

1. About the Geneva Digital Market

Nestled in the heart of the Geneva International Film Festival (GIFF), the Geneva Digital Market (GDM) is Switzerland's only event dedicated to audiovisual innovation and open to international professionals. During 5 days, round tables, pitching and networking sessions bring together producers, digital creators and key market players to exchange and shape the audiovisual universe of today and tomorrow.

The 11th edition will take place from **November 6 to 10, 2023**.

GDM proposes two calls for entries:

- **XR Coproduction Sessions**

Launched in 2019, this program aims to highlight the most innovative initiatives and to foster the international coproduction of immersive works between the selected participants, coproducing companies and innovation and technology start-ups invited for the occasion.

Program format

These sessions allow 15 of the most innovative European project developers to present their work in progress to European producers. The XR Coproduction Sessions will be held over one day divided in two parts: the morning will be dedicated to the presentation of the projects in front of an audience of audiovisual industry professionals, while one-to-one meetings will take place in the afternoon. The program is available onsite and online.

- **Swiss Interactive Sessions**

For the fifth consecutive year, the GDM organizes the **Swiss Interactive Sessions** which offer international programmers and curators the opportunity to discover a selection of recent Swiss digital projects in the fields of media design, theater as well as immersive and visual arts, either in production or completed. The aim of the program is to enable creators to meet representatives of international institutions and art centers in order to facilitate the dissemination of their projects abroad. This year, the Swiss Interactive Sessions are organized in collaboration with the newly founded Digital Creation Hub.

Program format

The program will take place during the Geneva Digital Market, in a hybrid form online and onsite, and consists of:

1. **Presentations (Pitching Sessions):** ten Swiss creators will have the opportunity to present their projects and artistic practices to the professionals invited. The presentation format will be pre-recorded video capsules. The videos are pre-recorded, edited and broadcast throughout the GIFF on the website and in parallel on the Festival's social platforms.

2. **Tailor-made Matchmaking Program:** based on creator's needs, individual and personalized meetings will be organized in advance. The aim here is to give to Swiss creators the possibility to find new diffusion and collaboration partners.
3. **Round Tables:** a physical round table with all the Swiss creators selected will be organized during the Geneva Digital Market.

2. Conditions for admission

- **XR Coproduction Sessions**

- a) The call is open to producers, creators and filmmakers active in Switzerland and/or Europe in the field of virtual, augmented or mixed reality. Several projects can be submitted by the same person / production company.
- b) Please note that only projects with all the following criteria will be considered:
 - i) Be a Swiss or European based professional/creator
 - ii) Have a Producer and a financing plan in place
 - iii) Have a European potential
- c) This call for projects is open to all XR projects, in development, in preproduction, in production or in postproduction. Finished and broadcasted projects are not eligible. Any genre (documentary, fiction, animation, experimental) is accepted, except projects designed to advertise a service or product. Any formats (Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR) or 360 videos) is accepted.

- **Swiss Interactive Sessions**

- a) Please note that only projects with all the following criteria will be considered:
 - i) Be a Swiss or Swiss based producer, creator and filmmaker.
 - ii) Have a digital project in production or completed, in the fields of media design, theater or immersive and visual arts.
- b) This call for projects is open to any genre (documentary, fiction, animation, experimental), except for projects designed to advertise a service or product.

3. Submission and deadlines

- a) Submissions for the XR Coproduction Sessions and for the Swiss Interactive Sessions are entered online on the Festival's MyGIFF platform.
- b) The submission and participation of a work in the Festival imply acceptance of the Terms and conditions for participation. In any unforeseen eventuality, the decision of the Festival Directorship is final.

- c) The festival guarantees the confidentiality of the submitted information and materials. By submitting, you declare and guarantee that you are the holder of all the usage rights to the work or have been authorized to do so. GIFF cannot be responsible in any way for any claim, conflict or lawsuit in connection with the submission of the project. In addition, you authorize the treatment of your personal data for internal purpose only.
- d) To be considered for the 2023 edition, submissions for the XR Coproduction Sessions and the Swiss Interactive Sessions must be registered **before September 8, 2023**.
- e) There are no submission fees

4. Selected works

- a) Selected projects will be announced at the end of September. The selected producers/creators are contacted to confirm their participation. They agree not to divulge any information concerning their participation before the official announcement of the Festival, mid-October.
- b) Online registration generates a contract (the present Terms and Conditions) which you need to accept.
- c) Projects can be made available to professionals (press, jury or industry screenings) except in specific cases.
- d) All the documentation required for the catalogue and website of the GDM must be sent by the end of September at the latest
 - Credits
 - Filmography, nationality, year and country of birth of the creator(s)
 - A photo of the creator(s) (digital images, 300 DPI, JPG)
 - Between 1-3 horizontal stills from the work (digital images, 300 DPI, JPG)
- e) In order to highlight each work and program, registration gives the Festival permission to use associated trailers and excerpts in its theater venues, on its website and on its promotional channels. The Festival reserves the role of writing the synopsis of the selected works for its various communication materials.

5. Hospitality

XR Coproduction Sessions

- a) Participation in the event entitles the selected project teams (**one representative per project**) to the following services and facilities:
 - Travel and one night accommodation
 - Networking opportunities and matchmaking module
 - Project promotion and visibility
 - A badge for the access to all the events and services of the GDM and GIFF
 - Additional badges for the other members of the team (up to 3 badges per project)

- Invitations for the Digital Night, taking place on November 8, 2023

b) All the selected project team are required to:

- Attend the XR Coproduction Sessions
- Attend all the pre-organized one-to-one meetings in person

c) The Festival reserves the right to decide upon itineraries, in agreement with the guests.

d) Precise travel dates will be confirmed about 14 days prior to the start of the Festival.

Swiss Interactive Sessions

a) Participation in the event entitles the selected project teams (**one representative per project**) to the following services and facilities:

- Travel (within Switzerland)
- Networking opportunities and matchmaking module
- Project promotion and visibility
- A badge for the access to all the events and services of the GDM and GIFF
- Additional badges for the other members of the team (up to 3 badges per project)
- Invitations for the Digital Night, taking place on November 8, 2023

b) All the selected project team are required to:

- Attend the Swiss Interactive Sessions (presentation, matchmaking program, round tables)
- Attend all the pre-organized one-to-one meetings in person

c) The Festival reserves the right to decide upon itineraries, in agreement with the guests.

d) Precise travel dates will be confirmed about 14 days prior to the start of the Festival.

6. General rules

The Festival direction will deal with any exceptional circumstance not mentioned above. They may allow special dispensation regarding specific and justified requests. Participation in the Geneva Digital Market implies full acceptance of all the terms and conditions outlined in the current regulations. The Festival reserves the right to change these Regulations at any time and without notification.

Geneva International Film Festival, Mai 2023.

For further information, please contact:

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