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## MIFF 37°SOUTH MARKET CALLS FOR APPLICATIONS

**MELBOURNE, 25 March 2014** - Applications are now open for the Melbourne International Film Festival's **MIFF 37°South Market**, which runs 31 July - 03 August 2014 inclusive.

Australia's only film co-financing market to occur in the context of a major festival, **MIFF 37°South Market** brings the global film financing marketplace to Melbourne in the opening weekend of MIFF - Australia's oldest and largest film festival.

The exclusive Australian partner of the London Production Finance Market (PFM), **MIFF 37°South Market** last year invited a record 50 international and local film co-financiers, including sales agents, distributors and gap funders, to meet with 100 selected producers for four days of meetings, screenings, panels and roundtables.

Across the various strands of the market, including **37°South: Bridging the Gap** and **37°South: Books at MIFF**, there were some 2,156 scheduled one-to-one meetings. The co-financiers/buyers also viewed completed local seeking distribution and/or sales agents in the **37°South: Breakthru Screenings**.

In addition to meeting some of the world's top film co-financiers, **MIFF 37°South Market's** registered producers are automatically in the running for selection to the only guaranteed Australian/NZ places at key overseas co-financing markets in Europe and North America through **MIFF 37°South Market's** exclusive partnerships with London's Production Finance Market (PFM) and Canada's Strategic Partners. For more information on the **37°South-PFM Alliance**, and the experiences of 37°South producers at PFM, go to: [http://filmlondon.org.uk/news/2012/january/film\\_london\\_takes\\_producers\\_across\\_the\\_globe](http://filmlondon.org.uk/news/2012/january/film_london_takes_producers_across_the_globe)

Application forms for **MIFF 37°South Market** are at [www.miff37degreesSouth.com](http://www.miff37degreesSouth.com) along with full details on the application process and deadlines. Early-bird applications close on **15 April 2014**.

For more details about **MIFF 37°South Market**, including the wide range of international financing guests that attend the market, see the brochure at [http://miffindustry.com/assets/2012/Industry/37S/37southbrochure\\_2012final.pdf](http://miffindustry.com/assets/2012/Industry/37S/37southbrochure_2012final.pdf)

The 63<sup>rd</sup> Melbourne International Film Festival runs from 31 July – 10 August 2014. For more details, see: [www.miff.com.au](http://www.miff.com.au)

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