

Press Release



European Film Market 2007: Dynamic Growth and Special Highlights

The **European Film Market (EFM)**, the main event for the film industry at the Berlin International Film Festival, continues to expand - in quantity and in quality.

At two top locations – in the elegant historical Martin-Gropius-Bau with its spacious market booths and in the ultra-modern office building at Potsdamer Platz 11 with the **EFM's Business Offices** – 259 film companies from 46 countries will present themselves at 115 booths. A total of 702 films are scheduled; and 878 buyers from around the world, accredited. In short, when compared to previous years, the market has grown considerably in all areas.

Services for market participants have been improved again this year: with 31 cinemas, more screens are available in 2007.

In addition, three new video studios will be set up for the **EFM** on the first floor of the Hotel Marriott. These studios have been conceived not merely as a convenience for market participants but also as a new and central meeting place for buyers and sellers.

At the market's main venue, the Martin-Gropius-Bau, this year's **EFM** is offering another new attraction: the **European Film Market** restaurant in a 1920s-styled Dutch tent. The "Gropius Mirror", with its chic atmosphere, blue velvet furnishings, antique wooden panelling and countless mirrors, will be a new culinary location for the Berlinale. Otto Geisel, who was recently ranked best restaurateur in the 2007 Gault Millau Guide for Germany, has developed its gastronomic concept, top chefs Martin Scharff and Jürgen Koch will create the dishes for its guests.

For the first time, Arts Alliance Media (AAM), which has collaborated with the **EFM** for many years, was won over as official and exclusive main partner of the **European Film Market 2007** and 2008. The company, with headquarters in London, is one of Europe's leading providers of digital film distribution services and screenings on demand. AAM is currently building a digital network which will be able to deliver films quickly and safely from suppliers to users in cinemas or online.

During the **European Film Market** in the Martin-Gropius-Bau, AAM is organising the "Digital Film Debate Series" in cooperation with the journal "Screen International". At this event, four panels will discuss a number of topics related to digital film distribution.

The **EFM** is also continuing its successful collaborations with other partners, e.g. the "Straight from Sundance" film series, the "Works in Progress" forum and the "Frankfurt Book Fair" initiative.

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"Berlin's expanding *European Film Market* has become even more attractive, with a wide range of services underscoring its importance for the international film Industry. We are looking forward to this year's international guests, outstanding films and good business deals", says the EFM's management. Once more the *EFM* is being run by long-standing director Beki Probst and her co-director Karen Arikian.

Press Office
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