



*** EMBARGOED UNTIL 7pm SUNDAY, 24 JULY ***

MIFF 37°South MARKET CLOSURES WITH PRODUCERS HEADING TO EUROPE AND CANADA

MELBOURNE, 24 July 2011: MIFF 37°South Market, the Melbourne International Film Festival (MIFF) film co-financing event running 21-24 July during the opening weekend of the MIFF 60th, closed its fifth edition on Sunday, with the announcement of the producers who were awarded the **MIFF 37°South Market Alliance** places at the UK's **Production Finance Market (PFM)** and Canada's **Strategic Partners**.

The winning producers of the October **PFM** places are Samantha Jennings, Marian Macgowan and Nicole O'Donohue, while the places at September's Strategic Partners were awarded to Della Churchill and Liz Kearney. The **MIFF 37°South Market Alliances** ensured that each producer registered for the 2011 **MIFF 37°South Market** was automatically considered, by **MIFF 37°South Market's** international financing guests, for participation at these international events. These are the only guaranteed annual Australia/NZ places at each of these events.

This year, **MIFF 37°South Market**, Australia's only film co-financing market to be held at a film festival, secured a record 44 film financiers/buyers who meet with a record 100 registered producers. In addition to many networking events, roundtables and panels, across the market's strands (which include **37°South: Bridging the Gap**, **37°South: PostScript&Direct**, and **37°South's Books at MIFF**), scheduled one-to-one meetings increased 23% to 1,542 from last year's total of 1,182, and were up 33% on 2009's 1,041, up 47% on 2008's 814 and nearly five times 2007's tally. The co-financiers/buyers also viewed completed local seeking distribution and/or sales agents (and take follow-up meetings) in the **37°South: Breakthru Screenings**.

Celebrating its fifth birthday, **MIFF 37°South Market's** record line-up of film financiers/buyers this year included Indovina (USA), Studio Canal (Europe), eOne (Canada), Ealing Metro (Europe), Aver (Canada), Gaumont (Europe), Shoreline (USA), MK2 (Europe), FilmSharks (South America), BAC (Europe), Visit (USA), Revolver (Europe), Roadshow (Australia), ArcLight (USA), Madman (Australia), BankSide (Europe), Rialto (Australia), Bavaria (Europe), HopScotch (Australia), Level K (Europe), Transmission (Australia), Films Boutique (Europe), Icon (Australia), Le Pacte (Europe), Galloping (Australia), Jinga (Europe), Fulcrum (Australia), Highpoint (Europe), Antidote (Australia), Fortissimo (Europe/Asia) and Odin's (Australia).

MIFF 37°South Market is the exclusive Australia/NZ institutional partner of London's **Production Finance Market (PFM)** and the Australia/NZ producer partner of Canada's **Strategic Partners**. See www.miff37degreesSouth.com for details of the market and for MIFF's Melbourne-exclusive activities for industry professionals on every day of MIFF's 60th edition, including the **Adrian Wootton Illustrated Film Talks** (which can be booked at www.wheelercentre.com), and, bookable at www.miff.com.au are: the **Wendall Thomas Talks Scripts** series; lectures by legendary French director **Franis Veber** (*The Dinner Game*), the all-day **Steve Kaplan Comedy Intensive**, plus a special **Veber/Kaplan In Conversation** event.

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