



Press Release

An Air of Optimism at the *European Film Market 2010*

High attendance and a great atmosphere marked the *EFM 2010*. In this anniversary year of the Berlinale, the *EFM* management recorded a total of 6450 visitors by the end of the *European Film Market*. In complete contrast to the wintry conditions in the city, the *European Film Market* of the 60th Berlin International Film Festival showed signs of a spring-like renewal.

For *EFM* Director Beki Probst, the *EFM 2010* was "a solid Market that exuded an air of optimism. We are very content with this year's results. We were able to meet the expectations of industry attendees - and that's our top priority."

This year, 419 companies from 48 countries presented their latest films and projects to more than 1,300 international buyers in the Martin-Gropius-Bau and the Marriott Hotel. 129 new companies participated in the *EFM* in Berlin for the first time. During the *EFM*, 666 films - of which 517 were market premieres - were shown at 1014 screenings.

Already on the first weekend of the *EFM*, more than 500 visitors attended the "EFM Industry Debates", hosted by Commerzbank and in collaboration with the trade magazines Screen International, The Hollywood Reporter and Variety. The *EFM* initiative "Meet the Docs", which is presented in cooperation with the European Documentary Network (EDN), was also a great success again. The stronger presence of the meeting point in the Martin-Gropius-Bau and the greater number of daily information sessions ("Meet the Distributors" and "Meet the Makers") also led to a rise in the number of participants.

The *EFM's* two initiatives, "Books at Berlinale" and "Straight from Sundance", attracted great interest as well.

For more details about the *EFM 2010*, please go to: www.efm-berlinale.de

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