

25  
28

JUNE  
2018  
LA ROCHELLE  
FRANCE

CULTURE  
IN  
MOTION

PRESS RELEASE

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## Sunny Side of the Doc 2018 showcases culture on all fronts

*Reinforcing its position as the leading international documentary and specialist factual marketplace event, Sunny Side of the Doc has set "Culture in Motion" in all its splendour and diversity. With 2,000 professionals in attendance, Sunny Side of the Doc and PiXii, the market's innovation area, have presented high quality projects and triggered a number of sales and coproductions.*

**La Rochelle, 28 June 2018** – The 29<sup>th</sup> edition of Sunny Side of the Doc, the international marketplace for documentary and factual content was held from 25 to 28 June 2018 at the Espace Encan in La Rochelle, once again focused on demanding international projects.

With 2,005 industry professionals attending the market, including 300 international decision-makers, and 110 cultural stakeholders, Sunny Side of the Doc welcomed delegations of producers, content creators, distributors, broadcasters and platforms of 50 nationalities. The 2018 edition also counted more than 460 companies exhibiting on 110 stands.

### **Sunny Side of the Doc: a mature market**

Sunny Side of the Doc has confirmed its place as a must-attend event for international coproductions and co-financing of factual content. *"This edition stands out as having delegates over a longer duration",* said Yves Jeanneau, CEO of Sunny Side markets. *"People come to La Rochelle to make worldwide contacts and also to consolidate coproduction projects be it for TV, platforms or new uses such as VR and augmented reality".*

Yves Jeanneau also stressed the increased importance *"of European producers as shown in the prize-winners list, along with leading distributors such as Beyond International, Freemantle or Cineflix Media to name but them".*

During Sunny Side of the Doc, several announcements were made.

The Scam (the Civil Society of Multimedia Authors) presented the results of a major survey of its members concerning the remuneration of its authors. The Canada Media Fund and Northern Ireland Screen have revealed a new funding incentive for developing screen-based projects between Canadian and Northern Irish producers. A total of \$CAD600,000 (around £300,000) over three years is being made available to support the development of digital media and television projects.

French pubcaster France 2 and production companies Paprika Films, Galatée Films and Kwanza have announced a coproduction agreement with Chinese factual network CCTV9 for a €1.65m blue-chip natural history documentary "L'Odysée du Loup", (A Wolf's Journey).

Documentary and current affairs VoD platform iWonder has officially launched here at Sunny Side of the Doc a branded channel on Malaysia-based SVoD service iFlix.

Finally, during the closing ceremony, it was announced that Australian co-producers Undergrowth Productions and Tapestry Media, whose project "Small Island Big Song, A Musical Odyssey", was pitched at Asian Side of the Doc 2018, winner of the Best International Project and invited to Sunny Side of the Doc, have signed a coproduction agreement with the German Ginger Foot Films.

### **PiXii: a second edition crowned with success**

PiXii (Paths of Interaction, eXperiences in Immersion and Innovation) has consolidated the 2017 promises with even more digital installations featuring virtual reality, augmented reality and 3D sound. *"Last year, professionals visiting PiXii came out of curiosity. In 2018, they have come in greater numbers to look for synergies and coproductions. The presence of broadcasters such as Arte, France Télévisions, Téléfilm Canada or INA is a sign of this development in documentaries, which are not just envisaged for the TV screen or a cinema theatre, but also for all forms of distribution".*

Among exhibiting companies, "Montréal en Histoires" gave visitors an interactive river trip. *"It is an exceptional moment to make ourselves known to people in the industry and also to become part of the network. We have met loads of partners from France and elsewhere, and have started collaborations. Naturally, we will be back next year",* said Martin Landry, in charge of the educational segment of "Montréal en Histoires".

For "The Wild Immersion", the world's first virtual reserve, the result is the same: *"The fact of having been with other VR players has enabled me to try out other experiences and network with other studios",* said producer Fabio Nicollini. *"We have also been able to discuss with other producers as well as broadcasters and representatives of museums, all of that in our own booth, which is a major asset. Sunny Side of the Doc is a concentration of quality audiences combining documentaries and new technologies, a unique occasion for us all to look for new creative opportunities".*

### The documentary at the heart of the digital culture

A bridge between commissioners, content producers, devices innovators, the Digital Culture Kick-starters, made it possible to bring together, around themes such as Culture, Science and Nature, Heritage, Tourism and Education, cultural stakeholders from establishments such as the Château de Versailles, Paris Musées, Musée du Louvre, the Museum national d'Histoire naturelle, the Réunion des Musées Nationaux-Grand Palais, the Corderie Royale, the Centre des Monuments Nationaux, the Aquarium de La Rochelle, Océanopolis and the Cité de l'Océan (Biarritz). "These case studies are designed to bring key insights and also creative ideas on the various areas for digital development and strategies. The documentary is always a way of passing on knowledge, now renewing itself through further cultural mediation", said Yves Jeanneau.

### The 2018 Awards winners list: a prism on the state of the world

The awards for the best pitched projects at Sunny Side of the Doc 2018 stress the diversity of the themes which irrigate society in a tense international context. Prize winners are:

#### WEST LAKE IDF AWARD AT SUNNY SIDE OF THE DOC FOR THE BEST ARTS, CULTURE & HERITAGE PROJECT

Sponsored by West Lake International Documentary Festival  
€2 000

**WINNER:** *THE MYSTERY OF THE PINK FLAMINGOS* – Los Hermanos Polo, Spain

**Author:** Polo Javier



#### BEST NATURAL HISTORY & WILDLIFE PITCH

Sponsored by Love Nature  
€2 000

**WINNER:** *THE MYSTERY OF THE PINK FLAMINGOS* – Los Hermanos Polo, Spain



**Authors:** Georg Pohland, Peter Mullen & Jeremy Tausch

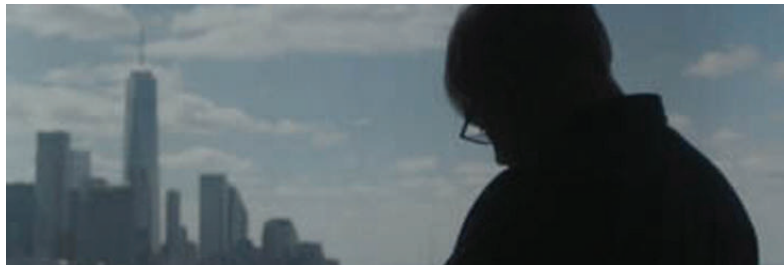
**BEST SOCIAL & HUMAN INTEREST PITCH**

CBC  Radio-Canada

Sponsored by RTBF/ CBC Radio-Canada  
€2 000

rtbf 

**WINNER:** *INSIDE LEHMAN BROTHERS* – KM (France), Intuitive Pictures (Canada)



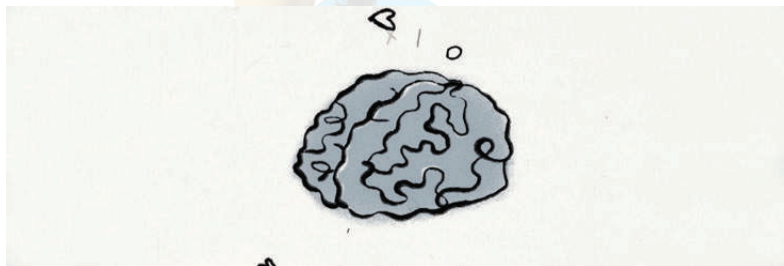
**Author:** Jennifer Deschamps

**BEST SCIENCE PITCH (CO-ORGANISED BY EBU)**

Sponsored by Science & Vie TV  
€2 000

SCIENCE&VIE 

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



**Author:** Judith Koenig



## BEST CULTURE & DIGITAL CREATION PITCH

Sponsored by Sunny Side of the Doc

2 accreditations the 2019 edition and registration of 2 projects / programmes

**WINNER:** *TOTO'S HOUSE* – Xinxin Liu, China



**Author:** Xinxin Liu

## BEST HISTORY PITCH

Sponsored by PBS International  
€2 000



**PBS**  
INTERNATIONAL

**WINNER:** *LEBANON WAR: GAME OF CHAOS* – Gebrueder Beetz Filmproduktion Hamburg GmbH & Co. Kg, Germany



**Authors:** Duki Dror & Itay Landsberg-Nevo

## THE SMASH18 AWARD



**Sponsored by** Jackson Hole Wild

1 accreditation for the Media Summit & Awards in the Hub (SMASH) 2018 + 1 accommodation for 4 nights

**WINNER:** *PLEASURE AND PAIN: THE SCIENCE OF LOVE* – *α-o-buero, Germany*



**Author:** Judith Koenig

## THE AB GROUPE PRIZE

**Sponsored by** Groupe AB

Pre-buy of €15,000 granted to the project producer. The film will also be broadcasted by Groupe AB as first broadcaster in France



**WINNER:** *THE SUPERPOWERS OF THE BEAR* – *Le Cinquième Rêve – France*



**Authors:** Thierry Robert & Rémy Marion

## FIPADOC Prize

### Sponsored by Fipadoc

1 invitation (accreditation, transport, accommodation) for FIPADOC 2019 on "Find your French Partner" programme



**WINNER:** *BLACK IS BACK - THE RETURN OF THE VINYL* – Marco Polo Film AG–France



**Author:** Dietmar Klumpp



*"Sunny Side of the Doc has confirmed itself as the industry gathering point which combines friendliness and efficiency", concluded Yves Jeanneau. "This is where bridges are built, where ambitious projects are created in an innovative dynamic".*

**THE 30<sup>th</sup> EDITION OF SUNNY SIDE OF THE DOC WILL TAKE PLACE FROM  
24 TO 27 JUNE 2019 AT THE ESPACE ENCAN OF LA ROCHELLE.  
GERMANY WILL BE "COUNTRY IN FOCUS" AND SCIENCE THE MAIN THEME.**

## PRESS CONTACT

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Check our photo galleries on Sunny Side of the Doc website: [www.sunnysideofthedoc.com/](http://www.sunnysideofthedoc.com/)