

Press Release



The *EFM* Goes Serial

As of February 2015, Berlinale's industry platform - the *European Film Market (EFM)* with its *Berlinale Co-Production Market* division - will provide creators and producers of television series with the opportunity to present, sell and buy new high-profile television content.

On February 9 and 10, 2015, the *EFM* is organising special market screenings and a business lounge for buyers and sellers of television content. The *Berlinale Co-Production Market* is extending its programme for one day (February 10, 2015) and is in addition presenting a selection of new projects for television series. The *Berlinale Co-Production Market* is collaborating in this context with the Forum des Images, the organisers of the popular *Séries Mania Festival* for international TV series in Paris and its co-production forum.

Key players from the industry who have become well-known for their successful TV series in the past years will speak at *EFM* events or attend the *Berlinale Talents Summit*. This thriving platform for emerging film professionals will welcome for the first time young talents with a background in developing and producing television series.

"These new initiatives at the *EFM* acknowledge the fact that serial stories have become an integral part of audio-visual culture. Moreover, we want to improve how we accommodate the needs of our visitors for such projects in the next years," explains Matthijs Wouter Knol, Director of the *European Film Market*.

This year the *EFM* will focus primarily on presenting TV series from North American and European countries, including the latest productions from a number of Scandinavian, British and German channels.

"Since many of our festival guests and filmmakers work both for the big screen and television, this new *EFM* initiative is a natural development," says Festival Director Dieter Kosslick. "The Berlinale is an audience festival, which makes Berlin the right place to introduce our visitors to the best and most interesting series, and gives them the chance to experience these stories during the festival."

Partner of this *EFM* initiative is the Film- und Medienstiftung NRW. "As Germany's leading site for television and a core region for creative filmmaking, North-Rhine-Westphalia plays an increasingly important role in international co-productions," says Petra Müller, head of the funding institution. "We believe that by including top-quality TV series a

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significant new dimension will open up for the festival and the film industry as a whole. We are looking forward to accompanying the Berlinale and the *EFM* in developing this exciting initiative.”

Having paved the way in previous years with successful screenings of *In Face of the Crime* (Dominik Graf, 2010), *Top of the Lake* (Jane Campion, 2013) and episodes of the second season of *House of Cards* (Carl Franklin, 2014), the Berlinale itself will also continue to present outstanding serial works in its film programme for the public.

The *EFM* will be held from February 5 to 13, 2015.

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Press Office
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