

MEDIA RELEASE



**** EMBARGOED UNTIL 9am TUESDAY 21 JULY 2009 ****

MIFF 37°South Market: INTERNATIONAL FILM PLAYERS HEAD TO MELBOURNE

MELBOURNE, 20 July 2009: A large contingent of international and Australia/NZ film financier/buyers are heading to Melbourne for **MIFF 37°South Market**, the Melbourne International Film Festival (**MIFF**) film co-financing event running 23-26 July 2009,

This year, **MIFF 37°South Market**, Australia's only film co-financing market to be held at a film festival, has secured some 37 film financiers/buyers who will meet with 70 producers from across Australia/NZ who were selected for registration at the market. Across the various strands of market, which include **37°South: Bridging the Gap**, **37°South: PostScript&Direct**, and **37°South's Books at MIFF**, the number of scheduled one-to-one meetings has increased 28% to 1,041 from last year's total of 814 (which was triple 2007's tally).

International film financiers/buyers include Paramount (USA), Match Factory (Europe), National Geographic Films (USA), Hanway (Europe), Visit Films (USA), Bankside (Europe), Media8 (USA), Pathe (Europe), ArcLight (USA/Australia), Ealing (Europe), H20 (USA), Bavaria (Europe), Standard & Chartered (Asia), GoalPost (Europe), Fortissimo (Europe/Asia), QuickFire (Europe), Icon (USA/Australia), Highpoint (Europe) and Universal (USA/Australia). Australian/NZ companies include Roadshow, HopScotch, Transmission, Madman, Odin's Eye, Arkles, ABC-TV, Accent, MFM, Rialto, Aztec, Abacus, Gil Scrine and Sharmill.

"**37°South Market** is an important initiative of the Victorian State Government to build on Melbourne's position as a centre of the Australian screen production industry and this line-up of international and local film financiers/buyers offers filmmakers multiple opportunities to meet with potential co-financiers and collaborators here in Melbourne," said **MIFF** Chair Claire Dobbin. "Together with the Government's parallel initiative for the **MIFF Premiere Fund**, these industry initiatives mirror other international film festivals which, like **MIFF**, have expanded to become important creative and financing hubs."

The co-financiers/buyers will interact with the registered producers in **37°South: Bridging the Gap**'s packed roster of 723 (up 22%) one-to-one scheduled meetings and 12 roundtables, plus panels and networking events. The film co-financiers will also view completed local seeking distribution and/or sales agents (and take follow-up meetings) in the **37°South: Breakthru Screenings**, as well as attend the **MIFF 2009** world premieres of **MIFF Premiere Fund** co-financed titles **BALIBO**, **INDONESIA CALLING** and **BLESSED**.

With the participation of 19 Australian publishers, including Hachette, HarperCollins, Penguin, Random House, Scribe and Text, **37°South's Books at MIFF (BaM)** returns with screen adaptation case studies and public pitching of titles ripe for adaptation, plus scheduled meetings between publishers and producers. The market's 70 producers also participate in **37°South: Accelerator Express**, which showcases to producers, via screenings, the work of selected emerging short film directors attending the **MIFF Accelerator** development workshop. Meantime, **37°South: PostScript&Direct** sees Victorian scriptwriters/directors meet **MIFF 37°South Market**'s producers from across Australia/NZ.

MIFF 37°South Market is the exclusive Australia/NZ institutional partner of London's **Production Finance Market (PFM)**. See www.miff37degreesouth.com for details of the market, including the program. **MIFF 37°South Market** runs 23-26 July 2009 during the opening and industry weekend of **MIFF** that includes **MIFF Accelerator** and, on 27 July 2009, the **Australian Directors Guild Conference** (see www.adg.org.au). For more information on **MIFF**, Australia's oldest and largest film festival, go to www.melbournefilmfestival.com.au

37°South Market ORGANISED BY:



GOVERNMENT PARTNER:



GOVERNMENT SUPPORTER:



GOLD INDUSTRY SPONSOR: Film Finances

Louise Heseltine | 8660 4816 | 0402 054 143 | louise@limelightpr.com.au
Asha Holmes | 8660 4815 | 0403 274 299 | asha@limelightpr.com.au
Joanna Finney | 8660 4816 | 0401 817 546 | joanna@limelightpr.com.au
LIMELIGHT PR | PO Box 1199 Little Lonsdale Street, Melbourne, Australia 8011

Limelight ^{PR}