

# PRESS FILE



**sunny  
side** of the  
doc



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SUNNY SIDE OF THE DOC 2024



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# EDITORIAL



## WELCOME TO THE 35<sup>TH</sup> ANNIVERSARY EDITION OF SUNNY SIDE OF THE DOC

It gives us great pleasure to celebrate with you all the 35<sup>th</sup> edition of Sunny Side of the Doc. As one of the most important dates in the documentary world's calendar, this event single-handedly represents the sense of collaboration and innovation at the very heart of our international documentary community, as well as the sense of resilience during these particularly turbulent times in which we are currently living.

This edition stands out with several new features, demonstrating our ongoing commitment to inspiring, supporting and championing professionals in the sector. First of all, we are delighted to have Australia as our country in focus for the second year running, shining the spotlight once again on this country's rich and diverse documentary output.

For the first time, we will present four exclusive keynotes, hosted by talented visionaries from the world of documentary, who will share their experiences and provide inspiring perspectives on the challenges and opportunities shaping our industry.

In the ever-changing documentary industry which is about to be turned upside down once again with the surge in artificial intelligence, it is vital to remain at the forefront of emerging trends. This is why we will give particular prominence to the latest developments in the documentary world, concerning financing as well as innovative formats which push the boundaries of storytelling. These new creative approaches are paving the way for engaging and immersive experiences, captivating an ever more diverse and demanding audience.

During this particular edition, our thoughts turn to the event's two co-founders, Olivier Masson and Yves Jeanneau, whose vision still spans time and the world. We would like to express our warmest thanks to everyone who has contributed to the success of Sunny Side of the Doc over the years. Your passion, creativity and dedication are the foundations of our community, which we are committed to making ever more diverse and open to a plurality of voices and talent. May this latest edition once again be a source of inspiration and discovery for you this year, and may it open the way to new collaborations and new horizons for the future of the documentary genre.

**Aurélie Reman**  
Managing Director

**Mathieu Béjot**  
Head of Strategy & Development

## A DOCUMENTARY ADVENTURE SPANNING

**35 YEARS**

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 across four days, 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:

- **To encourage international co-productions and the development of projects, and facilitate networking** between industry peers;
- **To foster the circulation of documentary programmes across Europe and the world;**
- **To inform and train** industry professionals on key market trends, media economics and breakthrough technology.

Let's take a look back at some key dates showing how the market has developed and expanded internationally:



**Sunny Side of the Doc**, the international marketplace for documentary, and **Vue Sur Les Docs festival** were founded in Marseille.

1990

**600**  
active  
professionals

**20**  
countries

**+100**  
international  
decision makers

**80**  
companies

10<sup>th</sup> edition of **Sunny Side of the Doc** marketplace. The marketplace and festival split, with the latter becoming **FIDMarseille**.

1999

**1,450**  
active  
professionals

**40**  
countries

**200**  
international  
decision makers

**500**  
companies



**International presence** increases with the first **"Coproduction Rendezvous"** in New York, followed by ones held in Toronto, Washington, Montreal, London and Sofia.

2004

The 17<sup>th</sup> edition moves to its new home in **La Rochelle**. A new lease of life and still by the sea. **"Grand Ecran Documentaire"** is held, offering previews and special programmes for the general public.

2006

The marketplace celebrates its **20<sup>th</sup> anniversary**, cementing its status and importance in the industry calendar. Yves Jeanneau publishes the book **"Documentary Battles: 20 years of true stories"**. First Pitch Sessions and Best International Projects Showcase introduced.

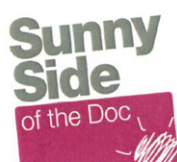
2009

**1,750**  
active  
professionals

**55**  
countries

**250**  
international  
decision makers

**450**  
companies



Strategic turning point opening up to Latin American and Asian markets: first edition of **Asian Side of the Doc** in Hong Kong (followed by Seoul, Tokyo, Kuala Lumpur, Chengdu & Xiamen in China, Bangkok) and **Latin Side of the Doc** in Mexico followed by Buenos Aires. **SunnyLab** founded.

2010



25<sup>th</sup> edition of Sunny Side of the Doc, record attendance figures. The first « **Grand Écran** » retrospective of a selection of films that benefited from Sunny Side, Asian Side or Latin Side to raise funds, partners, and find broadcasters or distributors.

2014

**2,000**  
active professionals

**60**  
countries

**280**  
international decision makers

**450**  
companies

First edition of **PiXii Festival**, an immersive event dedicated to innovative experiences and new narratives, open to the general public.

2017



30<sup>th</sup> edition of Sunny Side of the Doc. PiXii demonstration area grows to 900sqm. New record attendance figures.

2019

**2,300**  
active professionals

**60**  
countries

**280**  
international decision makers

**460**  
companies

The first edition to be held **fully online**, to maintain communication between industry professionals during the Covid pandemic. Launch of the **Projects Observatory**.

2020

First ever **Global Pitch** held, an online pitch event with a committed theme. PiXii Festival taking place at the region's most iconic heritage sites.

2021

The 33<sup>rd</sup> edition of the marketplace returns to its original physical format.

2022

THE 2023 EDITION IN FIGURES



**+330**  
projects & programmes registered

**90**  
exhibiting companies

**59%**  
international companies

**+2,000**  
active professionals

**70**  
countries

**+40**  
projects in competition

**40**  
international delegations

**80**  
panels, conferences and sessions

**+300**  
international decision makers

**+1,000**  
registered companies

**7**  
winning projects

**€19k**  
of prizes awarded

The **innovation** section is fully integrated into the market. **PiXii Festival** goes solo and is now held in autumn, becoming an event exclusively for the general public.

All systems go for the **35<sup>th</sup> edition!** A **new page** in the story of Sunny Side of the Doc is written...

2024

# 2024 EDITION

OUR FOUNDATIONS FOR MAPPING THE FUTURE...

... OF THE DOCUMENTARY GENRE

The marketplace has naturally evolved in the 35 years since it began. The teams who designed, organised and led it as closely as possible to the community's expectations and needs were able to achieve what is the very essence of Sunny Side of the Doc.

The 2024 edition is therefore obviously built around this core identity, which is centred on its renowned pitch sessions, its unmissable conferences and industry panels (Channels lineups, industry talks, showcases, Meet the Executives), its strategic innovation section and showcasing important territories to foster international development.

The marketplace's longevity can be explained by its ability to adapt. On the occasion of this anniversary edition, we will continue to enrich this core in order to map not only the future of the documentary genre and its ecosystem, but also our event which supports it.

## The pitch sessions

Designed to enable promising, unique and impactful projects to find international co-production partners, Sunny Side of the Doc's **pitch sessions** are always the most highly anticipated and popular part of the event. Our five signature pitch categories in the Specialist Factual genres remain at the heart of the event and are a highlight of the marketplace on the international stage, not only for the quality and originality of the projects selected, but for the relevance and expertise of decision-makers from around the world present during the presentations. On top of this, in 2024 there will once again be a pitch session dedicated to New Voices (first- or second-time filmmakers), as well as a session dedicated to documentaries with an impact campaign.

The relevance and the future of documentaries will also depend on their ability to take viewers on a journey from screening to inspiring reactions, commitment and change. To this end, the success of our pitch session dedicated to projects looking for partners and funders of impact campaigns is encouraging the participation of new players in the market, such as NGOs, who have become essential partners for certain films, and we intend to amplify this movement.

The best **42 documentary projects**, selected from around **320 submissions** from **more than 60 countries** received as part of our call for projects, will be pitched to major international industry decision-makers and will provide an insight into current trends in the sector.

After the on-stage presentations, expert juries will choose the seven winning projects, who will be awarded by **the official sponsors of each pitch category**: PBS International, RTBF, Blue Ant Media & Love Nature, Al Jazeera & AJB DOC Film Festival.

The official selection will be announced on 23 April during a press conference and via a press release, with more details to be available on the Sunny Side of the Doc website.



## The Innovation WIP

As part of its programme for industry professionals, Sunny Side of the Doc 2024 will continue to develop its "innovation" section dedicated to non-linear documentaries (VR, AR, immersive, podcasts, video games, documentaries for social media platforms, etc.).

New for this year, five creative teams were selected as part of the new **Innovation WIP** call for entries, who will receive tailor-made support to help them develop their project. As well as a new programme of content and innovative experiences, the chosen teams will showcase their work in the **Studio** hosting immersive content and podcasts, located in the centre of the main hall.

## The Pulse of the Industry

Participants will also have the opportunity to discover another signature highlight of the marketplace, which includes presentations of all **the major French channels** which traditionally appear at Sunny Side, as well as the Japanese public broadcaster **NHK**.

The dedicated **Meet the Executives** sessions will feature the **BBC**, the Swedish public broadcaster **SVT**, **National Geographic** and **Love Nature / Blue Ant**, who will all reveal their needs and future editorial directions. The new **Meet the Museums** session straddles the worlds of linear and non-linear, and will reveal French and international cultural institutions' strategies and needs in terms of content and formats for the years to come.



## Industry Talks

Industry experts panels will bring into the spotlight **storytelling trends, innovation**, as well as the impact and possible uses of **artificial intelligence**, using as a case study the documentary from Terra Mater on the European Space Agency and NASA's **Hera project**, which puts artificial intelligence at the heart of the project to create multi-platform, personalised stories. There will also be two sessions dedicated to artificial intelligence and its use in the development and production of documentaries, with the **OpenDocs project** piloted by the Spanish company Artefacto and runwayStudios, as well as in the field of archives. For the latter, a session on **Archives at risk** will highlight the issue of archives in conflict zones, with an Ukrainian archivist and the founder of the Syrian Archive, among others.

A session on the **future of wildlife documentaries** will question the place that humans can or should occupy in it. Partners of the **Global Doc** Initiative will take a look at innovation and how it is redefining the future, including the genre of scientific documentaries.

There will also be a focus on **new territories of documentary stories**. From video games to artificial intelligence, museum ships and XR, how are documentaries created and shown in these spaces? What are the stories told in these spaces? And can they be used as a way to reach new audiences? During this intriguing session, speakers will take it in turns to explore case studies, discuss creations in progress and feedback from audiences.

A focus on **documentary podcasts** is also looking to be a highlight of the market. What are the documentary trends in audio creation? How do you adapt a story from an audio medium to a linear documentary? Has the podcast industry become a hive of material for the screen? These questions will echo throughout the marketplace with an exclusive selection of documentary podcasts in the **Studio**, in collaboration with the media Podmust, a *carte blanche* for the PIA (Union of Independent Audio Producers) and – for the very first time – a round table dedicated to these topics.

Finally, there will be a session devoted to **Youtubers** and the growing number of links they are forging with the world of linear documentaries.

## OUR FOUNDATIONS FOR MAPPING THE FUTURE... ... OF THE INDUSTRY

### Prospective

While streamers have sharply reduced their investment in documentaries, and funding by legacy broadcasters is also declining, the **question of financing** for a traditionally less well-endowed genre is particularly acute. In a dedicated session, Sunny Side will be highlighting various **case studies of alternative financing**, from the FAST economy to brand-funded content. The role of artificial intelligence will also be examined from the point of view of changes in the industry and its contribution to lowering production costs.

In order to address the burning issues facing the industry, the market will be offering participants time for reflection and inspiration, with **four keynotes** presented at the start of each day by visionary speakers from a wide range of backgrounds. A **new forward-looking event** where the documentary world will come together to transform change into opportunity, understand the effects of innovation and anticipate the ideas and achievements that are already foreshadowing the future of our industry.

During the market, independent journalist Nick Edwards will also be presenting a **study** outlining the **major developments** underway in the international documentary sector.

### The Doc World

#### THE AUSTRALIAN FOCUS - PART 2

After laying down the foundations for the **Australia focus** in 2023, by presenting the main institutional players (broadcasters, Screen Australia, support funds etc.) this time round Sunny Side of the Doc will be putting **talent** in the spotlight for the 35<sup>th</sup> edition. Thanks to a proactive approach with Australian professionals, as well as our attendance at the AIDC's (Australian International Documentary Conference) focus on France, we received a record number of submissions for the pitch sessions. No less than **seven Australian projects** appear in the final shortlists, ensuring much attention will be brought to them.

Under the title *'Stuff the Australians Made'*, a nod to the Australian documentary podcast and TV series *'Stuff the British Stole'* about the artefacts that England has seized from the four corners of the Empire and which has been a resounding success in Australia, a dedicated session will highlight different facets of the country's production and the best ways of working in co-production with Australia.

Regardless of whether they were selected or not, the projects led by members of the Australian delegation will be supported during the market. Australian podcast creativity – which is widely recognised internationally – will also be represented at the Studio.

Work from Australian **First Nations** will be showcased during the event, including the **screening at the anniversary evening event** of the documentary *"Skin in the Game"* (produced by Southern Pictures), which



reveals the secrets behind one of the country's most-loved sports with an almost religious-like following, through the eyes of a female sports commentator from the First Nations.

For the occasion, Sunny Side will also bring together Aboriginal and **First Nation** industry professionals from other countries such as Canada, the US or Scandinavia, in order to shine a spotlight on their output and foster networking opportunities with other industry professionals attending Sunny Side. A growing number of documentaries, particularly looking at the environment or the climate change, features protagonists from First Nations, which is why it is now more vital than ever to enable producers and filmmakers to access the international market with their own stories.



## DELEGATIONS FROM 5 CONTINENTS

Strengthening international participation in Sunny Side also requires a proactive approach to enable new stories and new talents to emerge during the pitch sessions, to bring in new delegations and to ensure those from previous years continue to come back.

Thus, with the support of the French Embassy in Abuja, **a delegation of Nigerian producers** will participate for the first time in Sunny Side, which will also welcome professionals from other countries on the continent in a delegation currently being made up.



Supported by a local context favourable to production, with an increase in investments from streamers and traditional operators, as well as a public policy now favourable again to an international presence, **Brazilian industry professionals** will be back exhibiting at Sunny Side and presenting market opportunities during a session and lunch.

To mark the 60<sup>th</sup> anniversary of the reestablishment of diplomatic relations between France and **China**, the latter will once again send a large delegation this year with stories of co-production, ten regional channels and around fifteen companies registered under the Chinese pavilion.



## Embracing New Voices

The future of Sunny Side of the Doc lies in its ability to embrace new talents. By strengthening our **mentoring, networking and experience-sharing activities**, we aim to support emerging talents and projects with high co-production potential. The pathway, visibility and follow-up offered by the Projects Observatory for documentaries pitched at Sunny Side and the Global Pitch set us apart. As the only international market entirely dedicated to the documentary genre, our past and present collaborations with training or cooperation programmes have laid the foundations for a unique platform in the heart of Europe, a **Sunny Academy**, committed to working alongside new generations of talents from around the world, and focused on creating personalised networking opportunities and consolidating skills that are constantly evolving.

For the genre to remain relevant depends on the industry's ability to help new voices emerge and be heard. The marketplace has been fully committed to this approach since 2022, helping to identify, support and make a plurality of voices be heard, showcasing talent which is often under-represented at international events.

### « NEW VOICES » PITCH SESSION

For the third year in a row, the New Voices pitch session will welcome **first- and second-time filmmakers** and content creators coming to present their works.

This talent hub is designed to shine the spotlight on emerging creators, filmmakers and directors sensitive to the latest issues, new forms of storytelling and inspiring stories.

### EX ORIENTE SERIES

Sunny Side of the Doc is once again teaming up with the **Institute of Documentary Film** to host the first workshop of Ex Oriente Series from 23 to 25 June. Participants will receive support from leading European experts and industry professionals, and will also have access to the Sunny Side of the Doc market.

### EUROPEAN GRANTS

As part of **Creative Europe Media** initiative, Sunny Side of the Doc is handing out grants to emerging talent from Central and Eastern Europe, enabling them to come to La Rochelle and benefit from all the opportunities offered at the international market.

### STUDENTS' CHOICE AWARD

For the third consecutive year, Sunny Side of the Doc is joining forces with various schools and universities. The aim is to give students (who will be future game changers in the industry) the opportunity to discover how a documentary creation comes to life and assess projects from first-and second-time filmmakers submitted as part of the call for projects.

And this year **the initiative is going global**: students from the documentary course at the Australian Film Television and Radio School (Sydney, Australia) will be joining those from three other partnering schools (the documentary course at INA Sup in Paris, the screenwriting course at Cinéfabrique in Lyon, and the wildlife documentary production course at IFFCAM in Ménéguete).

### COLLABORATION WITH SPICEE

To help identify talents, innovative storytelling and formats of tomorrow, Sunny Side of the Doc has strengthened its partnership with Spicee, the streaming platform dedicated entirely to the documentary genre. We are inviting the winner of Spicee's **competition for "young directors"** under the age of 30 to attend the market and showcase their five-minute docu-short.

### 1st edition of the Writer-Producer Relations Barometer by La Scam

As part of its mission to observe the industry conditions for creation by regularly publishing studies, Scam is launching its first audiovisual barometer on writer-producer relations.

This survey is designed to gather directors' accounts and experiences during the creation of a documentary project, which will be used to provide a better understanding of the reality on the ground and the interactions taking place during a film production. It will also help measure the impact of recently signed inter-professional agreements.

The barometer features around 30 questions relating to screenwriting, directing, filming, pay and operating accounts. The outcome is to establish an initial picture and single out bad practices to better support the profession.



## OUR FOUNDATIONS FOR MAPPING THE FUTURE... ...OF OUR MARKETPLACE EVENT



### Accessibility

As a professional event organiser, we have a significant responsibility towards creating accessibility to the opportunities presented on the market to all talents, including to people with disabilities.

We are continuing to champion accessibility – and even more so since our eyes were opened further by the deaf and hearing team who produced the film “This Is a Quiet Love” – winner of the Global Issues pitch at Sunny Side 2023 (Curious North Productions Ltd, Ireland), and the publication of the Nonfiction Media Makers with Disabilities survey from the International Documentary Association (US). We have therefore decided to improve our information on accessibility as well as our on-site accessibility, thanks to a partnership with **ReelAbilities**, the organisation that paved the way in New York as the first festival to exclusively present films made by people with disabilities or about people with disabilities.

Two documentary projects received Sunny Side prizes there this April and are invited to participate for the first time at Sunny Side of the Doc to give faces to equal opportunities and inclusiveness which will enrich our community today and tomorrow.

A session co-produced with ReelAbilities will look at accessibility from a business perspective, in terms of production, distribution and audience.

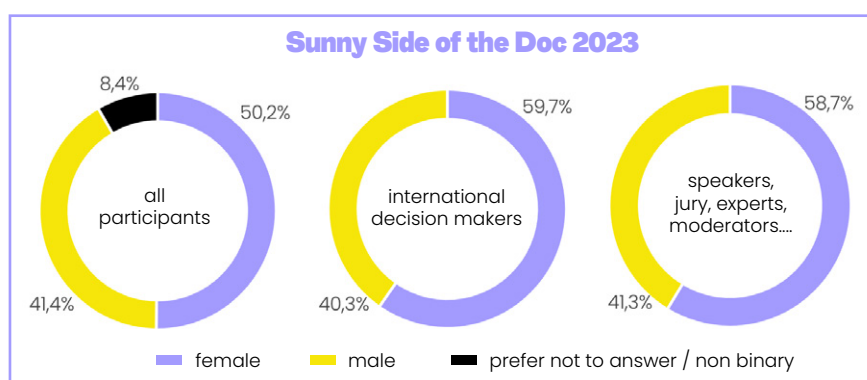
### Diversity & Gender equality

The issue of diversity is present throughout the Sunny Side of the Doc event and its team. We made and kept a series of commitments that go well beyond the framework set by the Charter of Commitment for Gender Equality in Cultural and Creative Industries, which we signed, such as by ensuring gender equality when composing our juries and our conference speakers, by producing data and statistics on our official selections and accreditations, and by developing working conditions that respect gender equality.

Following on from the 2022 Global Pitch which gave voice to women in front of and behind the camera, it was time to create at Sunny Side a space for dialogue and exchange around female industry professionals and their documentary ambitions. To do this, we have teamed up with **MediaClub’Elles** and the #DocSafe initiative supported by the Documentary Association of Europe.

In a session moderated by Caroline Béhar, Director of International Coproductions and Documentary Acquisitions at **France Télévisions**, we will use the exposure that the film and television industry provides to dare to tackle stories of painful experiences of abuse and harassment, stories of documentary creation that put women back in the big picture and/or defend a (new) vision of creativity and storytelling, as well as stories of emancipation and fighting to push back the boundaries of gender and support talents from Native cultures and under-represented communities in the international documentary market.

Following the Canal+ lineup, Christine Cauquelin, EVP of Documentary and Factual and Head of the Discovery TV Channels at the **Canal+ Group**, and the association Pour les Femmes dans les Médias, of which she is vice-president, will discuss the impact of the documentary « *Vivantes* » (directed by Claire Lajeunie) and the role that media companies can play in supporting women who are victims of domestic violence.



## Environmental Responsibility

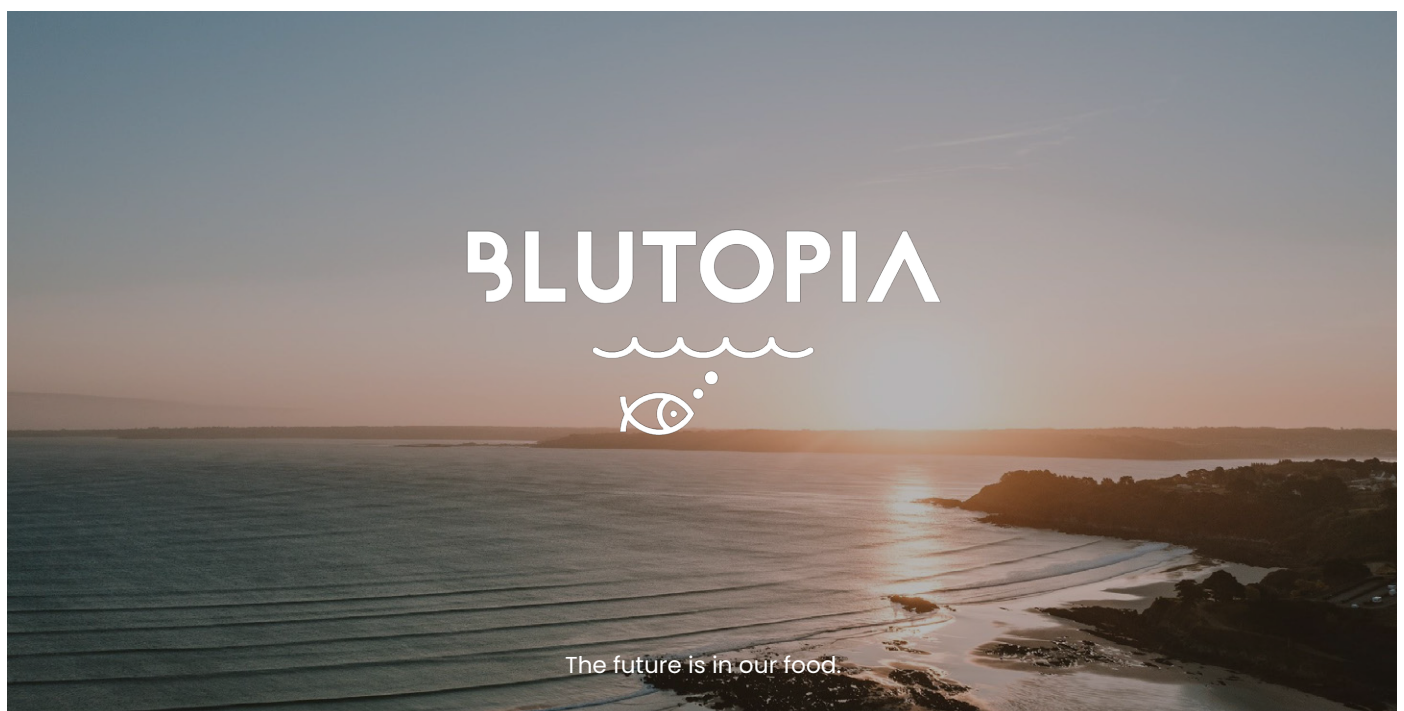
Environmental sustainability is a crucial issue for our industry and our planet. Sunny Side of the Doc continues its initiatives and encourages participants arriving in France by plane – particularly those arriving in Paris – to continue their journey to La Rochelle by train rather than taking a connecting flight to nearby airports.

Sunny Side of the Doc is set to join the **United Nations' SDG Media Compact**. Launched in 2018 to advance awareness of the Sustainable Development Goals (SDGs), the SDG Media Compact brings together 400 members worldwide and seeks to inspire news and entertainment organisations to leverage their resources and talent to amplify and accelerate progress towards achieving the Goals. After dedicating its Global Pitch editions to the SDGs in 2024, to climate change in 2023 and to women's voices in 2022, Sunny Side of the Doc confirms its desire to make a lasting commitment to these goals and to encourage the international documentary community to do so.

Doc Services, the organising company behind Sunny Side of the Doc, joined the **1% for the Planet** network. In January 2024, the company donated 1% of its commercial turnover to the La Rochelle-based charity **Blutopia**, which raises awareness and encourages people to take part in initiatives to help protect the ocean.

For the second year running, Doc Services has signed the city of **La Rochelle's environmental responsibility charter for running events**, in an ongoing effort to measure and reduce our event's environmental footprint.

In order to calculate the event's first ever carbon footprint in 2023, we collected data from suppliers, service providers, the team and all participants. This will enable Doc Services to establish its action strategy to reduce its carbon footprint over the next five years.



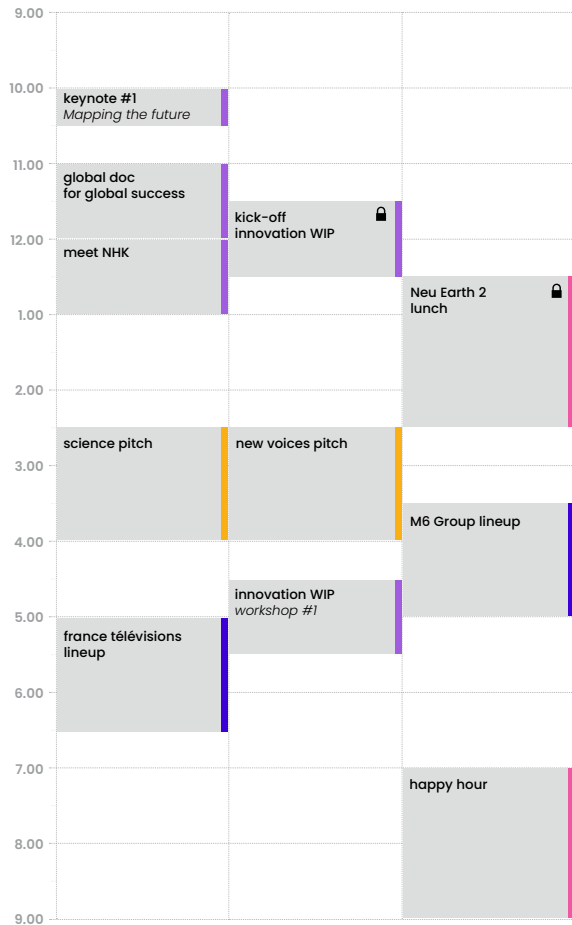
# AGENDA

## AT A GLANCE

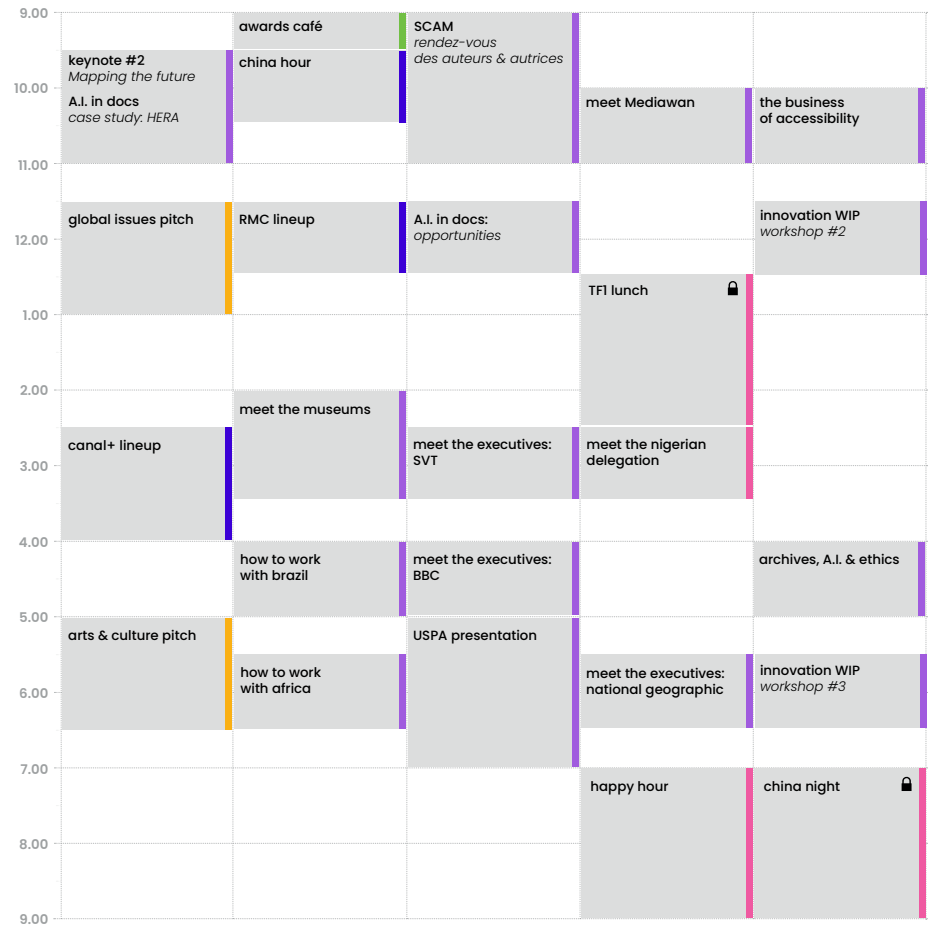
NEW

Welcome desk will be open from Sunday 23 June, from 4pm to 6.30pm.

### MONDAY 24 JUNE



### TUESDAY 25 JUNE



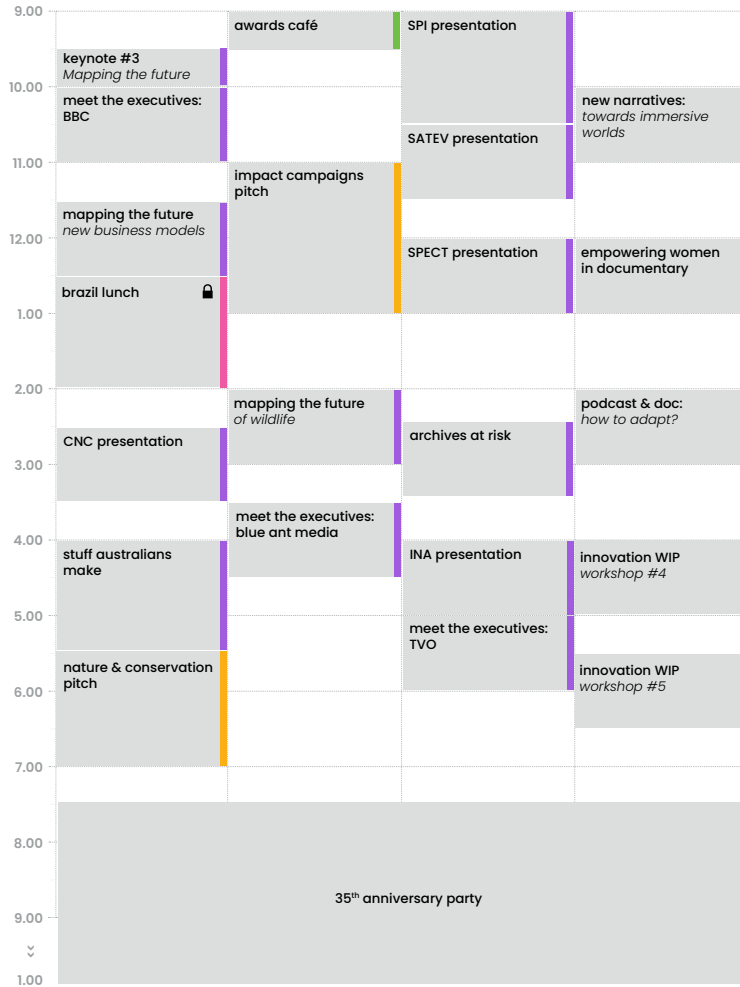
- pitch sessions
- lineup & showcases
- industry talks
- networking times
- special events

🔒 Sessions and events by invitation only  
 🕒 All time references are set on Central European Summer Time  
 Agenda as of April 29, 2024

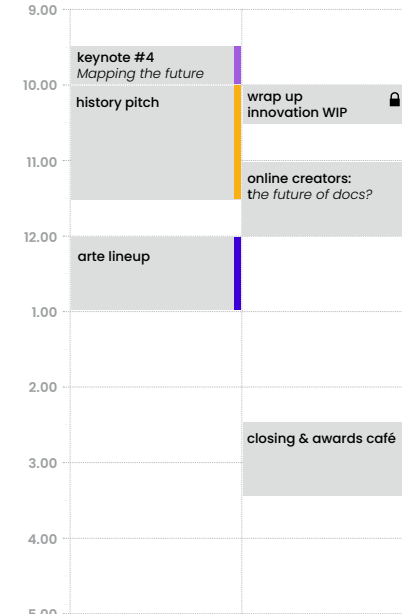
# AGENDA

## AT A GLANCE

### WEDNESDAY 26 JUNE



### THURSDAY 27 JUNE



- pitch sessions
- lineup & showcases
- industry talks
- networking times
- special events

🔒 Sessions and events by invitation only  
 ⌚ All time references are set on Central European Summer Time  
 Agenda as of April 29, 2024

## MARKET EVENTS

## NOT TO MISS

## BEFORE SSD24

Tuesday 28/05 | 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.

## KEYNOTES

« Mapping the Future with... »

New forward-looking event for this 35<sup>th</sup> anniversary edition, don't miss these four inspiring keynotes.

Monday 24/06	10am	Tuesday 25/06	
		Wednesday 26/06	9.30am
		Thursday 27/06	

## CHANNELS PRESENTATIONS

• M6	Monday 24/06	3.30-5pm
• France télévisions	Monday 24/06	5-6pm
• RMC	Tuesday 25/06	11.30am-12.30pm
• TF1 Group	Tuesday 25/06	12.30-2.30pm
• Canal+ Group	Tuesday 25/06	2.30-4pm
• Arte	Thursday 27/06	12pm-1pm

## PITCH SESSIONS

Every day, discover the best documentary projects of this 2024 Official Selection.

• Science	Monday 24/06	2.30-4pm
• New Voices	Monday 24/06	2.30-4pm
• Global Issues	Tuesday 25/06	11.30am-1pm
• Arts & Culture	Tuesday 25/06	5-6.30pm
• Impact Campaigns	Wednesday 26/06	11am-1pm
• Nature & Conservation	Wednesday 26/06	5.30-7pm
• History	Thursday 27/06	10-11.30am

## AWARDS CAFÉ

Enjoy these convivial moments and meet the winners of each pitch session!

Science and New Voices pitches winners	Tuesday 25/06	9-9.30am
Global Issues and Arts & Culture pitches winners	Wednesday 26/06	9-9.30am
Impact Campaigns, Nature & Conservation and History pitch winners	<b>CLOSING &amp; AWARDS CAFÉ</b>	
	Thursday 27/06	2.30-3.30pm



## Sunny Side of the Doc digital platform

In early June, participants will be able to access the **agenda**, the **projects and programmes** listed in our digital publications, and the **official guides** on **MySunnySpace** and to prepare their **meetings**.

At the end of the market, some sessions will be available on **replay** on MySunnySpace for a limited time.



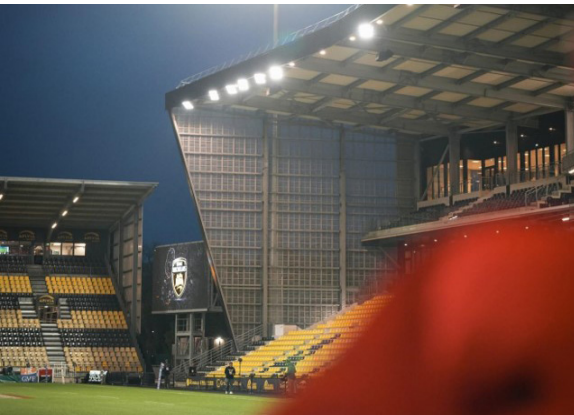
# 35<sup>TH</sup> ANNIVERSARY PARTY

AN ANNIVERSARY EDITION

CELEBRATED AT THE STADE MARCEL DEFLANDRE



## A UNIQUE SETTING



© Stade Rochelais

To celebrate **35 years of a unique human and professional adventure**, the international documentary market, with the support of our anniversary partners, will be offering its participants an **exceptional evening** in one of La Rochelle's most **iconic venues**, the Marcel Deflandre Stadium, home of the two-time European rugby champions led by Will Skelton, captain of the Australian national rugby team.

## EVEN SCREENING: SKIN IN THE GAME

In this Olympic year, participants will be able to take advantage of this **exceptional setting** to attend the screening of the documentary « **Skin in the Game** » (produced by Southern Pictures for National Indigenous Television), which traces the career of Marlee Silva, one of the brightest stars on the Australian media scene, a sports journalist specialising in rugby league and Aboriginal people from the Gamilaroi and Dunghutti nations (New South Wales).

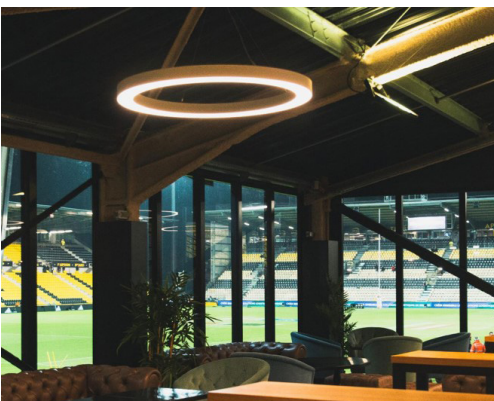
A profound investigation into the power of rugby league to shape women's lives and why we all have a role to play in



© Skin in the Game - produced by Southern Pictures for NITV

## COCKTAIL

The screening will be followed by festivities and entertainment on the pitch, an absolute first in the history of the Stade Rochelais club.



© Stade Rochelais



© Stade Rochelais



# PIXII FESTIVAL

A DIGITAL EXPLORATION AWAKENING YOUR SENSES

After a successful 2023 edition which attracted more than 3,500 festival-goers over four days, PiXii Festival continues its action to bring the best digital and innovative experience to the general public. From La Rochelle to Rochefort, the 2024 edition will take place **from 17 to 20 October**, focusing on the **discovery of new parallel worlds** that appear thanks to immersive cultures.

But what are these new territories? And what do they have to say? Are they made of fiction, reality or both? Do borders still exist between these virtual worlds? And are we ready to cross them?

This artistic direction offers a unique perspective on both real and imaginary landscapes, encouraging festival-goers to travel beyond physical borders. "Parallel Worlds" aspires to go beyond the limits of reality, offering an experience filled with knowledge and wonder.

Designed **for people of all ages**, from families to individuals, school pupils, students, and young people, the programme offers answers to these questions. Audiences will be able to try out new experiences in virtual reality, mixed reality and sound immersion, encouraging participants to reflect, question and understand together the time in which we live.

Taking place in **iconic heritage sites** such as La Rochelle's towers, the Natural History Museum and Rochefort's Musée de la Médecine, as well as in everyday places such as media libraries and socio-cultural centres, the public will be able to discover unique immersive experiences throughout the region. In addition, a series of conferences will be held during the festival, so that the public can meet and be inspired by the creators.

## Educating on the visual image

PiXii Festival wishes to put education on the visual image at the heart of its new strategy. During the 2023 edition, eleven school classes (from pre-school to college diploma level) were given the opportunity to discover the festival through three special experiences. Their teachers have since incorporated these experiences into their current school curriculums.

The festival also continues its action with year-round practical workshops and introductory events at schools and media libraries.

piXii  
Festival

### 2023 PiXii Festival figures

**+3,500**  
visitors

**4**  
days of  
festival

**12**  
XR and digital  
experiences

**9**  
partners  
venues

**400**  
pupils &  
students visiting



# GOLD PARTNERS



## France Télévisions, the leading broadcaster and supporter of documentary creation in France

The French people's No. 1 media shows every day that the place of documentaries is essential within the public service. Highly present across all linear channels of the Group, documentaries are also successfully offered, free and accessible, on its platform france.tv. They decidedly align with the challenges of our time, resonating with the march and the inquiries of the world, our society, and our democracy. From the most singular works to films addressing the widest audiences, they narrate, move, enlighten, and surprise us. Their impactful storytelling and continually renewed productions, involving all talents – producers, directors, authors – endow them with powerful originality and universal strength.



## 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, administers the programs of the Canada Media Fund. 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.



centre national  
du cinéma et de  
l'image animée

# The CNC is delighted to support Sunny Side of the Doc for 35 years



This year, Sunny Side of the Doc is celebrating its **35th anniversary**. Founded in 1989, this was almost the same year that PROCIREP transformed into a collective management company for producers, and that a compensation system was established for the private use of works, thanks to the introduction of the Lang law in 1986.

**As such, this year there are two anniversaries of two long-standing partners in the documentary world to celebrate:** since Sunny Side of the Doc was co-founded by Olivier Masson in Marseille before moving to La Rochelle under the direction of Yves Jeanneau, Procirep has supported the Sunny Side of the Doc from the outset.

### Why such ongoing support?

Sunny Side of the Doc quickly established itself as THE French marketplace for the documentary genre: every year, producers come to find industry players all in one place: their peers, broadcasters, distributors, institutions and... foreign partners. It is also here that they discover the lineups and editorial strategies of major broadcasters, the challenges facing the sector through press conferences held by professional unions, and the changes to come during round tables, debates and case studies.

And apart from being a place where co-productions are born and strengthened, there is one other major pulling factor of Sunny Side of the Doc: **it gives various players in the industry the keys to anticipate the future.**

The documentary genre has undergone many changes over the past 35 years: the emergence of digital technology, a rapid increase in the number of broadcasters, the expansion of export distribution opportunities, hybrid formats and the genre itself, but also the sector becoming increasingly bipolarised....

Yet the challenges we face in the coming years are no less immense: the shift towards consuming via social media and platforms, protecting rights and the production industry, financing under pressure in light of the growing societal importance of gender, and artificial intelligence, etc.

To enable producers to better understand these issues and better adapt to future changes, **Procirep wishes Sunny Side of the Doc the best of luck and a very happy birthday!**



## **Climate transition, development of the documentary genre, and cross-border cooperation for the Sunny Side of the Doc programme**

Sunny Side of the Doc has been at the forefront of international documentary events since it was founded in 1990 by Doc Services. Every year, this international B2B market brings together industry players, providing the perfect setting conducive to financing and distributing documentary projects. With its pitching sessions, forward-thinking conferences and 3,000 m<sup>2</sup> exhibitor area, this four-day event promises unique networking and business opportunities for all participants.

**With active support from the Nouvelle-Aquitaine Region, this event contributes towards structuring an ecosystem favourable to the development of audiovisual and film in the region**, promoting the emergence of new talent and a diversity of works, particularly through international co-productions and championing the French-speaking world. In 2023, **the Nouvelle-Aquitaine Region supported 49 documentary film projects for an amount of 1.15 million euros**, thus demonstrating its commitment to the sector.

**In its commitment towards supporting the cultural sector in its climate transition**, the Nouvelle-Aquitaine Region attaches particular importance to the economic and environmental sustainability of cultural activities. **The event thus plays an essential role in promoting a documentary industry that is conscious of its environmental impact**, by raising awareness throughout the industry of environmental issues and by promoting sustainable practices in producing, distributing and broadcasting documentaries.

**This regional support is part of a global cultural policy**, offering local producers a special platform to present their works and establish international partnerships. To celebrate its 35<sup>th</sup> anniversary, Sunny Side of the Doc invites professionals from the sector to take a look at the future of documentary and its industry, by exploring future developments in the documentary world, financing and consumption behaviours, as well as the impact of artificial intelligence and the evolution of narrative forms. With this in mind, the selected projects will reflect the challenges facing the sector in the years to come, in particular by addressing themes such as climate change, conflict or growing inequalities.

Furthermore, the Euroregion, made up of the Nouvelle-Aquitaine Region, the Basque government and the government of Navarre, is working on a **joint project** aiming to **promote documentary productions of this area of cross-border cooperation**, offering a showcase for regional professionals and promoting exchanges with international players in the sector.

Sunny Side of the Doc promises to be a unique opportunity for collective reflection and the construction of a dynamic future for the documentary genre.

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Avril 2024

## The department, partner of artistic and cultural creation – *Sunny Side of the Doc 2024*

From June 24th to 27nd, 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 €15,000 in 2023 for the Sunny Side Of The Doc Festival and the PiXii Festival in autumn), the Department of Charente-Maritime, as part of its support policy for film, audiovisual or multimedia production, is once again present.



### A policy at 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 emerge of the 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 in 2023

**20 projects** (fiction, short films, feature films and documentaries) for a total amount of **357 000€**.

**6 documentaries** (after examination and selection of experts by ALCA Agence livre, cinema et audiovisuel - Nouvelle-Aquitaine Region), for a total amount of **66 000€** : "Cellule gourmande" produced by Pyramide Production, "L'île Mouvante" produced by Les valseurs Bordeaux, "The mole people" produced by Kidam, "Au nom des martyrs" produced by Les films de l'œil sauvage, "Fantastique" produced by VraiVrai Films, "Simon l'absurde" produced by Kidam, "Copan" produced by Les Valseurs Bordeaux, "L'archipel des refuges" produced by A perte de vue, "Souvent l'hiver se mutine" produced by Corpus Films, et "Le cahier" produced by Anekdotia production.

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

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## FICHE PRESSE

# 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 **35th Edition** from 24 to 27 June 2024.

Sunny Side of the Doc, one of the major 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 cultural 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 2024 edition will offer a projection in the future** in order to better support and anticipate the evolutions of the documentary film industry. **Creation and innovation** will remain at the heart of the festival this year to offer even more immersive and digital experience.



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**The La Rochelle conurbation also actively supports the 8th Edition of the PiXii Festival, the international festival of Digital Cultures**, free and open to all. The festival will be held from 17 to 20 October.

**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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## PRESS CONFERENCE HOST





For more information on Sunny Side of the Doc 2024 and press accreditation requests, visit our online Press Room.

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