

Press Release



European Film Market (EFM):

Drama Series Days, EFM meets Dragon, EFM Startups and Producers Hub - Various New Initiatives in 2015

As the first film market of the year, the *European Film Market (EFM)*, part of the 65th Berlin International Film Festival, will take place from February 5 to 13, 2015 and open the year for the film trade industry. The *EFM* is one of the most significant platforms for trade in international film rights and audiovisual content. As the first industry event of the year, it is a compass for the newest developments. The exhibition spaces at Martin-Gropius-Bau and the Marriott Hotel at Potsdamer Platz are already fully booked. New initiatives like "Drama Series Days", a spotlight on Asia with "Bridging the Dragon", an initiative for startups, the development of "Meet the Docs" and programme expansions for producers will provide additional networking and business opportunities.

"With our programme, we want to expand the *EFM* into new business fields, develop the synergies between the festival and the *EFM*, and sustain the *EFM*'s position as one of the most important film markets worldwide," says Matthijs Wouter Knol, the new director of the *EFM*. "I'm very pleased to be striking new paths together with Matthijs that will develop the market further," comments Beki Probst, now the *EFM*'s president and consulting advisor.

In 2015, the *EFM* is strengthening its cooperative work with a bridge to Asia. The kickoff is a new, long-term partnership with the network "Bridging the Dragon" which was founded in 2014 and promotes cooperation between European and Chinese producers. As an international platform for the film trade, the *EFM* is an ideal place for Asian film producers to start the year out networking with the European and international industries.

One of the three *EFM* Industry Debates (February 7 to 9) also focuses on Asia: the overwhelming success of Chinese online platforms is the subject of the first debate, which will take place in cooperation with Variety. Other subjects are new possibilities for producers (with Screen International) and the development of the German series landscape (with the Film- und Medienstiftung NRW and The Hollywood Reporter). The official partner of the high-calibre panel series at the Gropius Mirror Restaurant is the IFA.

The *EFM* and the *Berlinale Co-Production Market* are teaming up to provide a new platform for high-quality series. The first "Drama Series Days" will take place on February 9 and 10. The *EFM*'s official partner is

**65. Internationale
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the Film- und Medienstiftung NRW.

“*EFM Startups*” is another new addition that the *EFM* developed together with Medienboard Berlin-Brandenburg and Startup Germany e.V. Berlin is a startup metropolis with an excellent international reputation. For the first time, the *EFM* is opening its doors to the innovative Berlin creative industries, offering ten successful startup entrepreneurs the opportunity to network with the international film and media industry.

In addition to the aforementioned programme highlights, the film market is also expanding its infrastructure with two exclusive meeting points. For the first time this year, there will be an *EFM Buyers’ Lounge* (open daily, 9.00 am to 8.00 pm) and the *EFM Producers Hub* (open February 5 to 10, 9:00 am to 1:00 pm), both at Martin-Gropius-Bau. In the coming years, the *EFM* aims to continue fortifying its relationship with producers.

***EFM* continues successful formats**

Thanks to its sustained success, the “Meet the Docs” initiative will take place for the seventh year running and be expanded. In cooperation with the European Documentary Network (EDN), the *EFM* will once again provide a meeting point for the international documentary film industry at Martin-Gropius-Bau. Various panel series, meetings with international documentary film festivals, project consulting and networking events will take place here as well.

The cooperation with *Berlinale Talents* will also continue in 2015 with the “*Berlinale Talents Market Hub*”. In partnership with Canon, ten distribution professionals and sales agents from *Berlinale Talents* will share a booth at the Martin-Gropius-Bau.

Independent American filmmakers can get together again at “American Independents in Berlin” at Martin-Gropius-Bau, organised by the IFP (Independent Filmmaker Project) and the Sundance Institute. The series “Sundance at *EFM*” and “IFP Selects” will feature newest independent productions.

And once again in 2015, the series *LOLA at Berlinale* will showcase the highlights of German cinema from 2014.

www.efm-berlinale.de

Press Office
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