

AVANT PREMIÈRE

Music + Media Market Berlin

The International Trade Fair for Performing Arts on Screen

Avant Première Music + Media Market Berlin, 15-19 February 2025

FOR IMMEDIATE RELEASE

Vienna, Austria – Avant Première 2025 is your gateway to the stories shaping the global cultural media landscape. From 15–19 February 2025, 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 BBC, ARTE, Deutsche Grammophon, Unitel, the EBU, The WNET Group, and NHK, 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 60+ companies. Attendees can witness the premieres of around 500 new works, including Market + Specials Screenings with full-length films and Q&A sessions with award-winning creators and artists like **Peter Sellars**, **Anastasia Kobekina**, and **Markus Hinterhäuser**.

- **Breaking Stories in Cultural Media**

The conference programme delves into a wide range of issues shaping the cultural media landscape, from the potential of immersive technologies and the impact music has on our health, to pressing concerns such as declining airtime for cultural programming on television, sustainability in the arts, and the growing need to attract younger audiences to classical music. With speakers bringing expertise from across the audio-visual performing arts industry, including distributors, cultural institutions, broadcasters, content creators, and innovators. One panel that highlights these themes, *Strengthening the Ties Between Performing Arts Institutions and Media*, convenes directors of prominent cultural institutions alongside senior leaders from broadcasters and streaming platforms to examine how media innovations can broaden global reach, enhance accessibility, and engage new audiences.

- **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.

CONFIRMED SPEAKERS

- Azis Sadikovic, Conductor
- Becky Lees, Director – London Symphony Orchestra
- Dmytro Khorkin, Member of the Managing Board – Suspilne, Ukraine
- Ernst Buchrucker, Managing Director – Unitel GmbH & Co. KG
- Franziska Facile, Director of the Audiovisual Department – Deutsche Grammophon GmbH)
- Ingrid Libercier, Programme Director - ARTE GEIE
- Jean-Paul Philippot, Administrator-General – RTBF
- Jeremy Wilkinson, Head of Naxos Audiovisual Division/Opus Arte
- Lilli Paasikivi, Artistic Director – Bregenzer Festspiele
- Markus Hinterhäuser, Artistic Director – Salzburg Festival
- Martin Traxl, Head of Culture TV – ORF
- Nazanin Aghakhani, Conductor & Composer
- Peter Gelb, General Manager – Metropolitan Opera
- Peter Sellars, Director
- Tobias Feilen, Head of Music – ZDF
- 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 BBC, ARTE, ZDF, NHK, Unitel, C Major, EuroArts, The Metropolitan Opera New York, The Vienna State Opera, Berlin Phil and The London Symphony Orchestra.

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/2025/>
- Registration: <https://event.avant-premiere.net/>

DOWNLOADS

Please find the visuals as well as an editorial about Avant Première 2025 [here](#).

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Join us at Avant Première 2025 for a front-row seat to exclusive insights into the future of cultural broadcasting!