

SUNNY SIDE OF THE DOC

 **2025 PRESS FILE**

La Rochelle, June 23-26, 2025



**sunny
side** of the
doc

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Editorial

New routes to storytelling: a shifting edition

In a rapidly changing audiovisual landscape, our documentary industry stands at a decisive crossroads. The market is under pressure, traditional business models are losing momentum, and technologies are reshaping our practices.

The documentary value chain is undergoing a profound reconfiguration. Producers, broadcasters, distributors, archives, and platforms are redefining their roles, while new professions are emerging—from impact development to alternative financing. This major shift demands adaptation and anticipation.

And it is the bond that unites us that constitutes our true strength. In La Rochelle, we are creating a space where the international documentary community can genuinely co-construct the future. The collective intelligence we mobilize is not just a slogan; it is our concrete method for embracing the strategic pivots that will allow our industry to remain agile and innovative in an ever-evolving media environment.

For this 36th edition, we are guided by two ambitions: to understand the transformations reshaping our sector and to connect professionals and stories with greater authenticity and inclusivity. To achieve this, it is essential to support talents internationally, especially those bringing new perspectives.

Because it is precisely in uncertain times that the documentary genre reveals its essential strength—connecting worlds, shedding light on complex realities, and bringing people together around universal values.

Sunny Side of the Doc asserts its position as an international market at the heart of Europe for all forms of documentary storytelling. This anchoring is not merely a matter of geography, but of vision. At a time when borders are closing and budgets are shrinking, we are making a deliberate choice: openness, collaboration, and the sharing of skills. Because only together will we find sustainable solutions to lead the documentary industry towards a more enduring and international future.

The new routes of storytelling have yet to be mapped out. Over these four days, I invite you to reconnect, to approach our shared challenges with pragmatism, to frankly share your concerns and hopes, and above all, to dare to forge new, unprecedented collaborations—under the sun.

Welcome to Sunny Side of the Doc 2025.
Welcome to a new chapter in this collective adventure!

Aurélie Reman, Managing Director

2024 Key data

2,100

delegates

68

countries

1,000

companies

90

exhibitors

250international
decision makers**40**delegations
from all around
the world

Forging collective pathways: financing, storytelling, and destination

Understanding shifts and building new models together

A strategy driven by synergies and international alliances

For its 2025 edition, Sunny Side of the Doc **is strengthening its editorial focus** with a more targeted and better-structured program designed to meet the needs of documentary professionals. To deliver increasingly relevant content that reflects the sector's ongoing transformations, the event draws on the expertise of an **international and diverse advisory board** composed of leading experts from broadcasting, production, and distribution.

This strategic advisory board, bringing together **eight professionals from across the broadcasting, production, and distribution industries**, is tasked with anticipating emerging trends, enriching the editorial content, and enhancing the market's impact.



Comité consultatif 2025.

Members of the advisory board:

- **Caroline Behar (France)** – Head of International Coproductions and Acquisitions, France Télévisions
- **Laurent Duret (France)** – Producer & Founder, Bachibouzouk
- **Paul Heaney (United Kingdom)** – Chief Executive Officer, Bossanova
- **Elvira Lind (Germany)** – Consultant, Independant
- **Wangeci Mũrage (Kenya)** – Chief Executive Officer, Media Pros Africa
- **Emmanuel Prosnier (France)** – Business Development Manager, Broadcast Department, Getty Images
- **Ellen Windemuth (United States)** – Chairwoman, WaterBear Network
- **Myriam Weil (France)** – Head of Documentary, Federation Studios

F.A.M.E: an unprecedented alliance to strengthen film and audiovisual markets in Europe

As part of its strategy for openness and international cooperation, Sunny Side of the Doc continues its commitment within the Film and Audiovisual Markets in Europe alliance (F.A.M.E), launched at the end of last year. Bringing together 24 European film and audiovisual markets, this initiative aims to strengthen synergies between professional events, support independent creation, the emergence of new talents, and access to financing, in the face of technological, economic, and societal challenges. As a member of F.A.M.E, Sunny Side of the Doc continues to promote the diversity of narratives, foster international co-productions, and defend a dynamic and resilient European audiovisual culture.

New routes to storytelling: find a way or make a way

In response to a rapidly evolving documentary market, Sunny Side of the Doc 2025 will introduce an innovative two-part session designed to captivate industry professionals.

This highlight event will bring together seasoned producers and influential decision-makers from Europe and beyond **to collectively explore survival and innovation strategies within an increasingly saturated ecosystem.**

On one side, **independent European producers** will share their approaches to standing out and maintaining production value despite heightened competition.

On the other, representatives from **platforms and broadcasters** will reveal their vision of tomorrow's "premium" content and discuss the importance of alliances to mitigate risks.

This **unique dialogue**, enriched by up-to-date data on audience behaviors, will offer participants a concrete and insightful dive into the new definitions of value and authenticity in documentary storytelling. A must-attend event for anyone looking to navigate — or chart — new paths in the global documentary landscape.

Connecting with key industry players

This year, Sunny Side of the Doc has adopted a pragmatic targeting approach, built around **the expectations of broadcasters** regarding content. Thanks to the varied thematics introduced by the pitch sessions, the range of documentary genres are presented and define the current state of this market. To further deepen this market understanding and avoid any saturation, the thematic pitch sessions will be complemented by brief and dynamic formats: 30-minute **"Meet the Executives" sessions** designed to provide a precise and updated snapshot of the industry.



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Among the announced participants are: **ZDF Studios** for Science, **Al Jazeera** for New Voices, **RTBF** for Current Affairs, **Blue Ant Media** for Nature & Environment, and **IMZ** for Arts & Entertainment. Regarding Impact Campaigns, specialized producers will share their work through concrete case studies.

Far from being a compartmentalization, this segmentation by documentary genre enables a refined approach to funding opportunities. In this regard, the **UER / EBU Specialist Factual group**, which brings together around ten European public broadcasters (ORF, HRT, France Télévisions, SVT, ARTE, RTE, BR/ARD, ZDF, BBC, RTS, RAI), has chosen to hold its annual meeting at Sunny Side of the Doc 2025.

Finally, for the third consecutive year, the launch of the **Global Doc** call for projects, initiated by France Télévisions, will take place at Sunny Side of the Doc on Monday morning, June 23. In addition to the official announcement, this session will provide an opportunity for an in-depth discussion on the role of public broadcasters within the international documentary landscape.

Acquisition and distribution: the foundations of a changing market

This year, Sunny Side of the Doc will introduce **new sessions dedicated to buyers and commissioning editors**. This innovative approach aims to foster targeted, strategic meetings between industry players, maximizing sales and international co-production opportunities.

The sessions "**Meet the Buyers**," "**Meet the Commissioners**," and "**Navigating the Distribution Shift**" will give insights to producers and distributors with the acquisition strategies and priorities of three key decision-makers per panel, followed by an interactive Q&A — all in 30 minutes.

Adding to this dynamic, a new exclusive session, "**Distributors Meet Selected Projects**" is specially designed for project holders from the official selection who are currently without a distributor. This targeted opportunity will allow them to connect with distributors actively seeking impactful projects for their line-ups.

Archives & Innovation: two strategic summits to reinvent the documentary genre

Sunny Side of the Doc strengthens its editorial proposal with two new key highlights: the Innovation Summit (June 23-24) and the Archives Summit (June 25-26). These summits will give to professionals targeted opportunities and new perspectives for the documentary industry.

Innovation Summit: AI, immersive, digital first — documentaries leading narrative revolutions

On June 23 and 24, the Innovation Summit will highlight the technological and narrative advancements in documentary through a series of conferences dedicated to the latest industry trends.

Key highlights:

- **The digital-first documentary shift:** as YouTube redefines audience standards and media timelines, this session will bring the community face-to-face with its digital future. Traditional broadcasters disrupted, emerging creators, and fast growing platforms: all documentary ecosystem players will compete and draw inspiration from one another in this new digital arena. How can these new territories be effectively monetized? What innovative collaborations should be formed? Dive deep into the strategies that are reinventing both the storytelling and economic aspects of documentary.

- **AI in docs: who benefits from the revolution?** Between creative promise and ethical questions, artificial intelligence is challenging the very foundations of documentary. Confronting innovative practices with the critical issues of intellectual property and authenticity will be the focus of this crucial debate, where we will collectively define the rules for a new territory where creation, copyright, and documentary truth seek their balance.
- **New immersive destinations:** the XR universe is redrawing its boundaries in a conference on the rise of location-based physical venues and emerging distribution platforms, transforming the creative and economic ecosystem of immersive content. From museums to pop-up spaces, producers are adapting their strategies to these new destinations. Between logistical challenges, new distribution models, and reinvented narrative approaches, speakers will decode the key elements of a changing market where the collective experience takes precedence.
- **Sunny Innovation Lab:** several sessions will be devoted to projects selected as part of the Sunny Innovation Lab. Guided by experts, the creators will present their works to a qualified audience: institutions, museums, festivals.
- **Immersive experiences showcase at the Studio:** works from the Sunny Innovation Lab will be exhibited at the Studio, in the heart of the Encan hall. Alongside them, a curated selection created in collaboration with our partner Diversion, offering the chance to experience some of the boldest documentary experiences of the year.

Archives Summit: audiovisual archives and heritage, the raw material for tomorrow's stories



On June 25 and 26, the **Archives Summit** will bring together experts, producers, broadcasters, and platforms to address the challenges and opportunities related to archives in documentary creation: preservation, access, and historical storytelling. The many archive companies that have long been a part of Sunny Side of the Doc will be highlighted through the Archives Summit. These companies are essential partners for many films. Meanwhile, newly opened archives around the world are offering fresh perspectives on our shared history.

Archive producers are becoming increasingly important for their expertise in knowing where to find archives, how to access them, and how to negotiate their use. Sunny Side of the Doc is inviting 10 archive producers from across the globe to participate in the market. They represent the crucial link between archive companies and documentary producers.

Key highlights:

- **Archives Keynote:** American filmmaker **Dawn Porter** will share her experience working with archives and present her latest film dedicated to Nelson Mandela. A powerful journey through History, seen through the eyes of a committed filmmaker.
- **Archives showcase & cocktail:** for one hour, six organizations will showcase their activities, specialties, and unique approaches to bringing archives to life. Join them afterwards for a moment of networking and conversation during the "Archives" cocktail event.
- **First Nations & Archives:** this panel will be part of the ongoing discussions on the decolonization of archives. How can First Nations reclaim images that were filmed by others? How can they use them archives to tell their own histories through films and share their cultures from the inside?
- **Archives & Africa:** this session will focus on the management of archives across the African continent: who is preserving them? With what resources? What policies exist for their preservation, restoration, and promotion? An open discussion about the realities, challenges, and local and international initiatives aimed at rehabilitating and valuing African audiovisual heritage.

Other key sessions will also shape this Archives Summit, including the **History Pitch**, which will highlight ambitious documentary projects.

This major turning point for the archives sector is also reflected in the **increased presence of specialized exhibitors**. 18 will be present in the exhibition hall, forming a true "**Archives Village**," accessible throughout the four days of the market.

The essentials shaping trends and the documentary ecosystem

Sunny Side of the Doc pitch sessions: a showcase for documentary projects with international potential

Building on the success of the 2024 edition, Sunny Side of the Doc's pitch sessions will return in 2025, offering a showcase for the most distinctive and impactful documentary projects helping them to find international co-production partners and funding.

Renowned for the quality and originality of the selected projects, as well as the relevance of the decision-makers in attendance, Sunny Side of the Doc's pitch sessions are organized around seven major themes: **Science, Nature & Environment, History, Current Affairs & Investigation, Arts & Culture, New Voices**, and **Impact Campaigns**. These categories reflect Sunny Side of the Doc's commitment to offer industry professionals unique opportunities to tell powerful and innovative stories.

The seven winning projects, selected by expert juries, will be awarded prizes by sponsors from each pitch category: **PBS Distribution, RTBF, Blue Ant Media & Love Nature, Al Jazeera & AJB DOC Film Festival, ZDF Studios.**

The Official Selection, announced on May 6 via a press release, can be explored in greater detail on the Sunny Side of the Doc website.

The documentary landscape of tomorrow

The traditional **lineups of major French and international broadcasters**, as well as the **Meet the Executives** sessions, will offer an immersion into the strategic ambitions of leading broadcasters and platforms.

The involvement of **authors, producers, and distributors unions** plays a central role in the dynamics of the documentary sector. Organizations such as SPECT, SPI, SATEV, USPA, and Unifrance will offer conferences and meetings to discuss the current and future challenges of the documentary industry, from creation to distribution.

In this context, LaScam will unveil the results of its 2nd Barometer of Author-Producer Relations, continuing the work initiated with its first study in 2024. Finally, their presence at the market will also provide an opportunity to reveal the winners of Les Étoiles de LaScam, an award that highlights the most impactful documentary works of the year.

Honouring key anniversaries together

This year, the market will celebrate the **100th anniversary of NHK**, the Japanese public broadcaster and loyal partner of Sunny Side of the Doc for the past twenty years. A special evening will mark this centenary, with a private cocktail reception hosted by the NHK delegation.

Another highlight: **Terranoa**, the French distribution company and subsidiary of Gedeon Media Group, will celebrate its **25th anniversary** during the 36th edition of Sunny Side of the Doc. On this occasion, it will announce new producer partnerships and several international collaborations that will be launched.

Finally, **Ushuaïa TV** will celebrate its 20th anniversary — 20 years of exploration, wonder at the beauty of our planet, and commitment to its preservation.

A pioneering and leading channel for environmental issues since its launch, **Ushuaïa TV** takes its audiences to the four corners of the world through captivating and socially engaged programming.



Expanding narrative horizons: authenticity, inclusion, and new voices

Exploring and valuing authenticity through more inclusive stories

First Nations in the spotlight: promoting indigenous narratives

Staying true to its commitment, Sunny Side of the Doc will continue to value the voices of First Nations, ensuring they are heard and supported on the international documentary stage. In the face of crucial issues like climate change and environmental justice, it is essential that these narratives are told by those who live them.

In 2025, new networking opportunities will bring together Indigenous professionals and key industry decision-makers. Marissa McDowell, filmmaker and director of the First Nations program, will guide emerging talents and moderate a dedicated roundtable discussion, as well as a panel on Indigenous archives and the preservation of cultural heritage.



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Sunny Side of the Doc aims to build lasting relationships with First Nations professionals. A panel will bring together several representative organizations and institutions to explore co-production opportunities, with the goal of regularly welcoming delegations from these communities.

Brazil on the international stage

As part of the **France-Brazil Season 2025**, celebrating 200 years of diplomatic relations between the two countries, and in line with its commitment to support new voices on the international stage, **Sunny Side of the Doc organized the pitch sessions** of the first edition of the LatAm Content Meeting. The event brought together **over 650 participants from 20 countries and 80 international decision-makers**, including Deutsche Welle, Channel 4, France Télévisions, Amazon Studios, and YouTube.

This initiative is part of a broader effort to open up to new documentary geographies from the Global South, particularly the **growing synergies between Brazil and Africa**. A Franco-Brazilian co-production agreement will be signed during the Cannes Film Market in May 2025 to sustainably encourage these audiovisual collaborations and highlight the diversity of narratives.



The Sunny Academy: crafting talent for the international market



In 2025, Sunny Side of the Doc is strengthening its commitment to the new generation of professionals by developing unprecedented opportunities for their access to the international market. Among the key initiatives of this edition, the **Sunny Academy** supports these talents and facilitates their integration into the documentary ecosystem.

This program is based on three complementary initiatives:

- **Doc Network**

Doc Network brings together several training programs hosted by Sunny Side of the Doc, such as the **Ex Oriente Series** Workshop (for the third consecutive year), the 'Producing an Impact Film Campaign' training course in collaboration with **The Media Faculty**, and a workshop from the **Documentary Campus Masterschool** 2025 program.

This initiative is further enhanced by the **Talent Grants program**, which provides international talents with the opportunity to participate in Sunny Side of the Doc.

- **Doc Masters**

Doc Masters brings together several initiatives that share a common goal: the expertise of Sunny Side of the Doc dedicated to the international documentary community. This program includes activities such as mentoring programs, international pitch forums, and tailor-made training sessions, all organized by Sunny Side of the Doc.

This year, Sunny Side of the Doc organized the **pitch sessions for the first edition of the LatAm Content Meeting**, offering project leaders the opportunity to present their documentaries in front of an audience of international decision-makers and strengthen their presence in the Latin American market. In cooperation with CICC, bespoke **mentoring was provided for three Chinese projects**, offering them strategic support in preparation for their participation in the next edition of Sunny Side of the Doc. Furthermore, in collaboration with the MBC Academy, an **exclusive training program will be dedicated to a delegation of ten Saudi directors**, helping them develop their projects and integrate into the international scene.

- **Doc Residency**

The Doc Residency will take its first steps at Sunny Side of the Doc, marking the **launch of a unique and tailored support program**, fully designed by Sunny Side. This program will be aimed at a selection of projects from our network of emerging talents, offering an intensive development path.

The program will include specialized development sessions, networking opportunities with industry leaders, and exclusive access to financing and co-production opportunities. The main goal is to provide these talents with the tools they need to establish themselves on the international stage.

The Doc Residency is undoubtedly one of the cornerstones of the Sunny Academy, serving as a real springboard for today's and tomorrow's creators.

A first step towards 2025

This year, Sunny Side of the Doc lays the first stone of the **Doc Residency**, a tailored program designed to become the cornerstone of the Sunny Academy. As a prelude to a more comprehensive residency planned for 2026, a first cohort of 10 project holders will be supported this year at the international market.

These **10 project holders** will benefit from tailored support before, during, and after the market, guided by two prominent mentors:

- **Nicolas Deschamps**, CEO at Realworks
- **Elvira Lind**, Independent Consultant and member of the Sunny Side of the Doc Advisory Board

During the market, selected project holders will have the opportunity to participate in four key sessions:

- **Workshop “From local to global storytelling”** - Monday at 2:30 PM (private session)

A confidential exchange between mentors and participants focused on structuring a narrative with international scope.

- **Masterclass by Christilla Huillard-Kann** (*Elda Productions*) - Tuesday at 5:00 PM

A debrief on the mechanics of international co-productions, including strategies, pitfalls to avoid, and key decisions.

- **Workshop “Authenticity through music”** - Wednesday at 12:00 PM (to be confirmed)

An exploration of the role of music in documentary storytelling.

- **Workshop “One day in the life of independent distributors”** - Thursday at 10:00 AM

A meeting with two European distributors (currently being selected) for an immersion into their daily routines and work methods.

The final three workshops, open to all, are part of the “Emergence” program. They will be accessible to participants from partner training initiatives - such as Ex Oriente Series, Documentary Campus Masterschool, and The Media Faculty - as well as newcomers attending the market for the first time.

Our commitments and unifying value

Gender equality, accessibility & eco-responsibility: a market open to all

Sunny Side of the Doc is actively committed to achieving balanced representation of women and minorities in the documentary ecosystem. In partnership with **MediaClub'Elles, Pour les femmes dans les médias**, and the collective "**Nous, réalisatrices de documentaires**", we are developing concrete initiatives that challenge the status quo and drive progress in our industry.

"And yet... Women are killing it!"

This showcase highlights the audience success driven by female directors across various genres and platforms. These presentations demonstrate, with concrete data, that female-led productions achieve undeniable commercial success, thus breaking through the glass ceiling of preconceived notions.

Sunny Ladies: audacious & allies

In an intimate format that fosters authentic exchange, "Sunny Ladies: Audacious & Allies" brings together four iconic figures in the documentary world, from different countries and professional backgrounds. This exclusive session offers a rich panorama of experiences where pride and accomplishments blend with practical advice directly applicable to professionals in the industry. Without hesitation, these trailblazers share their methods for transforming cultural paradigms, overcoming obstacles with ingenuity, and harnessing the power of women's collective strength. Their sincere testimonies reveal the tangible impact of their initiatives on the sustainable transformation of the documentary industry. This event, much more than just an exchange, serves as a powerful catalyst for shaping a more balanced, inclusive, and creatively fertile audiovisual ecosystem.

A new perspective on inclusivity

For the second consecutive year, Sunny Side of the Doc is continuing its collaboration with the New York-based ReelAbilities festival, the first international event dedicated to showcasing films created by and/or about people with disabilities.

Through a dedicated session, Sunny Side reaffirms its commitment to promoting a more inclusive representation of disability, both in front of and behind the camera.

For a more eco-friendly event

Sunny Side of the Doc is continuing its commitment to eco-responsibility, with a focus on reducing its carbon footprint and optimizing sustainable practices. The event will feature eco-friendly catering, reusable materials for signage, and will encourage participants to travel by train rather than by plane to reach La Rochelle.

Since 2024, Sunny Side of the Doc has been a member of the United Nations' SDG Media Compact, supporting the 17 Sustainable Development Goals. Locally, Doc Services donates 1% of its revenue to the La Rochelle-based association Blutopia through the 1% for the Planet network. The company is also a signatory of La Rochelle's Eco-Responsible Events Charter and continues to work on reducing its environmental impact.

Agenda at a glance

Not to be missed

Before SSD

Tuesday, May 27 - Online

The Sunny Side of the Doc team hosts an online meet-up with all its accredited delegates to help them prepare and optimise their market experience.

Awards Café

Enjoy these convivial moments and meet the winners of each pitch session!

- **Tuesday, June 24 at 9:00 AM:** Science and New Voices Winners
- **Wednesday, June 25 at 9:00 AM:** Current Affairs & Investigation and Arts & Entertainment Winners
- **Thursday, June 26 at 4:00 PM** **Closing & Awards Café:** Impact Campaigns, Nature & Environment, and History Winners



NHK 100 years

Monday, June 23

7 PM - Aquarium

This year, the market will celebrate the 100th anniversary of NHK, a key player in international coproduction and a loyal partner of Sunny Side for the past twenty years. To mark this milestone, NHK has chosen La Rochelle to gather its partners for a special evening and an invitation-only cocktail event.

Channels lineups & Unions presentations

Arte: Thursday, June 26 at 12:00 PM

China Hour: Tuesday, June 24 at 12:00 PM

France Télévisions: Monday, June 23 at 5:30 PM

Canal+ Group: Tuesday, June 24 at 2:30 PM

Groupe M6: Tuesday, June 24 at 12:00 PM

NHK: Monday, June 23 at 12:00 PM

NOVO19: Wednesday, June 25 at 3:15 PM

RMC: Tuesday, June 24 at 10:30 AM

La Scam: Tuesday, June 24 at 9:00 AM

SATEV: Wednesday, June 25 at 11:00 AM

SPECT: Wednesday, June 25 at 12:30 PM

SPI: Wednesday, June 25 at 9:00 AM

USPA: Tuesday, June 24 at 5:00 PM

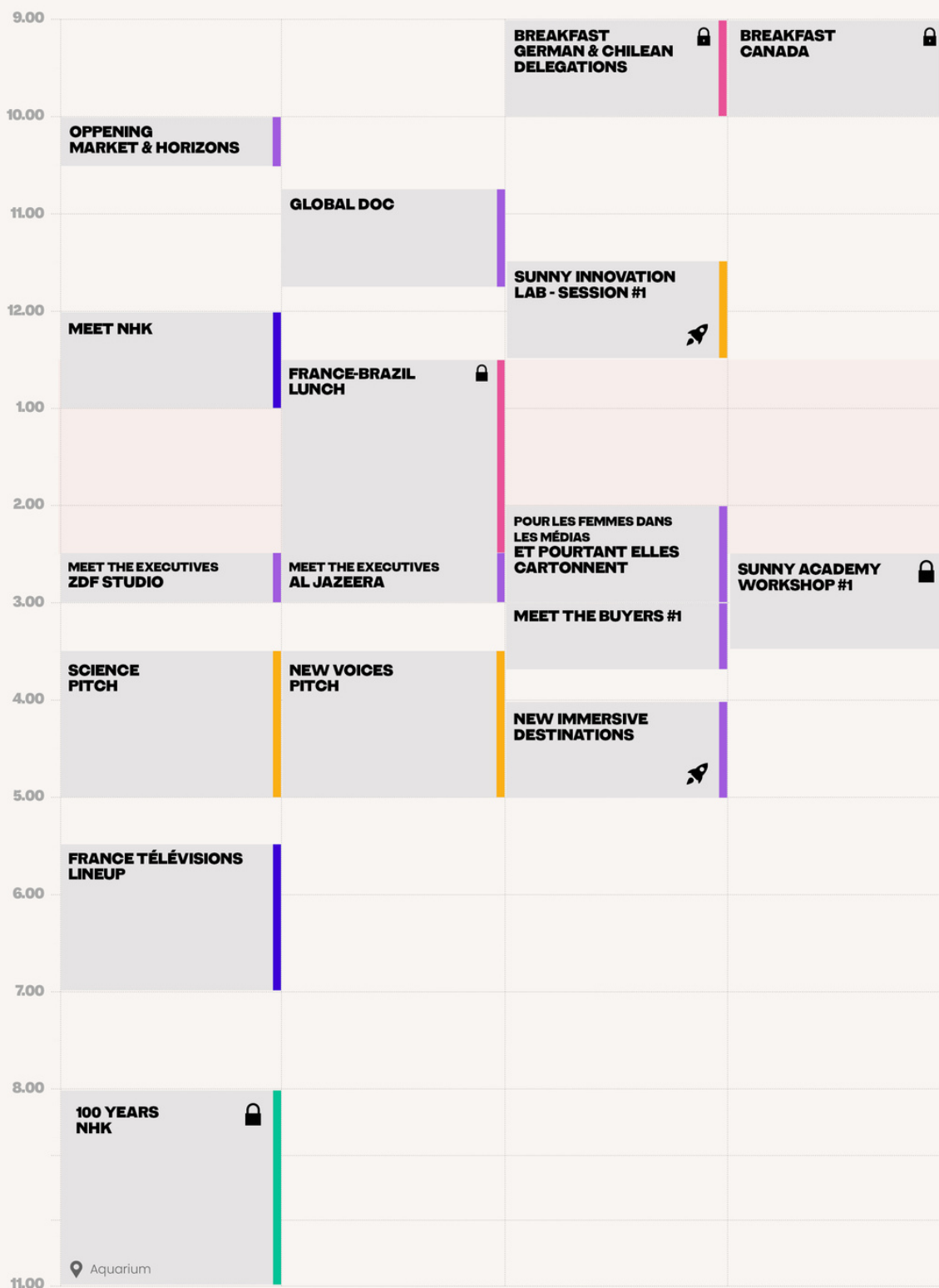
Curated pathways to better navigate the market

New this year!

To help participants optimize their experience, we are introducing thematic pathways for the very first time. These personalized agendas highlight key sessions tailored to three professional profiles: **co-production, distribution, and emerging talents**.

Whether you are looking to finance your next project, expand your catalogue, or take your first steps in the industry, these pathways will guide you to the most relevant opportunities — conferences, presentations, and networking events.

MONDAY 23 JUNE



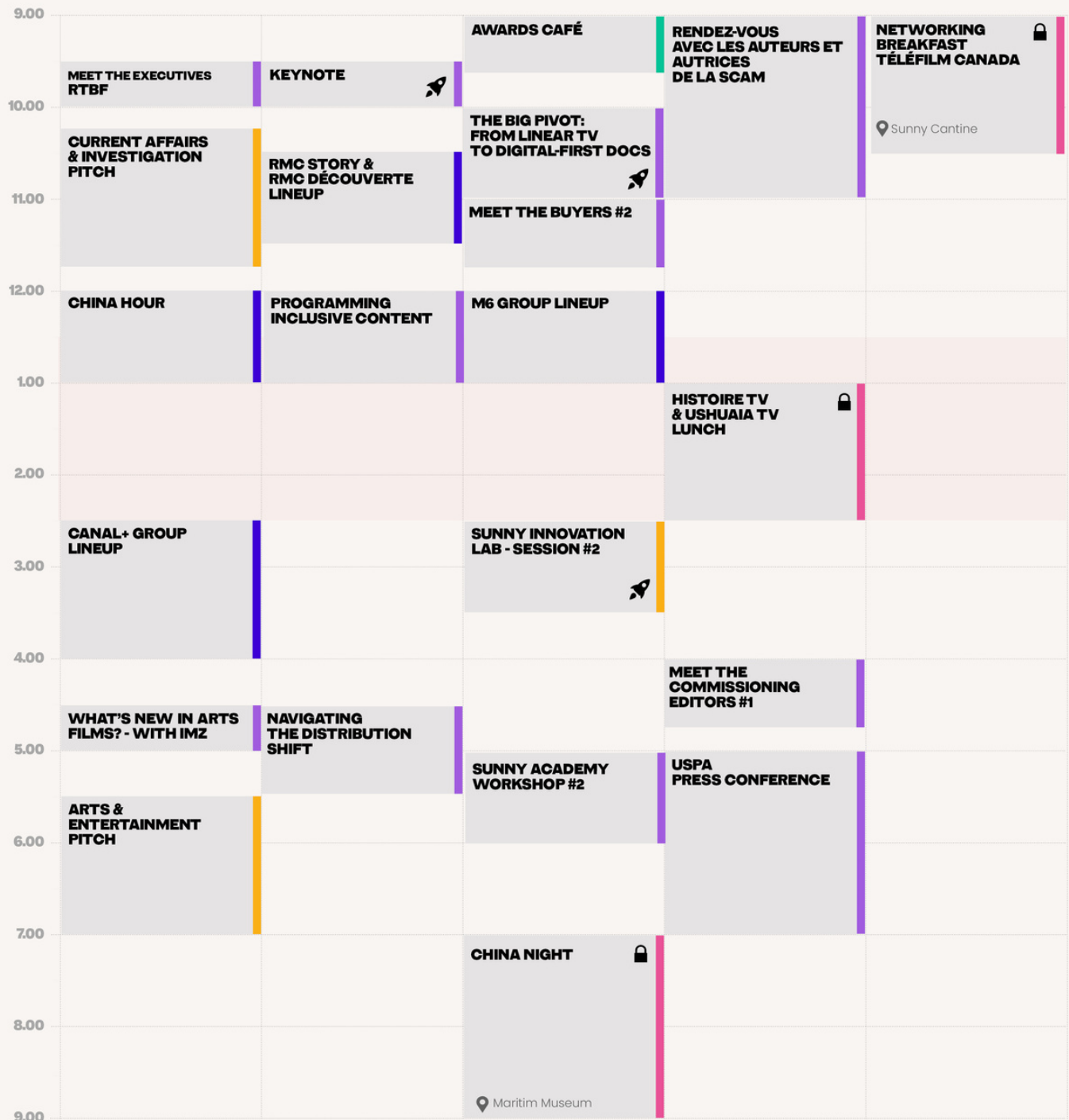
● Pitch Sessions
 ● Lineup & showcases
 ● Industry Talks
 ● Networking Times
 ● Special events

12.00-2.30 Lunchtime for delegates
 Sunny Cantine, Terrace, Agora Café

All time references are set on Central European Summer Time.
 Agenda at a glance as of April, 28th. The full agenda will be updated regularly online.

🔒 Sessions and events by invitation only
 🚀 Innovation Summit sessions
 📄 Archives Summit sessions

TUESDAY 24 JUNE



● Pitch Sessions
 ● Lineup & showcases
 ● Industry Talks
 ● Networking Times
 ● Special events

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WEDNESDAY 25 JUNE

9.00			AWARDS CAFÉ	SPI PRESENTATION	MATCHMAKING CANADA
	KEYNOTE #2	CASE STUDY IMPACT			
10.00					
	ARCHIVES SHOWCASE	IMPACT CASE STUDIES WITH LEADING IMPACT EXPERTS	MEDIA CLUB'ELLES SUNNY LADIES: AUDACIOUS & ALLIES		
11.00	AFP - BFI - INA - GAUMONT PATHE ARCHIVES - GETTY IMAGES - LOLA CLIPS				Sunny Cantine
		IMPACT CAMPAIGNS PITCH		« WATCH NEXT FROM FRANCE » BY UNIFRANCE	SATEV PRESENTATION
12.00					
	NEW PRODUCTION VALUE PART 1: FIND A WAY		MEET THE COMMISSIONING EDITORS #2		SUNNY ACADEMY WORKSHOP #3
1.00				SPECT LUNCH	
2.00					
3.00	CNC PRESENTATION	NEW ROUTES TO WILDLIFE STORYTELLING	MEET THE FIRST NATIONS ORGANIZATIONS		
4.00					
	NEW PREMIUM DEAL PART 2: MAKE A WAY	NATURE & ENVIRONMENT PITCH	ARCHIVES & FIRST NATIONS		
5.00					
		NOVO19 LINEUP		ICEX PRESENTATION & COCKTAIL	
6.00					
7.00					
8.00					

Pitch Sessions
 Lineup & showcases
 Industry Talks
 Networking Times
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Sessions and events by invitation only

Innovation Summit sessions

Archives Summit sessions

THURSDAY 26 JUNE

9.00	KEYNOTE #3 Dawn Porter 		
10.00	HISTORY PITCH 	SUNNY ACADEMY WORKSHOP #4	
11.00			
12.00	ARTE LINEUP		
1.00		ARCHIVES COCKTAIL AFP – BFI – INA – GAUMONT PATHE ARCHIVES – GETTY IMAGES – LOLA CLIPS	
2.00	AI IN DOC: WHO BENEFITS FROM THE REVOLUTION? 		DISTRIBUTORS MEET OFFICIAL SELECTION PROJECTS
3.00	ARCHIVES & AFRICA 		
4.00			CLOSING & AWARDS CAFÉ
5.00			

-  Pitch Sessions
-  Lineup & showcases
-  Industry Talks
-  Networking Times
-  Special events

12.00–2.30 Lunchtime for delegates
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-  Sessions and events by invitation only
-  Innovation Summit sessions
-  Archives Summit sessions

Gold partners



France Télévisions, the leading broadcaster and supporter of documentary creation in France

The French people's No. 1 media shows every day that the success of documentaries is essential within the public service. Highly present on the france.tv platform and across the Group's linear channels, documentaries are firmly aligned with the challenges of our time, resonating with the issues and questions of the world, our society, and our democracy. From the most unique works to films aimed at the broadest audiences, they tell our stories, move us, enlighten us, and surprise us... Their impactful storytelling and constantly renewed productions, featuring all the talents—producers, directors, writers—give them powerful originality and universal strength.



Téléfilm Canada, partner of choice

As a Partner of Choice, Telefilm Canada is a Crown corporation dedicated to the success of Canada's audiovisual industry, fostering access and excellence by delivering programs that support cultural resonance and audience engagement. With a lens of equity, inclusivity and sustainability, Telefilm bolsters dynamic companies and a range of creative talent at home and around the world. Telefilm also makes recommendations regarding the certification of audiovisual coproduction treaties to the Minister of Canadian Heritage, and administers the programs of the Canada Media Fund. Launched in 2012, the Talent Fund raises private donations which principally support emerging talent. Visit telefilm.ca and follow us on Twitter at twitter.com/telefilm_canada and on Facebook at facebook.com/telefilmcanada.



Pavillon Chine, source of Great ideas

The China Pavilion has been part of the Sunny Side of the Doc for past years, with a view to bringing more appealing China stories and diverse collaborative programs to the global community of documentary professionals. It has played an active role over the past decade or so in promoting the global presence of excellent Chinese film and television companies through its fruitful work to participate with them in a dozen of international events and festivals every year.



centre national
du cinéma et de
l'image animée

The CNC is proud to support
Sunny Side of the Doc
for its 36th edition.



Last year, Sunny Side of the Doc celebrated its 35th anniversary, and Procirep marked the 30th anniversary of its Producer's Prize. A shared anniversary to celebrate the creation, production, and unwavering support of these two "institutions" in the documentary genre. A year has passed, and today we feel as though we are no longer in quite the same world as we were in 2024...

Now, more than ever, we need to think together about the evolution of our professions in the face of changes such as the deployment of Artificial Intelligence and the acceleration of the platformization of media usage, as well as unite against the threats to public media funding, whether in Europe or the United States.

The challenges are immense, and once again, Sunny Side of the Doc will be there to bring together all the players in the documentary galaxy: producers, broadcasters, distributors, institutions, and international partners.

Since its inception, Sunny Side of the Doc has been the unmissable event for documentary. A market, of course, but also a space for exchanges and meetings that showcases the vitality of the sector and the diversity of the genre. Every year, new projects emerge in the aisles of the Espace Encan, presentations unfold in the auditorium, and new VR projects are unveiled in the upstairs rooms... A geography well-known to those who participate in this event every year.

May the 2025 edition give us all a boost!

Amélie JUAN

President of the Television Commission of Procirep



36th edition at Sunny Side of the Doc: cross-border cooperation in the spotlight at the Nouvelle-Aquitaine regional stand

The Nouvelle-Aquitaine region is a partner of the 36th edition of Sunny Side of the Doc, taking place from Monday, June 23 to Thursday, June 26 in La Rochelle (Espace Encan, quai Louis Prunier).

Sunny Side of the Doc has been a must-attend event in the documentary world since it was founded in 1990 by the company Doc Services. Each year, **this international B2B marketplace brings together key industry players**, creating an ideal environment for the funding and distribution of documentary projects. **Actively supported by the Nouvelle-Aquitaine region**, this event plays a key role in building a favorable ecosystem for the development of audiovisual and film production in the region, encouraging the emergence of new talent and the diversity of produced works—especially through international co-productions and the promotion of the French-speaking world.

In 2024, the Nouvelle-Aquitaine Region supported 57 documentary film projects, with a total funding of €1,037,000, demonstrating its strong commitment to the sector.

The Euroregion in the spotlight at a shared stand

This year, **the Nouvelle-Aquitaine region will be present alongside its Euroregion partners at a shared stand, bringing together the three member regions** and governments of the Euroregion (Nouvelle-Aquitaine, Euskadi, and Navarre), their cultural agencies (Zineuskadi, Nicdo, and ALCA), and producers from each territory.

Objective: **to promote the documentary productions of this cross-border cooperation area**, offering visibility to regional professionals and **fostering exchanges with international experts in the field**.

Throughout the market, various **activities will be held at the stand to strengthen mutual understanding among partners**.

A dedicated professional event will also be organized: a networking meeting with producers from the three regions.

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Communiqué de Presse

April 2025

The department, partner of artistic and cultural creation – *Sunny Side of the Doc 2025*

From June 23th to 26nd, the 35th edition of Sunny Side of the Doc is in La Rochelle. The objective is to allow industry professionals to meet and thus offer rich and creative opportunities via a documentary market that aspires to be borderless. Faithful partner since 2006 (grant of €13,000 in 2024 for the Sunny Side Of The Doc Festival and the PiXii Festival in autumn), the Department of Charente-Maritime, despite significant financial constraints, remains committed to supporting filming projects taking place in its territory and which use local technical and logistical skills, in order to develop the cinematographic and audiovisual sector.



A policy at service of the cinema and the audiovisual industry

The Department of Charente-Maritime has been supporting for more than 20 years, in partnership with the State (DRAC), the National Center for Cinema and Animated Image (CNC) and the Nouvelle-Aquitaine Region, the creation and production of cinematographic and audiovisual works. Each year, our department financially supports creations, fictions, feature and short films and documentaries thanks to the audiovisual and cinema support fund.

Objectives:

Support creation and authors.

Contribute to the emerge of the new talents.

Develop the cinematographic and audiovisual sector generating economic activity and jobs..

Enhance the image of Charente-Maritime by showcasing its riches (heritage and landscapes).

Strengthen the notoriety, influence and attractiveness of Charente-Maritime

Support in 2024

20 projects (fiction, short films, feature films and documentaries) for a total amount of **€296 000**.

5 documentaries (after examination and selection of experts by ALCA Agence livre, cinema et audiovisuel - Nouvelle-Aquitaine Region), for a total amount of **€45 000**: "L'Ombre de Yoluja" (development aid), "Lonan tché", "Chez moi peut-être", "Le peuple Sentinelle" produced by VraiVrai Film, and "Un goût de liberté" produced by Pyramide Production.

The Department supports the Bureau d'Accueil des Filmings as well as actions and events aimed at developing and promoting the world of creation and cultural, cinematographic and audiovisual broadcasting in Charente-Maritime.

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LA ROCHELLE CONURBATION

An audiovisual tradition, a dynamic industry



© Julien Chauvet

La Rochelle has been a favorite location for filmmakers and TV directors for over a hundred years, attracting renowned names such as Denys de la Patellière, Claude Sautet, Pierre Granier-Deferre, Patrick Grandperret, Andreas Prochaska, and Mélanie Laurent.

Thanks to the quality of its facilities, including the Espace Encan and La Coursive, as well as the warm welcome and responsiveness of local authorities, the La Rochelle area has successfully established itself as the home of major cultural and professional events. These include the La Rochelle Cinema Festival, the TV Fiction Festival, the Escales Documentaires, the Adventure Film Festival, the Japanese Film Festival, and the Zéro1 Festival.

A long-standing partner of Sunny Side of the Doc, the La Rochelle conurbation is renewing its support for the 36th edition of this international market dedicated to documentary and narrative experiences, which will take place from June 23 to 26, 2025. Sunny Side of the Doc is a major event, bringing together more than 2,000 international professionals each year and generating nearly €140,000 in direct and indirect economic benefits for the region.

Its presence contributes to the cultural influence and appeal of the area. It also strengthens a highly dynamic audiovisual industry that has been thriving since 2021. Today, this sector includes 250 companies and around thirty associations, working together and combining their complementary skills to deliver large-scale projects.

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Cabinet of the Mayor of La Rochelle and President of the Conurbation



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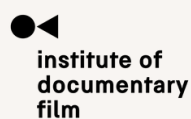
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Sunny Side of the Doc digital platform

In early June, participants will be able to access the **agenda**, the **projects and programmes** listed in our digital publications, and the **official guides** on **MySunnySpace** and to prepare their **meetings**. At the end of the market, some sessions will be available on replay on **MySunnySpace** for a limited time.

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For more information on Sunny Side of the Doc 2025 and press accreditation requests, visit our online Press Room.

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