

Press release
For immediate release

Geneva, September 28, 2023

11th GDM: The first announcements for the Geneva Digital Market

The [Geneva Digital Market](#) (GDM), a unique meeting space for audiovisual innovation in Switzerland, returns from the 6 to 10 November. This 11th edition will feature a series of conferences shedding essential light on contemporary issues in audiovisual creation and a market for digital works of European scope, bringing together over 350 professionals from the creative industries in a fully hybrid format. Meetings and discussions will be held at Radio Télévision Suisse (RTS). The full program will be unveiled on October 12.

THE FIRST TALKS

The GDM Talks highlights the major challenges facing contemporary audiovisual creation. Topics such as the female gaze in digital creation, the use of artificial intelligence in audiovisual production, the potential narrative of livestream and the trends of the major streaming brands are among the major topics of the 11th edition.

Series of lectures and experimentation sessions MACHINE LEARNING x AUDIOVISUAL

In collaboration with the Master Media Design, [HEAD - Geneva](#)

Content generating artificial intelligences (image, sound, video) are at the center of attention, from Hollywood scriptwriters' strikes to European regulatory institutions. What lies really within this creative Pandora's box? This series of meetings will provide an overview of the current state of AI-assisted artistic creation, as well as practical initiations where participants will be invited to experiment with this technology. The workshops will cover worldbuilding, character design and trailer creation, and require no prerequisite other than curiosity.

Opening lecture: Dreams and chimeras of artificial intelligence

Moderation: Sten-Kristian Saluveer (Head of Cannes Next & Strategic Advisor, Marché du Film – Festival de Cannes / CEO, Storytek Innovation & Venture Studio, EE)

Speakers: Nora N. Khan (Writer, Curator, X-TRA Contemporary Art Journal, US), Sam Pressman (CEO, Pressman Films, US), Simon Senn (artist, CH), Douglas Edric Stanley (Professor, HEAD – Genève, CH), Cristóbal Valenzuela (Co-Founder and CEO, Runway, US)

Alppy hours (3 ateliers, 60'): Worldbuilding, character design and trailer creation

Moderation: Alexia Mathieu (Professor, HEAD – Geneva, CH), Douglas Edric Stanley (Professor, HEAD – Geneva, CH)

Speakers: Joshi Ambika (Technology Trainer, aka Computational Mama, IN), Tino Millar (Founder, Move AI, GB), Cristóbal Valenzuela (Co-Founder and CEO, Runway, US), Caleb Ward (AI Storyteller, CEO, Curious Refuge, US)

Gamification of Cinema: livestreaming to the rescue of the audiovisual industries?

Livestreaming is reinventing the small screen, with live programs often devoted to video games, but also to arts or social issues. After taking an in-depth look at the new audiovisual grammar of livestream platforms, HEAD – Geneva will present its research project funded by the Gebert Rüb

Foundation, "Play to learn - A dialogue between video games and the social sciences", and the initial conclusions drawn from it. A round-table discussion with livestreamers to discuss their activities and content will conclude the event.

Moderator: Sten-Kristian Saluveer (Head of Cannes Next & Strategic Advisor, Marché du Film – Festival de Cannes / CEO at Storytek Innovation & Venture Studio, EE)

Speakers: Fibre Tigre (Author, Specialist in interactive storytelling, FR), Guillaume Helleu (web3 strategist, Hint3rland, CH), Thibéry Maillard (Interaction Designer, FR), Anthony Masure (Dean of Research, HEAD – Genève, CH)

Data marketing, a key to success for producers

In collaboration with [BetaSeries](#)

Using exclusive data, this BetaSeries workshop will analyze European market demand and its latest trends, before illustrating how to assess the potential of TV series projects.

Speaker: Remi Tereszkievicz (CEO, BetaSeries, FR)

Female gaze VR: when techno-feminism seizes digital environments

While the male gaze has been a much-discussed concept for a decade, the new immersive scene is slowly but surely getting to grips with the subject. Is immersive creation still conditioned by a reality dominated by the male gaze or do immersive technologies offer new propositions?

Moderator: Laetitia Bochud (Director, Virtual Switzerland, CH)

Speakers: Jeanne Marchalot (Head of france.tv StoryLab, France Télévisions, FR), Gaëlle Mourre (Creator, Producer, Associate Programmer XR, SXSW, US), Pascaline Sordet (Screenwriter, Producer, Climage, CH)

MARKET

The **Swiss Interactive Sessions** (in partnership with the Pôle de création numérique) and the **XR Coproduction Sessions** will present more than 25 high-profile Swiss and international digital projects to an audience of producers and curators. While the selection of projects will be revealed on October 12, the first wave of decision-makers has already been announced.

Ars Electronica (AU) · La Becque – Résidence d'artistes (CH) · Bucheon International Fantastic Film Festival (KR) · Centre National du Cinéma et de l'image animée (FR) · Centre Pompidou (FR) · Cineforum (CH) · Disseny Hub Barcelona (ES) · Fédération Wallonie-Bruxelles (BE) · Film Fund Luxembourg (LX) · FOMO.SCENE (BE) · France Télévisions (FR) · MEET Digital Culture Center (IT) · Plateforme 10 (CH) · Téléfilm Canada et SODEC (CA) · Tribeca Festival (US) · VRHAM ! Virtual Reality & Arts Festival (DE) · ZKM :: Zentrum für Kunst und Medien (DE)

How to GDM 2023

ON SITE: GDM is accessible with [Industry and Press accreditations](#), and can also be purchased on site.

ONLINE: [GDM Online accreditation](#) provides remote access to conferences, project presentations and the matchmaking platform

GIFF 29th GENEVA
INTERNATIONAL
FILM FESTIVAL
3-12.11.2023

GDM 11th GENEVA
DIGITAL
MARKET
6-10.11.2023

SAVE THE DATE

Since September 1 | Accreditation

October 12 | Program-announcement

November 3 - 12 | 29th Geneva International Film Festival

November 6 - 10 | 11th Geneva Digital Market

November 8 | Digital Night

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