



Press Release

European Film Market 2010 is off to a good start

The Berlinale's *European Film Market (EFM)* traditionally opens its doors as the first international film market of the year.

EFM Director Beki Probst has expressed her satisfaction with the current number of registrations for 2010: "We believe the stability of the *EFM* stems from our responding with great flexibility to current developments. The upcoming *EFM* reflects the new tendencies of the film industry."

This year demand has not only been great from traditional exhibitors, but also from new companies. Exhibitors from 48 countries will be represented, first and foremost from the USA, France, Great Britain, and Germany. The number of market stands, registered buyers and films has remained stable.

As was also the case in 2009, in addition to the prestigious exhibition spaces in the Martin-Gropius-Bau, the *EFM* will provide premium market stands and offices on three floors of the Marriott Hotel at Potsdamer Platz in 2010.

The *EFM* is also continuing its established initiatives:

In 2010, the "*EFM* Industry Debates", panel events with well-known experts on topical issues related to the industry, are again being organized with its partner Commerzbank in cooperation with the trade magazines *Variety*, *The Hollywood Reporter*, and *Screen International*. The panel discussions will be held on February 12, 13, and 14, 2010.

"Meet the Docs" will again provide a networking platform for documentary film. In presenting this initiative, the *EFM* is continuing its cooperation with the European Documentary Network (EDN). The new *EFM* Lounge in the Martin-Gropius-Bau will serve as the venue of the daily series "Meet the Distributors", which is being organized as part of this initiative.

"Meet the Docs" complements the *EFM*'s successful "Books at Berlinale" initiative and the "Straight from Sundance" film series. For the fifth time, publishers and literary agents will be hosted by the Frankfurt Book Fair umbrella at the *EFM* and present a selection of literary material to the film industry. The *EFM* is cooperating with the Sundance Film Festival for the seventh time. The series "Straight from Sundance" showcases the latest US independent productions that premiered at the Sundance film Festival just before the *EFM* and presents them to international buyers.

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For more comprehensive information and services related to the *EFM*, please go to: www.efm-berlinale.de

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