



REBOOTED & LOADING LIVE: 37°SOUTH MARKET IS BACK!

[Applications](#) are open until 17 June to attend an expanded and refreshed [MIFF 37°South Market](#), which runs 04-07 August 2022, reconnecting the screen production industry during the opening weekend of the landmark 70th Melbourne International Film Festival ([MIFF](#)).

The first "in-person" iteration of the Market since 2019, **MIFF 37°South** is a selective event where producers pitch their script-stage film & TV projects to screen content financiers (including distributors, sales agents, TV-networks, equity investors, cashflow providers, gap funders, streaming services and more) at its **Bridging the Gap** meetings forum across all four days of the Market.

Also returning to **37°South** is the **Breakthru Screenings** strand, where screen content buyers view completed films seeking sales/distribution followed by meetings with the films' producers at the Market, and **Books at MIFF (BaM)**, Australia's original books-to-screen market where, on 04 August, publishers pitch their manuscripts to producers for potential screen adaptations.

Other [program modules](#) at this year's **37°South**, the event's 15th edition, include the "in-person" debuts of both new modules and significantly revamped classic modules, after road-testing at last year's **37°South** digital edition, including:

- **PostScript&Direct (PS&D)**, where screenwriters/directors/content creators meet with screen producers to expand their contacts and generate interest in their work and skills, returns in an expanded format – now running over two afternoons (6&7 Aug including curated meetings, networking events and discussion panels – with eligibility expanded for pitchers to include web-series creatives and meeting-taker eligibility revamped to include development executives from major production companies;
- **Link-Up**, promoting connections and business opportunities, via curated meetings and networking events, between registered producers and **37°South**'s partner screen agencies as well as private-sector screen service organisations;
- **Nexus**, where owners of screen adaptation rights in wider IP assets (such as podcasts, games, stage-plays, press-pieces, online content, musicals, short-stories) pitch their creative properties to producers for potential film/TV adaptations.

Producers presently without pitch-ready scripts can still attend **37°South** and seek new content to develop by meeting with publishers at **BaM**, writers at **PS&D** and/or IP rights holders at **Nexus**. Meantime, producers selected for **Bridging the Gap** or **Breakthru Screenings** receive registrations that include access to **Link-Up** meetings and **State of Play** panel sessions, along with the option of seeking new content to develop at **PS&D**, **BaM** and **Nexus**.

Another plank of **37°South Market**'s key 2022 mission of 'reconnecting the screen industry' is a major expansion of the **State of Play** talks, seminars and panels strand extending across all four days of the event and featuring several slots guest-programmed by soon-to-be-announced strategic partners.

"Despite the professional difficulties of the past few years, one upside was that having to move last year's Market online presented opportunities to think differently, test new systems and try-out adding to **37°South**'s mix new elements like a larger range of IP rights holders, service companies, TV projects and TV financing, development executives, a broader palette around emerging creatives, and more," said **37°South Market** Director Mark Woods. "This year's 'in-person' debut of these road-tested new modules – alongside the reprise of the Market's classic strands, acclaimed networking events and bespoke meetings-diaries – ensures **37°South** returns as a refreshed and expanded in-person event reconnecting the screen industry during the opening weekend of the 70th edition of MIFF – the Southern Hemisphere's oldest and largest film festival."

• Application deadline for all strands of **37°South** is **17 June 2022**; apply now via [MIFF Industry's application portal](#)

Thanks to **37°South**'s generous [funding partners](#), **37°South** is already one of the most accessible events on the screen industry calendar with registration fees amongst the lowest in the sector – and this year could be up to 25% cheaper for some participants thanks to the [Victorian State Government's Entertainment Program](#). Once **37°South** applicants have paperwork confirming that they have been accepted into **37°South** this year, including their transaction receipt, they should then [apply here](#) without delay for a rebate of up to \$125 from the Victorian State Government. For any questions about the scheme, which is open to all Australian bank account holders, see [here](#).

www.miff37degreesSouth.com

Funded by the Victorian State Government since 2007 as its Principal Government Partner, **37°South** has held 14 editions thus far, scheduling more than 28,280 meetings. International financing guests have included the likes of 30west, AGC, Amazon, AMP, Bankside, BBC, Beta, Blue Fox, Charades, Electric, Embankment, Epic, Exchange, eOne, Film4, Gaumont, Hanway, HydePark, Independent, Ingenious, Jinga, Kaleidoscope, Kinology, Koan, Level-K, Magnolia, Match Factory, Memento, MK2, Mubi, Myriad, Netflix, Participant, Pathe, Protagonist, Shoreline, Sierra-Affinity, Starz, StudioCanal, Svensk, TF1, Trust Nordisk, UGC, Wide, Voltage, Wild Bunch, XYZ, alongside Australia/NZ companies like ABC-TV, Arclight, Dendy, Elevate, Foxtel, Fulcrum, Filmology, Limelight, Madman, Maslow, Odin's Eye, Pivot, Potential, Roadshow, SBS-TV, Sharmill, Stan, Umbrella, Vendetta, while book publishers attending have included Allen & Unwin, Hachette, Hardie Grant, Penguin Random House, Scribe, Text and more.