

# AVANT PREMIÈRE: THE INTERNATIONAL TRADE FAIR FOR PERFORMING ARTS IN AUDIOVISUAL MEDIA

**Avant Première Music + Media Market Berlin**  
**18-22 February 2023, Berlin, Germany**

Vienna, 14 February 2023

[Avant Première](#) Music + Media Market Berlin is *the* international trade fair, marketplace, conference and networking event for music + dance films. As the preeminent gathering for a specialised industry, it unites around 600 key international experts + decision makers from major public + private broadcasting stations, streaming + VOD platforms, distribution + film production companies and performing arts institutions.

Taking place in **Berlin from 18-22 February 2023** during the **Berlinale and the EFM European Film Market**, Avant Première combines a comprehensive screening + conference programme with valuable networking opportunities + industry insights, alongside pitching opportunities, one-on-one sessions with major decision makers and celebrity appearances.

## **Avant Première Screenings: A coproduction hub for the cultural TV industry**

[Avant Première Screenings](#) provide an exclusive preview to 580 of the latest music + dance films, including documentaries, artist portraits and live recordings. Major market players like **ARTE, C Major, Deutsche Grammophon, NHK – Japan Broadcasting Corporation, Naxos Audiovisual Division, the Opéra national de Paris** or **Unitel** present their productions to the entire industry – potential buyers, coproducers and financiers. Submissions for the 2023 edition continue the ongoing trend of increasing diversity within the sector, featuring over **60 companies** from around the globe, including **Latvia, Australia, Brazil** and **Japan**.

## **Celebrities, Special Presentations + the EFM European Film Market**

[Special Screenings](#) take place in the evening, adding a touch of glamour with the presence of artists involved in the production, and a subsequent reception. This year's edition features personal appearances by stars like **Anne Teresa De Keersmaeker, Daniel Hope, Anne-Sophie Mutter** and **Eric Gauthier** supporting some of the most anticipated cultural film productions of the year.

Special Presentations showcase companies, ideas and projects inviting participants to learn about the latest innovations – like Opera de **La Scala's** [presentation](#) of their all-new streaming service.

Additionally, Avant Première works closely with the [EFM European Film Market](#), offering a special discount to EFM Market Badge Holders while Avant Première participants may screen their own productions at the EFM at highly attractive rates!

## **Conference Programme: Industry Trends, Pitching Sessions, Business Opportunities + Young Talent Promotion**

The conference programme at Avant Première is designed to meet the specific needs of the industry + assist attendees in promoting their business, expanding their professional network and gaining valuable insights. Our formats include presentations, panels on current issues, pitching sessions, booths for company presentations + numerous networking opportunities. Highlights include:

### **Innovation Day: Tue, 21 Feb, 15:30-18:00 CET**

On [Innovation Day](#), Avant Première focuses on new technologies + innovative formats for the arts. Select market players + global authorities showcase state-of-the-art projects, addressing the burning issues affecting the industry. Some of our speakers + panelists include Jay Scheib of MIT Massachusetts Institute of Technology, who will discuss his experience in utilizing [augmented reality](#) at the Bayreuth Festival, and CEO of The Mindshift Matthias Röder, who teamed up with singer Robbie Williams and Deutsche Telekom to create an AI-enhanced version of the song, "[Angels](#)".

# AVANT MUSIC + MEDIA PREMIÈRE MARKET VIENNA

## **Avant Première Talks: Tue, 21 Feb, 14:00-15:30**

In three moderated in-depth conversations, broadcasters, producers and musicians like **Daniel Hope** and **Oksana Lyniv** will come together to talk about broadcasting in times of war, music in exile, and "consternation folklore", identifying and discussing the numerous challenges faced by the arts during armed conflicts.

## **IMZ x Sunny Side of the Doc Pitching Sessions: Monday, 20 Feb, 13:45 – 17:00 CET**

In cooperation with [Sunny Side of the Doc](#) – the global marketplace for documentary + factual content – Avant Première invites filmmakers to pitch projects in development or production to international experts, including decision makers from the BBC, ARTE, and the European Broadcasting Union. With both Digital Creation and Performing Arts Documentary Pitching Sessions available, both innovation and novel approaches to the performing arts are encouraged.

## **One-on-One Expert Sessions: Wednesday, 16 Feb, 14:00-17:00 CET**

This Speed Dating format provides emerging + established talents the opportunity to connect with industry experts, draw on their know-how and discuss possible future collaborations. [‘Meet the Buyers’](#) enables participants to learn first-hand what international broadcasters + streaming companies want from representatives of the BBC, NHK, RAI, AMC International and Stage Access, among others. [‘Meet the Movers + Shakers of the Creative Industry’](#) lets you pick the brains of key authorities in their fields and explore cross-sectoral ways to collaborate + learn, with members of the Physical Cinema Festival, Advantage Austria, Creative Europe, HDKZürich and others in attendance.

## **International Cooperation and Funding**

Our increasingly globalised environment makes the European and international support and funding a vital aspect of performing arts media content. Featuring representatives from organisations like **Creative Europe** (Culture + Media), **Advantage Austria**, the **Film Industry Support Austria**, Avant Première features several presentations and pitching opportunities that allow attendees to learn more about cofunding opportunities for their projects.

*“We are absolutely thrilled to return to Berlin! Avant Première is not only the most important trade fair for audiovisual cultural content, it is a vital gathering for the performing arts and media sectors. It creates opportunities to meet face-to-face and find new project- and funding partners. Our partnerships with VisitBerlin, the EFM and the EU are a great help in achieving our goals.”*

**Katharina Jeschke**, IMZ Secretary General

*“Avant Première is the place to meet where all people share the same passion as broadcasters, producers or artists for music, dance and opera on digital platforms and TV. Every Avant Première is a success for me because I meet my colleagues and other producers, gain inspiration and purchase most of my programming for the following year.”*

**Arild Erikstad**, Executive Producer + Buyer, NRK – Norwegian Broadcasting Corporation

More information: [www.avant-premiere.net](http://www.avant-premiere.net)

Press resources: <https://press.imz.at>

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*Avant Première Music + Media Market Vienna is hosted by the IMZ International Music + Media Centre, the global network dedicated to the promotion of performing arts through audiovisual media. With over 150 IMZ Member Organisations around the world, the IMZ is committed to a sustainable growth of the industry and bases its activities around four pillars: Market Access + Network, Professionalisation, Audience Development and Innovation + New Business Models. [www.imz.at](http://www.imz.at)*

# AVANT PREMIÈRE MUSIC + MEDIA MARKET VIENNA

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