

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

**Avant Première Music + Media Market Berlin**  
**17-21 February 2024**

Vienna, 17 January 2024

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 17-21 February 2024** 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 over 510 of the latest music + dance films, including documentaries, artist portraits and live recordings. Major market players like **ARTE, C Major, NHK – Japan Broadcasting Corporation, Naxos Audiovisual Division, RTP - Rádio e Televisão de Portugal, Rai Com or Unitel** present their productions to the entire industry – potential buyers, coproducers and financiers. Submissions for the 2024 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 + 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 **Gisela João, Jonas Kaufmann, Jonas Åkerlund** and **Erna Omarsdottir** supporting some of the most anticipated cultural film productions of the year.

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 Development**

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:

# AVANT MUSIC + MEDIA PREMIÈRE MARKET BERLIN

## **Innovation Day: Tue, 20 Feb, 14:00-18:00 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.

Keynote speakers include Marc Kirschner, a partner at KKA Advisors, Robert Rutten, Managing Director of Stingray, Matthias Röder, CEO of Karajan Institute, Kay Meseberg, Head of Mission Innovation at ARTE and Ulrike Köstinger, CEO of Operabase/CueTV. They will offer insightful perspectives on how the performing arts are flourishing in today's FAST environment, highlighting the latest trends and advancements. One of the highlights of the event is the thought-provoking panel discussion on copyright in the age of AI, featuring Barbara Palier of VBW International and Margaritha Windisch of ETH Zurich. This session promises to delve into the complexities and challenges facing the performing arts sector in an era of rapid technological advancement.

## **IMZ x Sunny Side of the Doc Pitching Sessions: Monday, 19 Feb, 14:00 – 15:30 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 **MIT, FEDORA, RAI, TVP, SESC** and **RTS Radio Television Suisse**. With both Digital Creation and Arts + Culture Sessions available, both traditional and novel approaches to the performing arts are encouraged.

## **One-on-One Expert Sessions: Tue, 20 Feb, 14:00-15:30 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 **WDR, ORF, RTP** and **ServusTV**, 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 **San Francisco Dance Film Festival, Advantage Austria, Alamire Foundation, KlimAktiv** and others in attendance.

## **1:1 Matchmaking: All day + Everyday, 09:00 – 22:00 CET**

Avant Première provides participants with valuable business matchmaking opportunities to promote coproduction + trade between film producers, distributors, buyers and financiers. Beyond the One-on-One Expert Sessions, registered participants can arrange 1:1 online meetings with any other participant, directly via our event platform, b2match.

## **International Cooperation and Funding**

Our increasingly globalized environment underscores the importance of European and international support and funding in the performing arts media content. Events like Avant Première offer numerous presentations and pitching opportunities, enabling attendees to learn more about co-funding opportunities for their projects. This year's event will feature representatives from organisations such as **Creative Europe (Culture + Media), Advantage Austria**, and the **AVL Cultural Foundation**.

# AVANT PREMIÈRE MUSIC + MEDIA MARKET BERLIN

*"We are absolutely thrilled to be returning to Berlin for another exciting edition of Avant Première, the most important trade fair for audiovisual cultural content. This event is not only pivotal for our industry, but it also serves as a vital hub for the performing arts and media sectors. Avant Première fosters invaluable opportunities for face-to-face interactions, enabling professionals to discover new project and funding partners. This gathering is a cornerstone for collaboration and innovation in our field."*

**Max Beckham-Ortner**, IMZ Secretary General

*"Avant Première is the best place for meeting all people who 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)*

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