



The Film and Audiovisual Markets are, in Europe, the active foundation upon which the entire film, television, virtual and immersive ecosystem is built. They are essential platforms for meetings and exchanges between professionals from around the world. They annually coach and showcase more than 3.000 projects and audiovisual works.

This vibrant network of formal and informal contacts fuels the transformation of promising projects into great films, documentaries, series, programs, games, immersive artworks or virtual worlds. Markets are unique industry hubs that support the entire lifecycle of audiovisual works from their initial development, contacts and partnerships for financing, as well as their circulation and worldwide distribution.

It is in festivals, theaters, television and streaming platforms that these projects will find their way to their audiences. 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.

*24 Markets announce their decision to join
the F.A.M.E. Alliance
emphasizing the significant positive impact
their collective actions have on this sector.*



What is the purpose of Markets?

1. A market is the first place where European and international projects will flourish and develop. In our continent, geographically and linguistically fragmented, markets are essential incubators for new audiovisual works and collaborations.
2. The variety achieved by Markets based across Europe 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, coproduction, promotion and salability of a project, film, or audiovisual work. The markets are crucial networking hubs where initial professional connections can grow through participation in various markets and events, evolving from one to another and solidifying over time.
3. However, Markets are not just Markets! Designed as places that facilitate and encourage meetings between professionals, Markets are also places of expertise that challenge and boost the projects they have selected. Markets play a crucial role in shaping the future of the audiovisual cultural industry while also helping professionals navigate the rapidly changing business climate and industry trends, ensuring they stay at the forefront of innovation. 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, market intelligence and capacity building on current and future industry trends.



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 competitive, 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 voices and contents in and outside Europe and are also contributing to the local, regional, national economy in attracting productions, shootings and other related activities.

The global reach of the Film and Audiovisual Markets in Europe should not be underestimated. Their influence impacts all continents. The markets are the open door for international investments in the European economy.




What is our mission as the 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, competitive, economically and environmentally sustainable, inclusive, and diverse future of 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. Depending on their location, the cost of staying in some large markets makes them difficult to access for small businesses based in less developed regions. The cross-market network of different sizes creates a wider window for small entrepreneurs to access the global stage. Prioritizing local and regional needs is the only way to respond to the cultural expressions of the European mosaic.



- ◆ Further foster the variety of genres, formats and technologies that build and sustain a prosperous and inclusive industry.
- ◆ 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 first proud members of the F.A.M.E. Alliance are:

ALPHABETIC LIST OF SIGNATORIES

Agora TiFF	Thessaloniki, Greece
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Animation Production Days	Stuttgart, Germany
Beldocs Industry Days	Belgrade, Serbia
CineLink Industry Days	Sarajevo, Bosnia and Herzegovina
CPH:DOX	Copenhagen, Denmark
DocsBarcelona Industry	Barcelona, Spain
DOK Leipzig	Leipzig, Germany
DOK.fest	Munich, Germany
FIPADOC	Biarritz, France
Glasgow Film Festival Industry Focus	Glasgow, UK
Göteborg Film Festival Industry	Göteborg, Sweden
IDFA	Amsterdam, Holland
Les Arcs Industry Village	Les Arcs - Bourg-Saint-Maurice, France
Locarno Pro	Locarno, Switzerland
m:brane forum	Malmö, Sweden
Mifa	Annecy, France
New Nordic Films, Haugesund	Haugesund, Norway

NewImages Festival	Paris, France
Short Film Market	Clermont Ferrand, France
Sunny Side of the Doc	La Rochelle, France
Weird Market	Valencia, Spain
Young Horizons Industry	Warsaw, Poland
Zurich Film Festival	Zurich, Switzerland