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CULTURE
IN
MOTION

PRESS RELEASE

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In 2018, Sunny Side of the Doc is setting Culture in Motion

Taking place this year on 25th – 28th June, Sunny Side of the Doc 2018 is giving pride of place to culture. With more than 2,000 industry professionals coming from the world over and representing 60 different nationalities, including around 350 decision-makers and over 500 exhibiting companies, Sunny Side of the Doc has surely asserted itself as a truly creative ecosystem for all those involved in the life cycle of linear and interactive documentaries.



La Rochelle, 3rd May 2018 - The 2018 edition of Sunny Side of the Doc, the international market dedicated to documentary film and factual content, will take place on 25th to 28th June at the Espace Encan in La Rochelle. Designed as a platform for exchange, sales and co-productions, the market will gather together producers, distributors, broadcasters and digital culture actors under the theme “Culture in Motion”, exploring new interactions, new environments, and new ways of presenting reality and communicating culture.

Culture in Motion: the documentary genre is thinking *outside the box!*

This ambition is the result of much analysis. Documentaries on the arts, culture and cultural heritage today represent an important part of annual global productions. While scheduled time slots dedicated to such themes have a tendency to be omitted from broadcast listings, these topics remain ever-present on all types of screens, be they as a one-off special, a series or as digital devices.

This year’s emphasis on *Culture in Motion* reflects and reveals the public’s thirst for having access to meaningful artistic, cultural and heritage experiences via high-added value content.



This enthusiasm can already be seen in the uptake of stands and registrations. In fact, with just two months to go before the event, initial indications are more positive than the previous years around a similar time; all stands have been renewed; the number of projects registered has increased by 30%; and new heads of international channels have confirmed their presence - in particular, German and Philippine channels. explains Yves Jeanneau, CEO of Sunny Side of the Doc.

A few highlights from the “Arts, Culture and Heritage” line-up for 2018:

- The “Culture and Heritage: audacity, innovation and opportunity” **panel**, 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 (Monday 25th June – 4.30pm).

- Two **pitch sessions** will be dedicated to the themes of Arts & Culture / 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** 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, SVT, France 5, Histoire and Museum, will present the strategies and projects they're looking to produce.
- "Master's Vision" **Master Class**: a case study of the virtual reality series developed and produced by Gebrueder Beetz Filmproduktion in co-production with Navigator Film (Austria), Camera Lucida Productions (France), Øya Interaktiv (Norway) and arte/ZDF, arte France and ORF. "Master's Vision" intends to bring to life the greatest masterpieces of European art. Each episode focuses on one particular piece, creating a unique emotional experience. From *The Monk By The Sea* by Casper David Friedrich at the Alte Nationalgalerie (Berlin), to Claude Monet's *Blue Water Lillies* at the Musée d'Orsay (Paris), and *The Sun* by Edvard Munch at the Munch Museum (Oslo)...

A documentary-filled Europe is landing at Sunny Side

Throughout Europe, public broadcasters are well on their way to taking the digital transformation on board, looking for viable economic models and trying to remain relevant, while at the heart of their public service missions they champion their differences. 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 against the global competition from digital actors like Amazon and Netflix. A panel on the future shape of a modernised and fully European public audiovisual services will constitute a key highlight of this edition (Tuesday 26th June – 5.30pm).

Youtube and new platforms: what are the issues and opportunities facing the documentary genre?

Not only has YouTube become a breeding ground for talent, but over the past few years, it has seen a **whole network of YouTubers attracting audiences of considerable size**, from hundreds of thousands, even millions, of subscribers, covering topics such as science, technology, history and politics. Sunny Side of the Doc will bring together several major protagonists from the sector for a round table, plus television producers and channels who already collaborate with such new web talent will also be present.

Initiated by Bell Fund (Canada), the **New Platforms, New Broadcasters** round table provides the opportunity to exchange with a group of digital native operators and outline the possible collaborations and co-productions between these new broadcasters and documentary producers (from storytelling, financial plans, better visibility of programmes etc.)

PIXii : innovation pushing culture further

Sunny Side of the Doc is once again broadening its horizons with **PIXii (Paths of Interaction, eXperiences in Immersion & Innovation)** for an event that's open to both professionals (in the morning) and the general public (in the afternoon). Taking place in a life-sized showroom at the Musée Maritime in La Rochelle for the first time ever, 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*.



Digital culture kick-starters will be on hand to let you test out various devices (VR, AR, sound, mapping, 360° video etc.) that have been successfully established in cultural centres over the past months in both France and abroad. The themes for 2018 – **Culture, Heritage, Science & Nature, Education** – will allow those championing such innovative content and cultural centres (such as the RMN Grand Palais, Biarritz Aquarium and Greater Montreal) to both take to the floor. The final line-up of featured devices will be available online in June via <http://www.pixii-larochelle.fr/>.

This year, we've noticed a clear interest in companies providing technical solutions and stakeholders from museums and cultural centres who wish to come invest in Sunny Side of the Doc, especially those from cultural, heritage, tourism and education sectors, explains Yves Jeanneau. "Culture in Motion will enable traditional linear projects which power prime-time slots and televised events from major broadcasters to bridge the gap with interactive installations developed in parallel with cultural centres or educational projects.

The programme for Sunny Side of the Doc 2018 will be available online in the weeks to come. Please visit <http://www.sunnysideofthedoc.com/>

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