by Gédéon Programmes and filmed in 4K, the film is co-produced by ARTE and NHK, with support from the Japan Foundation. It will be unveiled in Paris as part of the "Japonismes 2018: France and Japan - same spirits" event, celebrating the 160th anniversary of diplomatic relations between France and Japan.

The screening will be followed by a reception at the La Rochelle Aquarium.



«Feeling China Pavilion» Attends Sunny Side of the Doc 2018

From June 25 to June 28, 2018, the «Feeling China Pavilion» attends again Sunny Side of the Doc and lands on La Rochelle harbour with excellent documentary programmes, talents, institutions, and information from China. More Chinese and International documentary film production and distribution institutions will work together to develop content, share resources, collaborate on communications, and increase distribution.

The «Feeling China Pavilion» debuted at Sunny Side of the Doc in 2017 and promoted a rich variety of media cooperation and dialogue; this year, the «Feeling China Pavilion» once again attends this documentary event in La Rochelle. As the organizer, China Intercontinental Communication Center (CICC) together with other Chinese exhibitors came to this world-leading trading platform of international documentary film and documentary content to drive media cooperation and interaction, build a platform for information sharing and promote closer cultural ties between China and other countries and regions.

- **CICC takes the lead in organizing the «Feeling China Pavilion» to participate in the Sunny Side of the Doc**, establishes venues and holds a series of thematic activities and, in conjunction with the theme «Culture in Motion», displays excellent programs of the themes of traditional Chinese culture, nature and history and contemporary development, and shares authoritative Industry data and information such as the «Study Report of the Development of Chinese Documentary in 2018».
- **In 2018, 12 television stations, production and distribution institutions and academic research institutions are expected to visit La Rochelle with the «Feeling China Pavilion»**, including **National Centre for the Performing Arts (NCPA) Arts Music Co., Ltd., Yunnan International Channel of Yunnan Radio and TV Station, Science & Education Channel of Chongqing TV, Information Office of Jilin Provincial People's Government, Documentary Centre of Beijing Normal University, Youku Information Technology (Beijing) Co., Ltd., China Aviation Pictures, Future Television Limited (NewTV), Real Image Media (China), Shenzhen Top-Vision Film Co., Ltd., Colorful Nature Films and CICC.**
- **Sunny Side of the Doc will support the Chinese media organizations and professionals** in the form of annual trade fair to establish international partnerships in documentary content, jointly develop high-quality and innovative documentary content, and demonstrate the close exchange between China and the international community and increasingly enhanced Sino-foreign cooperation.



Mr. CHEN Lujun, President of CICC, commented:

The theme of this year's Sunny Side of the Doc - "Culture in Motion" - has aroused the special interests of Chinese documentary production organizations. As an ancient civilization, China boasts both the ancient classic culture and the splendid modern culture, and has produced a variety of culture-themed documentaries.

This year, China Intercontinental Communication Center (CICC) will again bring the "Feeling China Pavilion" to the festival, presenting to the audience with brilliant culture-focused documentaries. Building upon our decade-long partnership with one of the international documentary platforms like Sunny Side, we believe CICC and Sunny Side could work together to create more opportunities for Chinese documentary and television and film organizations to interact with their international counterparts, delivering more China-focused co-produced documentaries of various forms and with advanced concepts.

"Feeling China Pavilion" exhibitors include 12 powerful institutions in the Chinese documentary industry and involve television broadcasting, program distribution, film and television production, new media and new technologies and other related fields. "CICC sincerely hopes our two sides could maintain a long-term partnership over the "Feeling China Pavilion."



ABOUT CHINA INTERNATIONAL COMMUNICATION CENTER (CICC)

As one of China's earliest international film and television co-production organizations, CICC's over 20 years of experience makes it a leader in international cultural communications. CICC has so far established cooperative relations with some 70 media organizations from over 30 countries and regions, and presented more than 200 hours of international co-production documentaries to over 200 countries and regions across the world.



Press conferences, television channel presentations

Sunny Side of the Doc is the home of international documentaries. Each year, outside of the festival programme framework, the festival also welcomes both European and international television channels, and organisations from the sector, offering them a special space dedicated to exchange, collaboration and fostering partnerships.

• Television Channels Press Conferences

Every year, the biggest television channels use Sunny Side of the Doc as their platform to unveil their strategies, their offers in development and also their major positionings.

France Télévisions: Monday 25th June – 3pm, Auditorium

RMC Découverte: Monday 25th June – 6:15pm, Auditorium

China One-Hour Showcase: Tuesday 26th June – 3:30pm, Agora

TV5MONDE Digital Strategy Presentation: Wednesday 27th June – 11:30am, Agora

Canal + et Planète +: Wednesday 27th June – 3pm, Auditorium

Groupe AB: Wednesday 27th June – 4:30pm, Auditorium

ARTE (line-up Arts et Culture): Thursday 28th June – 12pm, Auditorium

• Professional Meetings

The following French professional organisations reveal their latest news and roadmap for their members.

SCAM: Tuesday 26th June – 9am, Lounge

SPI: Tuesday 26th June – 12pm, Lounge

SATEV: Wednesday 27th June – 11:30am, Conference Room

USPA: Wednesday 27th June – 5pm, Lounge

CNC: Tuesday 26th June – 2:30pm, Auditorium

AST (Association Science & Télévision): Wednesday 27th June – 9am, Conference Room – breakfast, invitation only.

Cocktail mixer presenting the new FIPADOC: Tuesday 26th June – 1pm, Lounge

• Networking Happy Hours at Musée Maritime Terrace

The Bell Fund: Monday 25th June – 7pm

Canada: Tuesday 26th June – 7pm

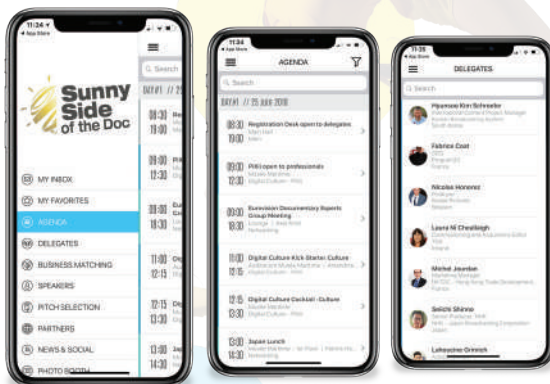
ZDF/ Curiosity Stream: Wednesday 27th June – 7pm



Welcome to The Sunny Side of the Doc Mobile App!

Discover the full line-up along with everything you need to make the most of your networking opportunities, to create new contacts, identify conference participants and speakers, and also organise your diary on site.

- + Browse the list of participants for 2018
- + Explore the Sunny Side conferences and the calendar of events with details on the themes and speakers
 - + Create your own calendar using the option "Favorites"
- + Receive notifications and information concerning the market in real time
 - + Send and receive private messages to other app users
- + Share and receive information on Sunny Side's social media
 - + Organise meetings on site with industry professionals



DOWNLOAD FREE for IOS or Android

1. Go to your mobile app store ([Apple Store](#) or [Google Play](#)).
2. Search "Sunny Side of the Doc" and download.
3. Select the 2018 edition banner Culture in Motion. Then log-in or create an account to benefit from the interactive options.



Please note that your mobile app account is not linked to your Sunny Side of the Doc professional account.

Social Networks:



@SunnySideDoc



sunnysidedoc



/sunnysideofthedoc



/sunnysideofthedoc

Practical information

The 29th edition of Sunny Side of the Doc will take place from Monday 25th to Thursday 28th of June 2018 at:

Espace Encan
Quai Louis Prunier
BP-3106
17033 - La Rochelle Cedex 1
France



Sunny Side of the Doc market opening hours: 9am – 7pm

Discover the immersive experiences at the PIXii space inside the La Rochelle Musée Maritime, Place Bernard Moitessier, from 9am to 6:30pm (6pm on Thursday).

Contacts

- **Local, national and international media**

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Email: sales@sunnysideofthedoc.com

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Embargoed until: 31 May 2018 at 12pm GMT

DDD60 EUROPEAN PROJECT PARTNERS REPORT SIGNIFICANT ADVANCEMENT FOR EXHIBITION POTENTIAL FOR 360° VIDEO

DDD60 – a pan-European research project designed to develop and introduce cutting edge video compression and delivery technology to provide high-quality virtual reality content - today announces its final results.

Launched in January 2017, DDD60 aims to increase the quality in which 360° VR is seen and experienced in order to more closely match the quality in which the films are being produced.

The main results of the project include:

- development of a high quality H.265 encoder for 360° video;
- issuing of a new set of guidelines for master file creation of 360° VR films; and
- launch of a new 360° server-based VR library for the film industry.

H.265 Encoder For 360° Video

The H.265 encoder previously developed by Spin Digital has been extended with new algorithmic optimizations and tools for better encoding of 360° video, which allows for compression at very high quality and at a low bandwidth and file size. Bitrate reductions (at the same quality) up to 37.4% have been obtained compared with popular open-source encoders. The resulting videos are compatible with most popular 360° media players for PC and mobile platforms.

Guidelines for Master File Creation of 360° VR films

The newly launched guidelines aim to help 360° VR film content producers to prepare master files with the highest possible quality for submission to film festivals, markets, VoD platforms and distributors. Master files produced according to these guidelines will enable service providers to generate compressed versions for high quality screenings to target viewers. Overall, the guidelines allow content creators and services providers - venues and film festivals with VR screenings - to ensure that 360° media files are played at the highest quality possible and, at the same time, that the files remain compatible with the more common VR/360° video players for PC and mobile platforms.

360° VR Library

The VR library introduces established workflows of the media industry for the screening of films to potential buyers, press and the public for VR projects. All VR projects are stored on a single server, providing practically unlimited space for content. From the server, VR projects can be distributed to dozens of devices at the same time, providing detailed statistics on usage and performance. The library is device-agnostic, with playout possible to devices such as the HTC Vive and the Windows Mixed reality headsets.

Project Partners

Behind the technology project is Reelport (Germany), who deliver one of the largest VoD services in the film industry, and Spin Digital (Germany), specialists in video coding for high quality media. Testing and showcasing the software through VR exhibition and VoD markets are the project's Film & TV industry partners – Marche du Film - Festival de Cannes (France), among the largest film markets in the world, Tampere Film Festival (Finland), Sunny Side of the Doc (France), and Sheffield Doc/Fest (UK).

Industry Impact

Across the 18-month project, 360° film projects have been presented using the new codec at VR Libraries powered by DDD60 as part of Tampere Short Film Festival in Finland - which attracted 800 industry delegates in March 2018, and as part of NEXT, the VR program and venue at Marché du Film in Cannes - Next attracted more than 2,000 industry delegates over 6 days in May 2018. Further members of the film, television and tech industries will be reached as part of the forthcoming Sheffield Doc/Fest's Alternate Realities Exhibition and Doc/Player VoD market (7-12 June), and at Sunny Side of the Doc's VoD market (25-28 June).

Beyond this, the results of the project have been shared through several panel sessions and presentations at Tampere Film Festival and Marche du Film, as well as tech conferences and trade fairs such as NAB and IBC, and film industry sessions globally. Tilman Scheel, CEO of Reelport will further present as part of a "Distribution of VR" session as part of Sales & Distribution Summit at Sheffield Doc/Fest (10 June).

The H.265 encoder developed by Spin Digital and enhanced for 360° video is going to be released as a product in July 2018. Several content creators and film festivals are using it already as a part of a beta testing program.

Reelport will provide the results of DDD60, such as the VR online and onsite libraries to the industry and make it available to film festivals also from July 2018.

The DDD60 project received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732717.

Ends.

For further information contact:

SARAH HARVEY, Head of Press at Sheffield Doc/Fest

+44 (0) 20 7732 7790

sarah@sarahharveypublicity.co.uk

Reelport

<https://beta.reelport.com>

Reelport GmbH has been working with film professionals online for 15 years. Its mission is to provide innovative and smart solutions that make managing film files and film data more effective and to contribute to the exposure of films worldwide. PicturePipe is a full range of VoD services for the film and TV industry. PicturePipe can upgrade any existing website to implement video-on-demand services, from uploading to streaming, including user registration, submission forms, quality control, viewing statistics, permission management, payment systems, advanced security features, etc.

Spin Digital Video Technologies GmbH

<http://spin-digital.com>

Spin Digital develops high-performance video codecs for the next generation of ultra-high-quality video applications. By using Spin Digital products professionals can create a new generation of media applications that demand very high quality in different industry segments including 8K UHD-TV, very large screen display, and next-generation virtual reality. Spin Digital is based in Berlin, and operates in an international B2B environment, working with customers and partners in several countries and market areas.

Marché du Film - Festival de Cannes

<http://www.marchedufilm.com/en>

Every year in May, Cannes becomes the largest trade hub for the film industry during the Festival de Cannes. The Marché du Film is a vital meeting point for 12 400+ industry professionals - including 3 900 producers, 3 300 buyers and distributors and 1 000 festival programmers -, a place to meet peers from around the world and boost film business opportunities. Many networking and business opportunities are made available to the participants during the Marché notably through its Industry Programs. Amongst these programs, NEXT is the innovators' hub at the Marché du Film. At NEXT 2018, Virtual Reality Experiences (VRE) has spread over 1500m² of exhibition space to present the best Cinema VRE on several booths, 25+ market screenings of VR programs (45 minutes with 3-6 VR films per program) curated by specialists from around the world and 3 different setups of VR Libraries, including one powered by DDD60. More than 150 VR experiences were available to experience at NEXT in different scenography with various technologies. There were also a series of conferences about all aspects of the VR industry.

Sunny Side of the Doc

<http://www.sunnysideofthedoc.com/>

Sunny Side of the Doc is the international marketplace dedicated to documentary & specialist factual content, that brings together each year broadcasters, decision makers, distributors, filmmakers and producers from around the world to sell or buy projects and programmes, and to find co-production partners. The 4-day event creates unique opportunities for all +2,000 professionals from 60 countries, to follow the latest industry trends, make new connections and embrace new forms of storytelling through a variety of high-level pitching sessions, panel discussions and the added value of an exhibition space. The 29th edition will be held in La Rochelle from June 25-28, 2018.

Tampere Film Festival

<https://tamperefilmfestival.fi/in-english/>

The Tampere Film Festival is a short film festival held every March in the Finnish city of Tampere. It is accredited by the film producers' society FIAPF, and together with the short film festivals in Oberhausen and Clermont-Ferrand, it is among the most important European short film festivals. The first festival was held in 1969, and since 1970 it has been held in its current form, which makes it the oldest short film festival in Northern Europe. Approximately 500 short films are screened during the five days of the festival each year, and there are lots of seminars and other activities surrounding the festival. The festival gathers an audience of 30 000 each year. It is an important meeting place for film professionals and enthusiasts, as well as a traditional local event.

Sheffield Doc/Fest

<https://sheffdocfest.com>

Sheffield Doc/Fest is a world leading and the UK's premier documentary festival, celebrating the art and business of documentary and all non-fiction visual storytelling. Operating in the heart of the UK, we're a hub for all documentary and non-fiction content across all platforms, from feature length to shorts, and including interactive and virtual reality projects. The Festival comprises:

- Film programme for the very best international screenings;
- Alternate Realities for digital and interactive innovation;
- Talks & Sessions to inspire, inform and debate;
- Marketplace & Talent for international business;
- Live events and networking;
- All Year screenings and training for outside the festival period.

Sheffield Doc/Fest returns 7-12 June 2018.

Horizon 2020

Horizon 2020 is the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014 to 2020) – in addition to the private investment

that this money will attract. It promises more breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market.



The DDD60 project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732717.



CHARENTE-MARITIME DEPARTMENT SUPPORTS ARTISTIC AND CULTURAL CREATION SUNNY SIDE OF THE DOC 2018 / 25th -> 28th JUNE -ESPACE ENCAN/LA ROCHELLE

From 25th to 28th June, the 29th international documentary market is in La Rochelle ! Since 2006, the Department, as partner of this event (sponsoring = 25,000 €) has been supporting the movie, audiovisual or multimedia production.



■ A POLICY DEDICATED TO THE CULTURE

Since 2000, the Department sponsors the audiovisual creation and supports the economic development of this industry. Today, with the "Loi NOTRe" (New Territorial Organization of the REpublic), the Region "Nouvelle Aquitaine" only has authority to provide economic support.

Anyway, within the aid policy to culture, the Department is entitled to carry on helping the movie, audiovisual or multimedia industry unless the artistic works have been approved by the Regional Committee of experts for feature films, short films and documentary films.

In 2017, the Charente-Maritime Department performed 182 days of film shooting... Mainly with feature films and TV series which undeniably have contributed to the reputation of the Department and its attractiveness.

■ FINANCIAL AID FOR THE DOCUMENTARY PRODUCTION

The Department sponsors around 10 documentary production companies with financial aids.

**IN 2017, THE CHARENTE-MARITIME DEPARTMENT
INVESTED 8 000 EUROS TO SUPPORT A DOCUMENTARY FILM*.**

** Documentary produced by the company "Vrai-vrai Films" from Charente-Maritime*



Photographs: Julien Chauvet - La Rochelle Municipality

LA ROCHELLE: territory of the moving image

As a long-standing partner of the Sunny Side of the Doc, the La Rochelle conurbation is delighted to be hosting the 29th edition of the event from 25 to 28 June 2018.

Sunny Side of the Doc brings together 2,000 international professionals for each edition and generates significant direct and indirect economic benefits for the entire territory. Its presence contributes to the exposure and appeal of the La Rochelle conurbation and boosts a moving image and ICT sector that represents 150 companies, nearly 1,000 jobs and 100 million euros in sales.

The La Rochelle conurbation is pleased to be teaming up with Images du Réel and Doc Services to offer the public a unique and exceptional opportunity to view documentaries in virtual reality, 360° video, 3D interactive relief, or augmented reality on the occasion of the second edition of PiXii. Short for *Paths of Interaction, eXperiences in Immersion & Innovation*, this event will run from 25 to 28 June 2018.

For over a decade now, La Rochelle has been asserting itself as a territory of the moving image. Already a favoured location of filmmakers for over a century with the likes of Denys de la Patellière, Claude Sautet and Pierre Granier-Deferre, not to mention Patrick Grandperret, La Rochelle has emerged as a showcase for the moving image industry.

Thanks to the quality of the amenities offered by Espace Encan, La Coursive and the TSF studios in the heart of the city, 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 International Film Festival, the second largest French festival in terms of attendance after Cannes with around 75,000 film-goers, the TV Fiction Festival, the Escales Documentaires or the Adventure Film Festival, the Japanese Film Festival, the Chinese Film Festival, Ecran Vert and Festiprev.



Producing innovative content for all audiences

INA is constantly evolving to invent new ideas and proposals for all communities. At the heart of INA's activity are the new forms of writing and new innovative uses that will make our content increasingly relevant and accessible. While maintaining its historic activity as a TV producer - in 2017 Ina produced and co-produced 165 hours of new programmes, which have been broadcast on French television channels as varied as Arte, France Télévisions, Ciné+, OCS, or Histoire - it has diversified its production and opened up to a variety of formats, types of writing and production, concerning both flow and stock programmes and numerous forms of diffusion (TV, web, social networks, etc.) and investing in new media areas.

The recent production of 'native' web series such as "La Grande Explication" (The Great Explanation) and "La Barricade" show INA's and ability to adapt and expertise in digital production.

The transformation and multiplication of screens and devices demand new practices and new formats to reach an ever-broader audience. We are guided by our ambitions to encourage the emergence of new forms of writing and audiovisual and digital production, to favour new ways of appropriating our collections, and address the younger generations.

We are delighted to share those ambitions at Sunny Side by presenting the winners of our call for projects *INALAB 2018*, especially intended for young video makers, Youtubers and Motionmakers, and, as part of Pixll, our Virtual Reality productions, *INALAB 2017* and our Hackathons, but also our hologram productions, with "I am prepared to die - Mandela, the historic trial", which reflects the dynamic digital creation at work at INA.

Through creation, training and innovation, Ina, a Sunny Side 2018 partner, accompanies all forms of talent!