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The 2017 European Film Market is Already Fully Booked, Despite Considerable Expansion

Description

The *European Film Market* (*EFM*) at the Berlin International Film Festival is considered one of the most important trade platforms for film rights and audiovisual content.

As the first industry gathering of the year, the *EFM* will open its doors on February 9, 2017, setting the trends for the upcoming year in film. The entire exhibition spaces, in the Martin-Gropius-Bau and the Marriott Hotel, are already fully reserved. More than 9,000 exhibitors, license traders, producers, buyers and investors are expected over the nine market days from February 9 to 17, 2017.

This year, the *European Film Market* has expanded in both space and content. New initiatives such as the â??Berlinale Africa Hubâ?• and â??EFM Horizonâ?• provide forward-looking impetuses. The immensely popular â??Drama Series Daysâ?•, presented by the *EFM* and the *Berlinale Co-Production Market*, has been expanded and moved into a new venue. The three-day edition of the segment will run from February 13 to 15 in the Zoo Palast, with panel discussions, market screenings and various networking events. The official partner of the â??Drama Series Daysâ?• is the Film- und Medienstiftung NRW; it is mounted in cooperation with HBO Europe and the Medienboard Berlin-Brandenburg. And at the 2017 *EFM*, Mexico will be the first â??Country in Focusâ?• â?? a new *EFM* initiative that the market plans to follow through with in upcoming years with different countries.

Of course, this yearâ??s *EFM* continues with its established and successful segments â??EFM Asiaâ?• , â??Meet the Docsâ?•, â??American Independents in Berlinâ?•, â??EFM Producers Hubâ?•, the â?? EFM Industry Debatesâ?• and LOLA at Berlinale.



â??*The European Film Market* is one of the most important film markets world-wide and, since itâ??s at the start of the year, itâ??s a key seismograph for the year to come. The *EFM* is a trend-setter that keeps abreast of the radical changes in the industryâ?•, says *EFM* director Matthijs Wouter Knol.

â??There has rarely



ch a sense of euphoria in the film industry as there is now. Weâ??re responding to that with our broad range of initiatives. At the same time, itâ??s extremely important that we provide optimal surroundings that offer dependability and stability in terms of infrastructure and contentâ?•, adds *EFM* president Beki Probst.

For additional information, visit www.efm-berlinale.de.

(Source: http://www.berlinale.de)

Category

1. #Berlinale
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