

FOR IMMEDIATE RELEASE

Avant Première 2026 is your gateway to the stories shaping the global cultural media landscape. From 14–18 February 2026, the Scandic Hotel Potsdamer Platz in Berlin will host the world's leading trade fair for cultural broadcasting + performing arts on screen, presented by the IMZ International Music + Media Centre.

This industry-defining event gathers over 600 professionals from 330+ organisations and 40+ countries, including ARD, ARTE, Deutsche Grammophon, the EBU, London Symphony Orchestra, NHK, The WNET Group, Unitel, and ZDF to network, showcase brand-new productions, and explore the trends transforming cultural broadcasting.

EVENT HIGHLIGHTS

- **Exclusive Screenings**

View exclusive screenings featuring yet-to-be-released productions from more than 60 companies. Attendees can experience the premieres of around 500 new works, including full-length Market + Specials Screenings with in-depth Q&A sessions featuring the stars of the productions. Highlights include The Faces of Carmen, following 28-year-old opera star **Aigul Akhmetshina** as she performs the iconic role in five different productions within a single year; an intimate portrait of **Brigitte Fassbaender**, tracing her artistic journey as a celebrated singer and opera director balancing tradition and reinvention; and a documentary accompanying pianist **Louis Philippson** at a formative moment in his career, exploring the pressures, discipline, and personal cost of early success. Further featured artists include **Kirill Gerstein**, **Sheku Kanneh-Mason**, and other internationally recognised voices from across the performing arts on screen.

- **Breaking Stories in Cultural Media**

The market is accompanied by an extensive conference programme, structured into thematic segments addressing the most pressing questions facing the sector today. Topics range from public service media commissioning and programming strategies to the reimagining of opera in the digital age, as well as sessions on multiplatform production and cinematic approaches to filming music and dance.

A dedicated Innovation Focus explores the growing impact of AI, examining issues such as copyright, content generation and the ethical challenges emerging from new technologies.

- **Unmatched Networking Opportunities**

With structured sessions, informal gatherings, and a matchmaking tool, Avant Première makes it easy to connect with industry leaders and decision-makers.

SPEAKERS

- **Aigul Akhmetshina**, Artist
- **Becky Lees**, Director – London Symphony Orchestra
- **Bernhard Fleischer**, Chief Executive – Hong Kong Philharmonic Orchestra
- **Brigitte Fassbaender**, Artist
- **Clemens Trautmann**, President – Deutsche Grammophon
- **Ernst Buchrucker**, Managing Director – Unitel GmbH & Co. KG
- **Franziska Facile**, Director of the Audiovisual Department – Deutsche Grammophon GmbH)
- **Hervé Boissière**, Co-CEO – Verbier Festival
- **Jean Philip De Tender**, Deputy Director-General / Director Media – EBU
- **Jeremy Wilkinson**, Head of Naxos Audiovisual Division/Opus Arte
- **Kirill Gerstein**, Artist
- **Louis Philippson**, Artist
- **Martin T:son Engstroem**, Founder + Co-CEO – Verbier Festival
- **Martin Traxl**, Head of Culture TV – ORF
- **Mathilde Michel**, Head of Performing Arts Unit – ARTE France
- **Rebecca Gross**, Managing Editor of Culture & Music – ZDF/ARTE
- **Sheku Kanneh-Mason**, Artist
- **Tobias Feilen**, Head of Music – ZDF
- **Valérie Héroux**, Vice-president, Content Acquisition + Programming – Stingray
- **Vojtech Safarik**, Head of Recording Projects – Czech Philharmonic
- **Wolfgang Bergmann**, Managing Director – ARTE

WHAT SETS AVANT PREMIÈRE APART?

With the majority of cultural films destined for international broadcasting unveiled here first, Avant Première sets the stage for the next big stories in the performing arts industry. Attendees will gain unique access to content, creators, and trends before they hit the screens worldwide.

ABOUT IMZ INTERNATIONAL MUSIC + MEDIA CENTRE

The IMZ is a global network, with 150+ member organisations, dedicated to promoting the performing arts through audiovisual media. Founded under the aegis of UNESCO in 1961, it has since established the most important business network for the performing arts films + cultural television industry worldwide. Through initiatives like Avant Première, the IMZ drives collaboration, innovation, and growth in the cultural broadcasting sector. Members include major players like the ARD, ARTE, Berlin Phil, C Major, EuroArts, NHK, The London Symphony Orchestra, The Metropolitan Opera New York, The Vienna State Opera, Unitel, and ZDF.

RELEVANT LINKS

- About Avant Première: <https://www.imz.at/avant-premiere/about/>
- About The IMZ: <https://www.imz.at/about/>
- Programme: <https://www.imz.at/avant-premiere/programme/2026>
- Registration: <https://event.avant-premiere.net/>

DOWNLOADS

Please find the visuals as well as a copy about Avant Première 2026 [here](#).

MEDIA CONTACT

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Join us at Avant Première 2026 for a front-row seat to exclusive insights into the future of cultural broadcasting!