



PRESS RELEASE

## **SUNNY SIDE OF THE DOC 2025: TOGETHER TO CREATE AND INNOVATE ON A GLOBAL STAGE**

Launch of the 2025 calls for projects and applications: two unique opportunities to shape the future of the documentary genre



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**La Rochelle, December 17, 2024** – [Sunny Side of the Doc](#), the international marketplace dedicated to both linear and non-linear documentaries and their community, announces the opening of its **two calls for projects and applications** aimed at fostering international co-productions between different stakeholders and territories, and paving the way for new impactful stories.

In a global landscape where the audiovisual creation sector is facing unprecedented challenges, the documentary industry needs a new compass to navigate toward fresh narratives, visions, and expanded discussions. The 36th edition of Sunny Side of the Doc seeks to **open new routes to storytelling**, leveraging international partnerships and collaborations that foster resilience and creativity in an ever-evolving market.

In 2025, the international documentary marketplace will reassert its central role as a true hub for all industry professionals. The next edition will foster the convergence of collective visions and lay the foundations for a new chapter in the industry, driven by a shared, collaborative dynamic.

**Aurélie Reman, Managing Director of Doc Services, says:** *“For this new edition, the goal is to support the emergence of economic models, narratives, and talents that can collectively and sustainably address the challenges of today and tomorrow. Sunny Side of the Doc exists to open real and inclusive perspectives, placing dialogue, creativity, and innovation at the center of everything. It provides a space of trust where a variety of formats and narratives come to life through international collaboration. We invite documentary makers from around the world to submit their projects—not only to find creative partners, but also to forge new co-production and distribution alliances that will bring their stories to a global audience.”*

## Call for Projects | 2025 Pitch Sessions

By submitting their project to one of Sunny Side of the Doc's pitch sessions, creators embark on a transformative journey consisting of mentoring by industry experts, exclusive access to a qualified and diverse professional audience from all over the world, and opportunities for creative and financial co-productions.

The pitch sessions will take place in the presence of over 300 top-level international decision-makers, including leading broadcasters, streamers, foundations, distributors, buyers, and other funders seeking impactful stories. The best project in each category will be selected by a jury of industry experts and awarded a prize sponsored by respective partners.

Sunny Side of the Doc 2025 will feature seven pitch sessions designed to meet market and audience expectations:

- **Science:** Exploring and explaining the world through scientific discoveries and narratives that challenge preconceptions.
- **History:** Deciphering past events and influential figures to shed light on contemporary issues.
- **Arts & Entertainment:** Highlighting all forms of art and entertainment, from classics to contemporary creations, with universal and inspiring reach.
- **Nature & Environment:** Showcasing the wonders of nature, environmental challenges, and narratives connecting ecosystems, human communities, and sustainable solutions.
- **Current Affairs & Investigation:** Unveiling untold stories and rigorous investigations of relevant and complex global topics.
- **New Voices:** Spotlighting emerging documentary talent with compelling and inclusive first or second works.
- **Impact Campaigns:** Supporting documentary projects tied to impact campaigns aimed at raising awareness and driving social, political, or environmental change.

## Call for Applications | Sunny Innovation Lab 2025

The **Sunny Innovation Lab** (formerly Innovation WIP) returns for its second edition in 2025, offering an enhanced training program focused on developing opportunities and highlighting non-linear documentary projects. Designed as an incubator, this initiative will support innovative, digital, immersive and cultural creations by providing them with tailored support and privileged access to the international documentary market.

**Six projects will join the 2025 cohort** and benefit from a tailor-made program, including online sessions before and after the market, as well as in-person meetings and workshops during Sunny Side of the Doc, held from June 23-26 in La Rochelle.

The call is open to creators exploring non-linear formats such as podcasts, virtual reality, augmented reality, mixed reality, immersive installations, artificial intelligence, video games, sound immersion, web series, domes, and more.

**Opening of submissions and accreditations: Thursday, December 17, 2024, at 10pm CET.**  
**Submission deadline: Tuesday, March 25, 2025, at 12pm CET.**

For more information, [click here](#) - To access the SSD25 Media Kit, [click here](#)

**Notes to editors:**

**Sunny Side of the Doc** is the international community and marketplace dedicated to linear and non-linear documentary. Every June, a specific event brings together decision makers, producers, filmmakers, sales agents and funders to support the international financing of documentary projects and the circulation of completed programs. The 4-day market offers unique creative, business and networking opportunities for the 2,000+ participants from 60 countries through a mix of high-level pitching sessions, panels on the latest industry trends and an exhibition hall. The 36th Sunny Side of the Doc will take place in La Rochelle from June 23-26, 2025. Doc Services, the organiser of Sunny Side of the Doc and PiXii Festival, is a member of 1% for the Planet as well as of the SDG Media Compact.

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