

Press Release



A strong year: 6,900 participants from 90 countries at the *European Film Market*

A strong *European Film Market* 2011 (*EFM*) presented itself at the Martin-Gropius-Bau and the Marriott Hotel during the 61st Berlin International Film Festival. From February 10 - 18, more than 6,900 industry participants from 90 countries visited the international market for film and audiovisual content that takes place alongside the Berlinale.

The participants included 1,532 international buyers and 400 exhibitors from around the world; 741 films comprised the 1,046 market screenings that were shown in 38 *EFM* screening facilities, among them 570 market premieres.

"We are very pleased with this year's Market," said Beki Probst, Director of the *EFM*. "Buyers, sales agents, exhibitors and participants are reporting good business, exciting new projects and a very lively Market atmosphere overall."

The 3D boom, visible at the Festival and in the industry generally, was also reflected at the *EFM* 2011. With 30 films, the number of 3D films nearly tripled from the previous year. The industry's unwaning interest in the development of the 3D sector could also be seen at the *EFM* Industry Debates, which addressed this topic along with current developments in the area of international film financing and the new role of the sales agent. With 600 participants in total, the three Debates were very well attended.

The *EFM* initiatives "Meet the Docs" in cooperation with the European Documentary Network, "German Cinema - LOLA@Berlinale" in cooperation with the German Film Academy and German Films, as well as the 47 films "Straight from Sundance" were also very popular during the *European Film Market*.

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