



The **F**ilm and **A**udiovisual **M**arkets are, in **E**urope, the active foundation upon which the film, television and virtual ecosystem is built. Markets are unique industry hubs that support the entire lifecycle of audiovisual works from their initial development, their research of finance to their future circulation.

They are essential platforms for meetings, exchanges and business transactions between professionals from around the world. They evaluate, host, coach and showcase not less than 3.000 projects and audiovisual works each year.

This vibrant network of formal and informal contacts fuels the transformation of promising projects into great films, documentaries, series, programs, games or virtual worlds.

It is in festivals, theaters, televisions and streaming platforms that these projects will find their way to the public. But most of them will have passed, months earlier, through one or more Markets. It is important that those Markets are now recognized for what they are: a vital part of the European film and audiovisual ecosystem.

**Today, 24 Markets announce that they are joining the F.A.M.E. Alliance to highlight this segment of the sector, underscoring the evident positive impact of their actions.**

## **What are the Markets for?**

1. It is the first place where European and International projects will flourish and develop. In our continent, geographically and linguistically fragmented, **markets are essential incubators.**
2. **The variety achieved by Markets caters to the diversity of European content.** They cover the yearly calendar and European regions, each with a unique focus or program to support the development, financing, promotion and salability of a project, film, or audiovisual work. They act as networking hubs where a first professional contact can develop by attending other markets and industry events. Contacts established in one Market will develop in another and be concretized in a third...



3. However, Markets are not just Markets! Designed as agoras that facilitate and encourage meetings between professionals, Markets are also places of expertise that challenge and boost the projects they have selected. **It is within the Markets that the major orientations of the audiovisual cultural industry are shaped!** Through the panels, roundtables, and conferences that we organize. Each market has the chance to delve into specific topics and themes according to its identity, concept, and editorial line becoming the prime source of information on current and future industry trends through panels, roundtables, and conferences.
4. While not primarily training providers, **more of the Markets offer complementary training programs such as short labs or lectures.** Many works have emerged from these programs, gaining recognition on the festival circuit. Markets also collaborate with established training programs, fostering a continuous exchange of knowledge within the industry and the circulation of expertise.
5. Moreover, Markets are laboratories for the emergence of new narratives, new media, and new technologies. **They foster innovation by providing a fertile ground for experimentation and the development of concepts that push the boundaries of traditional audiovisual content.** Through their support and resources, Markets ensure that the European industry remains at the forefront of global advancements, continuously evolving and adapting to the changing landscape.
6. The Markets embrace and promote all genres, formats and approaches to film and audiovisual. **They are the first and indispensable step in building and defending the cultural diversity that constitutes the sector in Europe.** Markets are contributing to the dissemination of European contents in and outside Europe and are also contributing to the local, regional, national economy in attracting productions, shootings and other related activities.



7. Finally, the global reach of the **Film and Audiovisual Markets in Europe** should not be underestimated. Their influence impacts all continents. **They are the open door for international investments in the economy of the 27.**

## **What we want to implement as F.A.M.E. Alliance?**

Recognizing their collective strength, **24 Film and Audiovisual Markets have formed the F.A.M.E. Alliance** as a direct result of the three Think Tanks they organized in 2023 about the Future of European Film Markets (*Please find our global report here: <https://bit.ly/3W4Dfyl> ).*

**Aware of the challenges posed by the digital and environmental transitions, we commit ourselves to collectively support all the members of the Alliance, to foster a positive horizontal cooperation and dialogue between them, facilitating the organic growth of all actors involved in this segment.**

The goal of our Alliance is to actively participate in the construction of a dynamic, economically and environmentally sustainable, inclusive, and diverse future for the European global cinema and audiovisual industry.

**To achieve its objectives, our Alliance is committed to:**

- **Preserve the key relevance of the concept of physical Markets and underline the importance of our members' diversity.** The sector needs small, medium and large Markets spread chronologically and geographically across the continent. Those Markets, regardless of their size or orientation, are essential to a diversified audiovisual industry, creating jobs and wealth. Without this diversity, the entire production chain, in which these Markets form the first link, would be disrupted. Prioritize regional needs is the only way to respond to the unique demands and cultural expressions of the European mosaic.
- **Further foster the variety of genres, formats and technologies that build and sustain a prosperous and inclusive industry.**



- **Build a unique platform collecting the constant updates of our members data's**, creating a strategic tool to build a joint perspective for the future but also providing a comprehensive view of the production and distribution sectors for the benefit of the whole European industry. Indeed, beyond curation, expertise and training present in more of our member's organization, to monitor their key performance indicators (KPIs), the Markets offer, thanks to their activity reports, an unparalleled base of information on current and future trends in the sector.
- **Establish a facilitated communication and open dialogue with regional, national, and European funding agencies.** The F.A.M.E. Alliance will be the unified voice for Film and Audiovisual Markets, advocating for their essential role in a diversified industry.



**The alliance is proud to include the following initial signatories:**

<b>Agora TiFF</b>	Thessaloniki, Greece
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<b>Animation Production Days</b>	Stuttgart, Germany
<b>Beldocs Industry Days</b>	Belgrade, Serbia
<b>CineLink Industry Days</b>	Sarajevo, Bosnia and Herzegovina
<b>CPH:DOX</b>	Copenhagen, Denmark
<b>DocsBarcelona Industry</b>	Barcelona, Spain
<b>DOK Leipzig</b>	Leipzig, Germany
<b>DOK.fest</b>	Munich, Germany
<b>FIPADOC</b>	Biarritz, France
<b>Glasgow Film Festival Industry Focus</b>	Glasgow, UK
<b>Göteborg Film Festival Industry</b>	Göteborg, Sweden
<b>IDFA</b>	Amsterdam, Holland
<b>Les Arcs Industry Village</b>	Les Arcs - Bourg-Saint-Maurice, France
<b>Locarno Pro</b>	Locarno, Switzerland
<b>m:brane forum</b>	Malmö, Sweden
<b>Mifa</b>	Annecy, France
<b>New Nordic Films, Haugesund</b>	Haugesund, Norway
<b>NewImages Festival</b>	Paris, France
<b>Short Film Market</b>	Clermont Ferrand, France
<b>Sunny Side of the Doc</b>	La Rochelle, France
<b>Weird Market</b>	Valencia, Spain
<b>Young Horizons Industry</b>	Warsaw, Poland
<b>Zurich Film Festival</b>	Zurich, Switzerland