



Press Release

Record Participation and a Flurry of Business at the *European Film Market 2012*

The *European Film Market 2012 (EFM)*, which took place from February 9-17 during the 62nd Berlin International Film Festival, had its strongest year to date and was marked by a bustling atmosphere at the Martin-Gropius-Bau and the Marriott Hotel. This year, close to 8,000 participants from 100 countries attended the international trade fair for film and audiovisual content, a 15% increase to the previous year.

In addition to the high volume of participants, Exhibitors reported numerous sales, including *Competition* titles such as *Barbara*, *Caesar Must Die* and *A Royal Affair*. Films in other festival sections including *Panorama* selection *Parada* and *Marina Abramovic - The Artist is Present* in *Panorama Dokumente*, or the US production *Elektrick Children in Generation* were sold to different territories during the *EFM* following their festival screenings.

"We are extremely satisfied with this year's Market", the *EFM*'s director Beki Probst sums up. "Our industry participants are reporting a very productive *EFM* with interesting projects and new business contacts."

Among this year's industry participants there were 1,739 buyers from all over the world; 760 films - of which 31 were 3D - made up the 1,138 screenings in the 39 *EFM* screening venues, among them close to 600 market premieres.

The response to the *EFM*'s initiatives and events was equally positive. Numerous filmmakers made use of the new lounge "American Independents in Berlin" in the Martin-Gropius-Bau. The 60 American Indies in the series' "Sundance at *EFM*" and "IFP Selects" also enjoyed enormous popularity during the Market.

The *EFM* initiative "Meet the Docs" in cooperation with the European Documentary Network was more frequented this year by the documentary industry due to its newly positioned meeting point in the Martin-Gropius-Bau. In addition to the information counter, the daily sessions "Meet the Distributors" and "Meet the Festivals" took place in the *EFM* Lounge.

A total of around 1,000 industry participants attended the three discussion panels comprising the "*EFM* Industry Debates", presented for the first time this year by official partner IFA Berlin, and the new industry talk on crossmedia, organised in cooperation with the Film- und Medienstiftung NRW.

**62. Internationale
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Press Office

Potsdamer Straße 5
10785 Berlin

Phone +49 · 30 · 259 20 · 707
Fax +49 · 30 · 259 20 · 799

press@berlinale.de
www.berlinale.de

Ein Geschäftsbereich der
Kulturveranstaltungen des
Bundes in Berlin (KBB) GmbH

Management:
Prof. Dieter Kosslick
(Intendant Internationale
Filmfestspiele Berlin),
Charlotte Sieben
(Kaufmännische Geschäftsführung),
Prof. Dr. Bernd M. Scherer,
Dr. Thomas Oberender

Vorsitzender des Aufsichtsrats:
Bernd Neumann

Amtsgericht Charlottenburg
HRG Nr. 96 · HRB 29357
USt ID DE 136 78 27 46



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Once again the series "German Cinema - LOLA@Berlinale" in cooperation with the German Film Academy and German Films, which presented films long-listed for a German Film Prize nomination, found widespread favour with the international industry participants.

Press Office
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