

MELBOURNE INTERNATIONAL FILM FESTIVAL'S MIFF 37°South Market DEADLINES & BACKGROUND INFORMATION

Last year's **MIFF 37°South Market** registered over 65 producers (up almost one-third), more than doubled to 39 the number of its registered film financiers/buyers and more than tripled its number of scheduled meeting slots to nearly 820. Applications open 11 February at www.miff37degreesSouth.com for the 2009 **MIFF 37°South Market**, which again allows for pitching of Intellectual Property for the screen from every angle with:

- **37°South: Bridging the Gap** - one-to-one meetings, roundtables, panel discussions and networking events for registered producers and film financiers/buyers (Applications for Australia/NZ PRODUCERS with market-ready scripts close **03 April 2009**);
- **37°South: Breakthru Screenings** - Screenings for invited international and local buyers of selected new Australia/NZ films seeking world sales agents and/or local distribution (Applications for Australia/NZ PRODUCERS with local films seeking sales agent or local distribution close **03 April 2009**);
- **37°South: Accelerator Express** - short film screenings showcasing to registered producers, the work of emerging directors and giving one emerging producer a registration to **37°South: Bridging the Gap** (Applications for PRODUCERS of an Accelerator 2005-2008 short film who have a feature script in development with the same director (as the Accelerator short film) close **17 April 2009**);
- **37°South's Books at MIFF** - a books-to-film event with screen adaptation case studies, public pitching of books ripe for screen adaptations and meetings for publishers and producers (Applications for PUBLISHERS/LITERARY AGENTS (film rights holders), close **17 April 2009**);
- **37°South: PostScript&Direct** - meetings of directors and writers with registered producers (Applications for SCREENWRITERS and DIRECTORS close **22 April 2009**).

In its first two years, **MIFF 37°South Market** international financing guests included Content, Bankside, Aramid, Paramount, Miramax, Sundance Channel, Magnolia, The Works, Icon, Fortissimo, Bank of Ireland, ArcLight, Independent, Bavaria and HighPoint, while local guests included Roadshow, Madman, Hopscotch, Transmission, Rialto and State and Federal Screen Agencies. Publishing guests included Allen & Unwin, HarperCollins, Penguin and Random House. Registered producers included Oscar-winner Melanie Coombs (MARY & MAX), Tony Ayres (WALKING ON WATER), Rosemary Blight (CLUBLAND), Jan Chapman (THE PIANO), Leah Churchill-Brown (SUBURBAN MAYHEM), Robert Connolly (BALIBO), Bridget Ikin (LOOK BOTH WAYS), Robyn Kershaw (BRAN NUE DAE), Sue Maslin (JAPANESE STORY), John Maynard (THE BANK), Robin Scholes (ONCE WERE WARRIORS) and Liz Watts (LITTLE FISH).

For full details of the application process, eligibility criteria and application forms for each strand of **MIFF 37°South Market**, go to www.miff37degreesSouth.com. A detailed program for **MIFF 37°South Market** will be released in early July.

For more details on the market, including feedback from producers, publishers and financiers, see the new brochure at:

www.melbournefilmfestival.com.au/downloads/37southbrochure_final.pdf.

To see last year's market program, go to:

www.melbournefilmfestival.com.au/downloads/37SoutfinalColourprogram.pdf

MIFF 37°South Market has announced that producers of **MIFF Premiere Fund** co-financed films premiering at MIFF 2009 or MIFF 2010 will receive priority complementary registration to 2009's **MIFF 37°South Market**. For more details on the **MIFF Premiere Fund**, which provides strategic minority co-financing to new Australian film that will premiere at **MIFF**, go to www.miffpremierfund.com.

MIFF 37°South Market is the exclusive Australia/NZ organisational partner of London's Production Finance Market (**PFM**), providing the **PFM**'s only guaranteed slot for Australian/NZ producers. The **PFM** Australia/NZ producer is chosen from registered **MIFF 37°South Market** producers by the market's international financing guests. The London **PFM** occurs each October in association with The BFI London Film Festival and is supported by the London Development Agency, UK Film Council, UK Trade and Investment (UKTI), Skillset, City of London Corporation and Peacefulfish.

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www.miff37degreesSouth.com