

Press Release



Another successful European Film Market

The **European Film Market (EFM)** of the Berlin International Film Festival had another strong year in 2007.

The **EFM** has grown steadily over the past years, a trend which continued in 2007. Approximately 260 companies from 46 countries participated in the Market. Over 700 films were shown in more than 1,000 screenings in 31 theatres and video studios.

In 2006, the **EFM** underwent restructuring to include the prestigious Martin-Gropius-Bau, the **EFM** Business Offices on Potsdamer Platz, and a number of hotels where companies could set up headquarters.

"The Gropius Mirror", the new first-rate restaurant in a historical tent of mirrors directly next to the Martin-Gropius-Bau, was also received well by Market participants and other accredited guests. Its elegant ambience proved a perfect setting for a wide range of business meetings.

Many of the companies participating in the **EFM 2007** (e.g. Summit, Focus, First Look, Wild Bunch and Fortissimo) reported that business was very good in Berlin. In addition to marketing completed films, deals revolved around the advance sale of rights to films not yet in production. Noteworthy was also the fact that the Market did not slacken off as usual after the weekend; business surged at the beginning of the week.

During the **EFM**, the **Digital Film Debate Series** – which was organized by Arts Alliance Media in cooperation with Screen International – focused on the latest technologies for distributing film. At four well-attended lectures and discussions in the Martin-Gropius-Bau, technical, legal and commercial aspects of digital film distribution were examined.

All in all, the **European Film Market 2007** was able to consolidate its position against comparable markets and fairs. To maintain its efficiency and independence in the future, a detailed evaluation and analysis of this year's Market will be carried out in collaboration with McKinsey, an international consulting firm. This report will enable the Market to further optimise the services it offers to the international film industry.

Press Office
February 22, 2007

**57. Internationale
Filmfestspiele
Berlin
08. – 18.02.2007**

Press Office

Potsdamer Straße 5
10785 Berlin

Tel. +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:

Dieter Kosslick
(Intendant Internationale
Filmfestspiele Berlin),
Dr. Thomas Köstlin
(Kaufmännischer Geschäftsführer),
Dr. Bernd Scherer,
Dr. Joachim Sartorius

Vorsitzender des Aufsichtsrats:
Bernd Neumann

Handelsregister: Amtsgericht
Charlottenburg Nr. 96 HRB 29357
USt ID DE 136 78 27 46