



**30th GENEVA
INTERNATIONAL
FILM FESTIVAL**

**1-10.11.2024
GIFF.CH
BEYOND CINEMA**

AGENDA

MONDAY 4

11 AM – 12 PM | Théâtre Pitoëff

IPS AND NEW OPPORTUNITIES: THE ART OF DIVERSIFICATION

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1:30 PM – 3 PM | Théâtre Pitoëff

WILL THE REVOLUTION BE IMMERSIVE FOR CINEMAS?

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TRIBECA IMMERSIVE: A SHIFT OF PERSPECTIVE

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TUESDAY 5

10 AM – 10:45 AM | Théâtre Pitoëff

THE GOLDEN KEY, A CASE STUDY

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**GAMIFICATION OF TV : LES ENJEUX DE LA DIFFUSION
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BBC RESEARCH & DEVELOPMENT AT A GLANCE

→ p. 9

4 PM – 4:30 PM | Théâtre Pitoëff | Free entry

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CRÉATIVES**

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**MIGROS CULTURE PERCENTAGE STORY LAB PITCHING
SESSIONS**

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PRESENTATION**

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**CO-PRODUCTION WITH SWITZERLAND: OBSTACLES
AND OPPORTUNITIES FOR THE XN INDUSTRY**

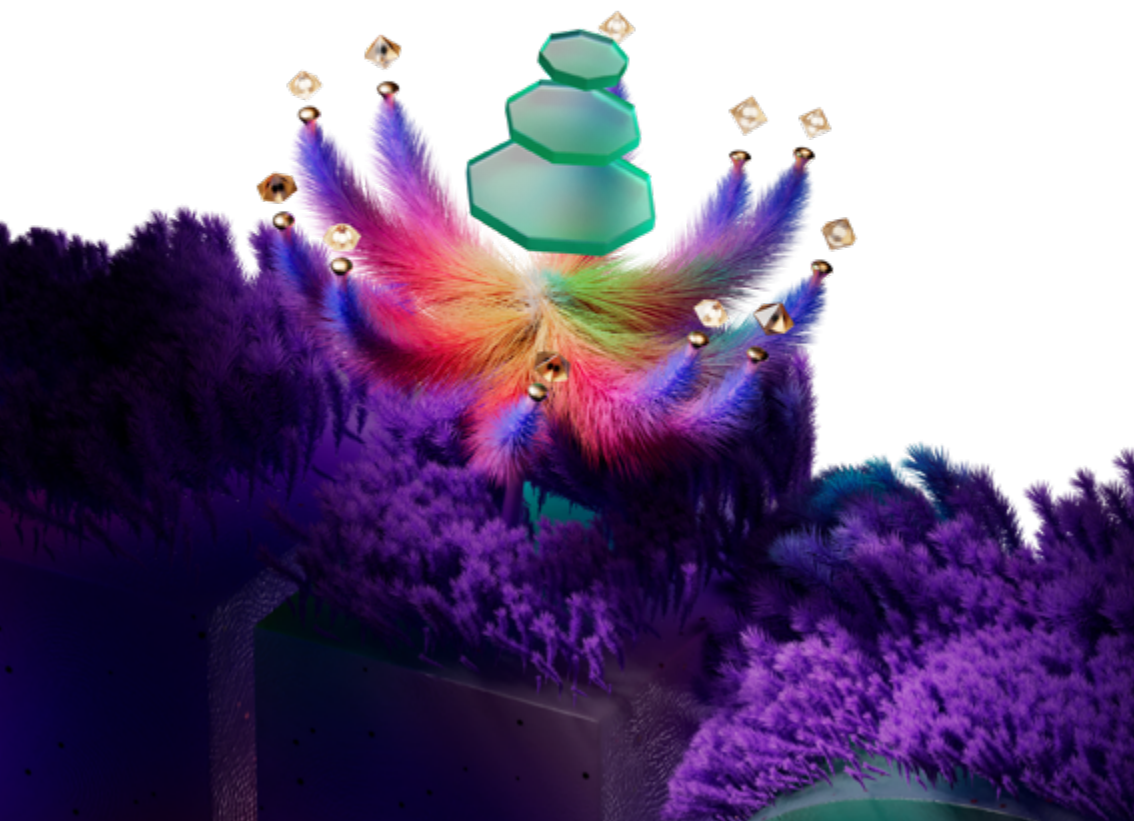
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**COPRODUCTION AVEC LA SUISSE : VERS L'ÉMERGENCE
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ANAÏS EMERY

DIRECTRICE GÉNÉRALE ET ARTISTIQUE DU GIFF
GENERAL & ARTISTIC DIRECTOR OF GIFF

FR La 12e édition du Geneva Digital Market (GDM) s'inscrit dans une phase de mutation de l'audiovisuel marquée par la volatilité des supports et l'accélération des évolutions technologiques. Le GDM, idéalement situé à Genève, devient un événement incontournable pour explorer les nouvelles dimensions de l'innovation audiovisuelle.

Parmi les thématiques clés de cette édition : l'avenir des salles de cinéma, la gamification des contenus télévisuels, la Suisse comme terreau de coproductions internationales et l'intégration de l'IA dans les pratiques artistiques et économiques. Des enseignes internationales de renom, telles qu'Arte, la BBC, BetaSeries, MK2, Othelia et Technicolor (The Mill), trouvent au GDM une plateforme essentielle pour échanger sur leurs recherches et nouveaux développements. Cette année, le Marché accueille pour la première fois le Story Lab du Pour-cent culturel Migros, avec une cohorte de 7 créations qui rejoignent les 24 autres projets d'envergure y participant.

Cette 12e édition du Geneva Digital Market est une invitation à participer activement à la transformation de notre industrie. Les défis et les risques sont nombreux, mais les opportunités le sont tout autant. Créateur·rice·s, producteur·rice·s, développeur·euse·s et entrepreneur·euse·s sont appelé·e·s à y dessiner les contours de l'audiovisuel de demain.

EN The 12th edition of the Geneva Digital Market (GDM) is taking place at a time of change in the audiovisual industry, marked by the volatility of media and the acceleration of technological developments. The GDM, ideally located in Geneva, is becoming an essential event for exploring the new dimensions of audiovisual innovation.

This year's key themes include the future of movie theaters, the gamification of television content, Switzerland as a breeding ground for international co-productions, and the integration of AI into artistic and economic practices.

Renowned international companies such as Arte, the BBC, BetaSeries, MK2, Othelia and Technicolor (The Mill) find the GDM an essential platform for discussing their research and new developments. This year, the Market welcomes the the Migros Culture Percentage Story Lab for the first time, with a cohort of 7 creations joining the 24 other major projects taking part.

This 12th edition of the Geneva Digital Market is an invitation to actively participate in the transformation of our industry. The challenges and risks are many, but so are the opportunities. Creators, producers, developers and entrepreneurs are called upon to shape the audiovisual industry of tomorrow.



CORINNA MARSCHALL

**DIRECTRICE DE MEDIA DESK SUISSE
DIRECTOR OF MEDIA DESK SUISSE**

FR « Le problème n'est pas de savoir si les machines pensent, mais si les humains le font. »
– B.F. Skinner

Cette année, le Geneva Digital Market (GDM) couvre le large éventail du thème de l'immersion, du *Panorama de la bataille de Morat* créé en 1894 aux univers VR et aux environnements en réalité augmentée déployés de nos jours lors d'événements et au cinéma. Nous assistons actuellement à un développement époustoufflant des médias synthétiques immersifs, dans les jeux, les musées, la publicité et d'innombrables autres applications qui investissent l'ensemble de notre environnement. Cette évolution est accélérée par l'intelligence artificielle (IA). Cela nous place, nous les humain-e-s, développeur-euse-s, le cadre juridique et les institutions devant des défis insoupçonnés. Le GDM n'est pas seulement un lieu de rencontre pour cinéastes et producteur-ice-s XR, mais aussi une plateforme de discussion sur la responsabilité commune que nous avons dans la construction de notre avenir. Alors que les limites du possible continuent d'être repoussées, nous ne devons pas oublier notre intelligence naturelle, appelons-la « IN ». Nous devons défier l'IA par le biais de l'« IN », mesurer les résultats de l'une par rapport à l'autre, ne pas abandonner le contrôle. Les développeur-euse-s doivent assumer la responsabilité des outils qui se retrouvent intégrés – parfois sans autre forme de discussion – dans notre vie.

Je suis heureuse que MEDIA Desk Suisse contribue cette année encore à ce que ces discussions importantes soient menées au GDM. Travaillons ensemble à la construction d'un avenir qui soit à la fois technologiquement avancé et éthiquement acceptable.

EN “The problem is not whether machines think but whether humans do.” – B.F. Skinner
This year's Geneva Digital Market (GDM) covers a wide range of topics relating to immersion, from 1894's *Panorama of the Battle of Murten* to VR worlds and augmented reality environments at events and in cinemas today. We are currently experiencing an overwhelming development in immersive synthetic media, in games, museums, advertising and countless other applications that permeate our entire living environment. This development is being accelerated by artificial intelligence (AI). This presents us humans, the developers, the legal framework, and the institutions with unforeseen challenges. The GDM is not only a meeting place for filmmakers and XR producers, but also a platform for discussions about the responsibility we all bear in shaping our future. As the boundaries of what is possible continue to shift, we must not forget our natural intelligence, let's call it “NI”. We must challenge AI through “NI”, measure the outcome of one against the other, not give up control. Developers must take responsibility for the tools that are built into our lives, sometimes without further discussion. I am delighted that MEDIA Desk Suisse is once again helping to ensure that these important discussions are held at GDM this year. Let's work together to shape a future that is both technologically advanced and ethically responsible.



DELPHINE BACHMANN

**DELPHINE BACHMANN, CONSEILLÈRE D'ÉTAT CHARGÉE
DU DÉPARTEMENT DE L'ÉCONOMIE ET DE L'EMPLOI
STATE COUNCILOR IN CHARGE OF THE DEPARTMENT OF ECONOMY
AND EMPLOYMENT**

FR Amener des solutions auxquelles personne n'avait pensé auparavant, repousser les limites de l'existant, penser en dehors des carcans établis : innover, c'est tout ça à la fois. Et le Geneva Digital Market (GDM) est une magnifique expression de ce que doit être l'innovation. C'est un moment unique pour tisser des liens entre art, économie et technologie, et désormais un passage obligé pour les acteur-ice-s des industries créatives. Je suis très attachée à l'innovation. Je le suis également aux quelque 14'000 entreprises qui constituent le tissu local du secteur de la création. Soutenir le GDM est donc naturel pour le département de l'économie et de l'emploi que je préside. Je m'en réjouis. D'autant que votre travail participe aussi à renforcer la place de Genève qui se trouve à l'avant-garde dans le domaine des nouvelles technologies. Ainsi, je vous souhaite de continuer à vous affranchir des frontières qui nous sont parfois imposées et de rêver toujours plus grand. Bon GDM à tous-tes !

EN Coming up with solutions that no-one has thought of before, pushing back the boundaries of what exists, thinking outside the box: innovation is all of these things. And the Geneva Digital Market (GDM) is a magnificent expression of what innovation should be. It's a unique opportunity to forge links between art, business and technology, and has become a must-attend event for players in the creative industries.

I'm very attached to innovation. I'm also very attached to the 14,000 companies that make up the local fabric of the creative sector. Supporting GDM is therefore a natural step for the Department of Economy and Employment, which I chair. I'm delighted. All the more so as your work also contributes to strengthening Geneva's position as a leader in the field of new technologies. So, I wish you all the best in continuing to break free of the boundaries that are sometimes imposed on us, and in dreaming ever bigger. Happy GMD to you all!

TALKS



FR Conférences, tables rondes, études de cas... Réinventer l'expérience sociale du cinéma, envisager de nouveaux films interactifs, penser les coproductions internationales ou adopter l'intelligence artificielle, le Geneva Digital Market 2024 interroge les derniers usages des innovations audiovisuelles en compagnie d'expert-e-s suisses et internationaux.

EN Keynotes, conferences, case studies... Reinventing the social experience of cinema, envisioning new interactive films, thinking about international co-productions or adopting artificial intelligence, the Geneva Digital Market 2024 questions the latest uses of audiovisual innovations with Swiss and international experts.

IPS AND NEW OPPORTUNITIES: THE ART OF DIVERSIFICATION

SPEAKER

ANNABELLE PENLOUP | Vice President of Business Development, Technicolor Group | FR

MONDAY 4 | 11 AM – 12 PM | Théâtre Pitoëff

Language: English

Online broadcasting the next day.

FR De la Sphere à Las Vegas aux campagnes marketing de *Games of Thrones*, en passant par les écrans interactifs de nos centres-villes, Technicolor est sur le chemin de la conquête des publics – tous les publics. Dans une approche où chaque histoire peut exister sous plusieurs formats, est-ce le début d'une nouvelle ère de divertissement grand public ?

EN From the Sphere in Las Vegas to *Games of Thrones* marketing campaigns and interactive screens in our city centers, Technicolor is on the road to conquering audiences – all audiences. In an approach where every story can exist in multiple formats, is this the beginning of a new era of consumer entertainment?

WILL THE REVOLUTION BE IMMERSIVE FOR CINEMAS?

MODERATION

MATHIEU GAYET | Head of Industry, GDM | CH

SPEAKERS

CAECILIA CHARBONNIER | Co-Founder, Dreamscape Immersive | CH

JEAN-PIERRE GREFF | President, Fondation Plaza | CH

ELISHA KARMITZ | CEO, Mk2 | FR

BABETTE WIJNTJES | Founder, Cassette representing Nu:Reality | NL

MONDAY 4 | 1:30 PM – 3 PM | Théâtre Pitoëff

Language: English

Online broadcasting the next day.

FR À l'heure où l'immersif est une tendance forte de l'événementiel et de la programmation culturelle, quand le grand écran doit tisser une nouvelle relation aux spectateur·ice·s, la notion de rendez-vous collectif évolue au gré des dernières innovations technologiques. Entre curiosité et modernisation, quel rôle aura le divertissement de demain ?

EN At a time when immersive entertainment is a major trend in events and cultural programming, and when the big screen needs to weave a new relationship with spectators, the notion of the collective event is evolving in line with the latest technological innovations. Between curiosity and modernization, what role will tomorrow's entertainment play?

PART. 1 | THE PLAZA CENTRE CINEMA PROJECT

PART. 2 | DISCUSSION WITH ELISHA KARMITZ

PART. 3 | CONFERENCE



TRIBECA IMMERSIVE: A SHIFT OF PERSPECTIVE

SPEAKER

ANA BRZEZIŃSKA | Immersive Curator | US

MONDAY 4 | 3:30 PM - 4:15 PM | Théâtre Pitoëff

Language: English

Online broadcasting the next day.

FR Cette année, le Festival de Tribeca a réimaginé sa sélection immersive en collaboration avec le Musée d'Art et de Technologie, Mercer Labs. Cet événement inédit, étalé sur plusieurs semaines, s'adressait à un public plus large et proposait un programme différent des années précédentes, en mettant l'accent sur l'accessibilité au plus large public.

EN This year, the Tribeca Festival reimagined its immersive selection in collaboration with the Museum of Art and Technology, Mercer Labs. This new event, spread over several weeks, was aimed at a wider audience and offered a different program from previous years, with the emphasis on accessibility to the widest possible public.

THE GOLDEN KEY, A CASE STUDY

SPEAKERS

MARC DA COSTA | Artist and Anthropologist | US

MATTHEW NIEDERHAUSER | Technical Director, Onassis ONX and Co-founder and Creative Director, Sensorium | US

TUESDAY 5 | 10 AM - 10:45 AM | Théâtre Pitoëff

Language: English

Online broadcasting the next day.

FR Vainqueur de la compétition immersive au dernier SXSW, l'œuvre interactive *La Clé d'or* a propulsé le duo Marc Da Costa et Matthew Niederhauser (*Tupalmancer*, présenté au GIFF en 2023) sur le devant de la scène internationale. Retour sur la conception artistique de l'expérience, de l'intégration de l'IA au potentiel des expériences participatives.

EN Winner of the immersive competition at last year's SXSW, the interactive work *The Golden Key* propelled the duo Marc Da Costa and Matthew Niederhauser (*Tupalmancer*, presented at GIFF in 2023) to international prominence. A look back at the artistic conception of the experience, from the AI integration to the potential of collective experiences.

GENERATIVE CREATION: THE ADOPTION OF AI AS A GLOBAL TOOL

MODERATION

MATHIEU GAYET | Head of Industry, GDM | CH

SPEAKERS

SIMON JAQUEMET | Film Director, Writer, Producer. Co-Founder of 8horses | CH
DOUGLAS EDRIC STANLEY | Professor Master Media Design, HEAD-Genève | CH
MARGOT WILWERTZ | Lead Innovation Project Manager, Newen Studios | FR

TUESDAY 5 | 11:15 AM - 12:15 PM | Théâtre Pitoëff

Language: English

Online broadcasting the next day.

FR La création assistée par l'IA n'est plus un sujet en 2024, mais un champ d'exploration très fertile. Alors que les outils se précisent et que les imaginaires se débrident, ce sont les créateur·rice·s humain·e·s qui défrichent ces horizons inconnus. Si son usage est désormais courant, est-ce toujours un sujet d'innovation pour les créateur·rice·s ?

EN AI-assisted creation is no longer a topic in 2024, but a highly fertile field of exploration. While the tools are becoming clearer and the imagination is running wild, it's the human creators who are clearing these unknown horizons. Although it's now commonplace, is it still a subject of innovation for designers?

GAMIFICATION OF TV: LES ENJEUX DE LA DIFFUSION LIVE INTERACTIVE

MODERATION

MATHIEU GAYET | Head of Industry, GDM | CH

SPEAKERS

CAMILLE DUVELLEROY | Writer and Director | FR
MARIANNE LEVY-LEBLOND | Head of Digital Development Department, ARTE | FR
FLORENT PEIFFER | Producer, Journalist and President of Urbania France group | FR
Other speakers to be announced.

TUESDAY 5 | 1:30 PM - 2:45 PM | Théâtre Pitoëff

Langue : français

Diffusion en ligne le lendemain.

FR À l'heure où les diffuseur·euse·s classiques travaillent leur présence en ligne entre replay et créations originales, ARTE innove encore avec des propositions de programmes streamés, en direct, souvent interactifs. Une volonté d'aller vers de nouvelles audiences, et de proposer des nouveaux formats en compagnie d'auteur·rice·s audiovisuel·le·s.

EN At a time when traditional broadcasters are working on their online presence between replay and original creations, ARTE is innovating once again with streamed, live and often interactive programs. The aim is to reach out to new audiences, and to offer new formats in the company of audiovisual authors.

PART. 1 | ARTE, A LINE-UP

PART. 2 | CONFERENCE

BBC RESEARCH & DEVELOPMENT AT A GLANCE

SPEAKER

LAURA HARRISON | Executive Product Manager, BBC Research & Development | UK

TUESDAY 5 | 3:15 PM – 4 PM | Théâtre Pitoëff

Language: English

Online broadcasting the next day.

FR Inutile de présenter la BBC, le radiodiffuseur britannique qui a été le pionnier de la radio, de la télévision et de l'innovation dans ce secteur. Mais savons-nous vraiment ce qu'est la recherche et le développement (R&D) dans une institution comme la BBC ? Nous présentons ici quelques-uns des derniers projets innovants de la BBC.

EN There's no need to introduce the BBC, the British broadcaster that pioneered radio, television and innovation in this sector. But do we really know what research and development (R&D) is at an institution like the BBC? Here we present some of the latest innovative projects that have made their way to audiences from the BBC.

GENÈVE CRÉATIVE : FAÇONNER L'AVENIR DES INDUSTRIES CRÉATIVES

SPEAKERS

EMMANUEL CUÉNOD | Director, Pôle de création numérique | CH

ERIN ROSE SULLIVAN | President, Creatives+ | CH

TUESDAY 5 | 4 PM – 4:30 PM | Théâtre Pitoëff | Free entry

Langue : français

FR À l'heure où Genève voit émerger un véritable cluster de la créativité de niveau international, rencontre avec les représentant·e·s de l'État de Genève, du monde académique, d'entreprises et de fondations pour mettre en lumière les enjeux et opportunités des industries créatives dans la région.

EN At a time when Geneva is witnessing the emergence of a truly international creativity cluster, we meet with representatives of the State of Geneva, academia, companies and foundations to highlight the challenges and opportunities facing the region's creative industries.

PART. 1 | PAR-DELÀ LES FRONTIÈRES

PART. 2 | PRÉSENTATION DE L'ASSOCIATION CREATIVES+

UNLEASHING THE POWER OF STORYTELLING WITH AI

SPEAKER

JOSEPH COUCH | Co-Founder and CTO, Othelia Story Technologies | AU

THURSDAY 7 | 10 AM - 11 AM | Théâtre Pitoëff

Language: English

Online broadcasting the next day.

FR Opportunités et défis de l'IA pour les industries créatives : bien utilisée, elle peut susciter l'originalité ; mal utilisée, elle risque de produire des contenus génériques et de nuire à l'économie créative. La solution réside dans une conception réfléchie des produits et des modèles innovants. Par Othelia, pionnier des outils de narration.

EN AI presents both opportunities and challenges for creative industries. Done right, it can spark originality; done wrong, it risks producing generic content and harming the creative economy. The solution lies in thoughtful product design and innovative business models, as shown by Othelia, an Australian pioneer in storytelling tools.

HOW CAN AI IMPROVE THE TV SERIES BUSINESS MODEL?

SPEAKER

RÉMI TERESZKIEWICZ | CEO, BetaSeries | FR

THURSDAY 7 | 11:30 AM - 12:30 PM | Théâtre Pitoëff

Language: English

Online broadcasting the next day.

FR Grâce aux données exclusives collectées par BetaSeries sur les performances des séries TV des plateformes SVOD ou AVOD, cette présentation fera le point sur les dernières tendances du marché média et les nouvelles méthodes utilisant l'IA pour améliorer la monétisation des séries TV, de leur développement à leur commercialisation.

EN Using exclusive data collected by BetaSeries on the performance of TV series on SVOD or AVOD platforms, this presentation will review the latest trends in the media market and new methods using AI to improve the monetization of TV series, from development to marketing.



SOLOTHURN FILM FESTIVAL – SO PRO PROGRAMME PRESENTATION

SPEAKER
EMILIEN GÜR | Head of SO PRO and short films, Journées de Soleure | CH
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THURSDAY 7 | 12:30 PM - 12:45 PM | Théâtre Pitoëff | Free entry
Language: English

FR Le programme SO PRO des Journées de Soleure propose entre autres des activités de réseautage et de formation continue, parmi lesquelles des sessions de pitchings et un laboratoire d'idées de films. Présentation des différents appels à projet, destinés aux cinéastes, scénaristes, collaborateur·rice·s artistiques et producteur·rice·s suisses.

EN The SO PRO programme at the Solothurn Film Festival includes networking and continuing education activities, including pitching sessions and a film ideas laboratory. Presentation of the various calls for projects, aimed at Swiss filmmakers, scriptwriters, artistic collaborators and producers.

CO-PRODUCTION WITH SWITZERLAND: OBSTACLES AND OPPORTUNITIES FOR THE XN INDUSTRY

MODERATION
STÉPHANE MOREY | General Secretary, Cinéforum | CH
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SPEAKERS
VOYELLE ACKER | Co-Founder and Producer, Small Creative | FR
SÖNKE KIRCHHOF | Founder and CEO, Inv.r.space | DE
Other speakers to be announced.
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THURSDAY 7 | 2 PM - 2:45 PM | Théâtre Pitoëff
Language: English
Online broadcasting the next day.

FR Augmenter le financement, élargir les compétences ou développer la diffusion : la coproduction internationale est l'une des clés pour le développement du secteur XN en Suisse. Quels en sont les obstacles, et quelles solutions peuvent être imaginées pour booster la place et l'attractivité de la Suisse dans le marché de la coproduction XN ?

EN Increasing funding, expanding skills or developing distribution: international co-production is one of the keys to the development of the XN sector in Switzerland. What are the obstacles, and what solutions can be devised to boost Switzerland's place and attractiveness in the XN co-production market?

COPRODUCTION AVEC LA SUISSE : VERS L'ÉMERGENCE DES SÉRIES SUISSES À L'INTERNATIONAL

MODERATION

TERESA VENA | Co-Editor in Chief, Cinébulletin | CH

SPEAKERS

TANGUY DEKEYSER | Head of Coproductions Cinéma et Séries belges, RTBF | BE

BRICE MONDOLONI | Editorial Manager Séries, CANAL+ | FR

MIRELA NASTASE | Director Drama, ZDF Studios | DE

DAVID RIHS | Producer, Journalist, Associate Director, Point Prod | CH

Other speakers to be announced.

THURSDAY 7 | 3:15 PM – 4:15 PM | RTS Studio 4

Langue: français

Diffusion en ligne le lendemain.

FR Quel est le potentiel de la Suisse dans la production de séries à fort impact international ? Discussion sur un territoire avec un réel potentiel en production, avec ses spécificités culturelles et narratives, à l'heure où les marchés étrangers et les plateformes mondiales commencent à s'y intéresser.

PART. 1 | INTRODUCTION

Swiss Series: an international perspective with the Jury of the Swiss Series Storytelling Award

PART. 2 | CONFERENCE

The potential of Switzerland for co-producing series with a strong international impact.

EN What is Switzerland's potential for producing series with a strong international impact? A discussion of a territory with real production potential, with its specific cultural and narrative features, at a time when foreign markets and global platforms are beginning to show an interest.

MARKET



FR Le Marché est l'espace où créateur·rice·s et producteur·rice·s peuvent présenter leurs œuvres et trouver les meilleurs partenaires, et où les décideur·euse·s de l'industrie audiovisuelle et numérique peuvent découvrir, s'inspirer et s'impliquer dans les projets numériques les plus innovants.

EN The Market is the space for creators and producers to present their works and find the best partners, as well as for decision makers in the audiovisual and digital industry to discover, get inspired and get involved in the most innovative digital projects.

SWISS INTERACTIVE SESSIONS



PITCHING SESSIONS

WEDNESDAY 6 | 11 AM – 12:30 PM | Théâtre Pitoëff

Language: English

Online broadcasting the next day.

ONE-TO-ONE MEETINGS

THURSDAY 7 | 2 PM – 5 PM | Downtown Studio | Invitation only

FR Rendez-vous essentiel de la scène audiovisuelle et numérique suisse, les Swiss Interactive Sessions (SIS) offrent un panorama inédit de la création actuelle. Issus des domaines du media design, des arts vivants, plastiques ou visuels, venant de créateur·rice·s confirmé·e·s et des meilleures écoles du pays, neuf projets interactifs suisses sont présentés chaque année à un parterre de programmateur·rice·s et curateur·rice·s internationaux·nales de premier plan.

En 2024, ce programme se décline en deux moments clés :

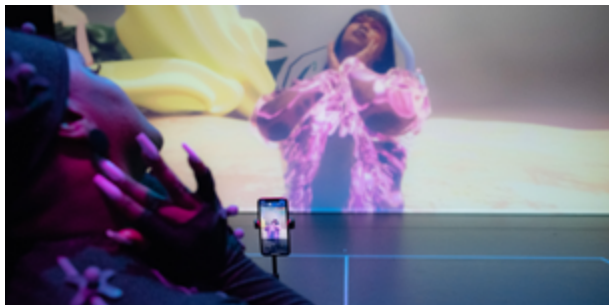
- 1 **Pitching session** : une présentation individuelle de chaque projet est organisée au cœur d'une journée dédiée à la création suisse.
- 2 **Matchmaking** : des sessions de rendez-vous sur mesure entre participant·e·s, programmateur·rice·s et curateur·rice·s internationaux·nales se déroulant sur place et en ligne.

EN An essential event on the Swiss audiovisual and digital scene, the Swiss Interactive Sessions (SIS) offer an unprecedented panorama of current creation. Each year, nine Swiss interactive projects from the fields of media design, performing arts, plastic arts and visual arts are presented to a panel of leading international programmers and curators.

In 2024, this program will feature two key moments:

- 1 **Pitching session**: an individual presentation of each project is organized at the heart of a day dedicated to Swiss creation.
- 2 **Matchmaking**: tailor-made meetings between participants and international programmers and curators, both on site and online.

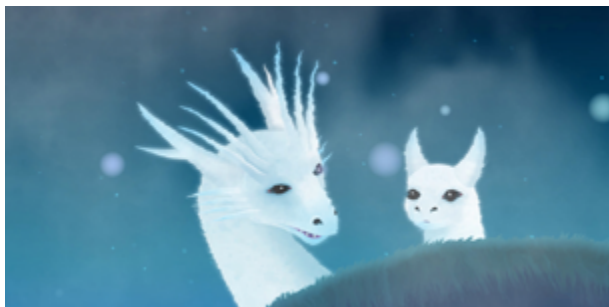
@SYNTIA_CAM – LIVE ACT



LUDOVICA GALLEANI D'AGLIANO | CH | In development | Interactive

IN SEARCH OF: I'm looking for funding and exhibition opportunities for the new interactive project I'm developing during a residency in September.

AKU, REBIRTH OF SHADOWS



AURÉLIE HAYMOZ, LUDOVIC SARTORI | CH | 200' | In development
| Contemplative video game

IN SEARCH OF: Raise awareness of the project / gain visibility, meet and network with industry professionals, including publishers and other developers and find out about other projects.

DELUSIONAL SOUVENIRS



MATHILDE SCHIBLER, OCÉANE SERRAT | 2024 | CH | 5' | Completed | Interactive

IN SEARCH OF: We're keen to meet potential partners for future collaborations, and to receive feedback that will enrich our artistic approach and professional development.



EMMA GROSU | CH | 12' | Completed | Interactive

IN SEARCH OF: The project is currently completed, but I'm looking to improve and refine it. I'm focusing on improving various aspects to achieve a higher level of quality and impact.

L'ISOLA CHE NON C'È



CECILE GIOVANNINI | CH | 60' | Prototype | Interactive installation (including MR)

IN SEARCH OF: EvraKedebra (production) is seeking funding, partners and venues to improve accessibility (languages, deaf/hard of hearing), interactivity and sustainability. Goal: to take the exhibition abroad, develop digital archives and create visual symbols accessible to all kind of public.

LA FABULEUSE MAISON CERVEAU – TOME 2 – L'ÎLE DES INTESTINS



ALEXANDRE PINAULT, AURÉLIE LATTION | CH | 25' | In development | Book + AR

IN SEARCH OF: Distribute our books beyond Switzerland, in French-speaking and English-speaking countries; find partners in illustration, animation, augmented reality, app, and video games to enrich our fantasy world.

PATHWAYS



AMAURY HAMON | CH | 10' | Prototype | Web App

IN SEARCH OF: Networking with creators, developers and cultural institutions interested in an exhibition, digital archive or project distribution support.

RAVE



PATRICK MURONI | 2024 | CH | 18' | Completed | VR

IN SEARCH OF: International distribution, meet institutions or buyers, exchange with other XR producers.

WIND IS THE COSMIC BREATH



HAE YOUNG JI | CH | 24' | Finished | Video

IN SEARCH OF: I would like to present my work to the Swiss digital media arts sector. I would like to meet curators and exhibit my work in cultural institutions.

MIGROS CULTURE PERCENTAGE STORY LAB



PITCHING SESSIONS

WEDNESDAY 6 | 01:30 PM – 2:45 PM | Théâtre Pitoëff

Language: English

Online broadcasting the next day.

ONE-TO-ONE MEETINGS

THURSDAY 7 | 2 PM – 5 PM | Downtown Studio | Invitation only

In collaboration with:



FR En 2024, le Geneva Digital Market accueillera le Story Lab du Pour-cent culturel Migros, l'une des principales initiatives suisses pour l'émergence de la création audiovisuelle sous toutes ses formes. Via la sélection de 7 projets en devenir, de l'horizon numérique à la série TV, c'est l'esprit du Story Lab qui sera présenté.

EN In 2024, the Geneva Digital Market will host the Migros Culture Percentage Story Lab, one of Switzerland's leading initiatives for the emergence of audiovisual creation in all its forms. Through the selection of 7 up-and-coming projects, from digital horizons to TV series, it's the spirit of the Story Lab which will be presented.

SHARE



ISABELLE SIMMEN, KATJA MEIER | 25' | Pilot episode
post-production | Series | Production: Zenka Films

IN SEARCH OF: We're looking for financing and distribution opportunities.

FEAR OF HAPPINESS



BRIGITTE FÄSSLER, MARTINA GRAF | 20' | Completed
| Crossmedia | Production: Brigitte Fässler (cubique Ent. GmbH), Martina Graf (cubique Ent. GmbH)

IN SEARCH OF: Find partners, get inspired, project feedback.

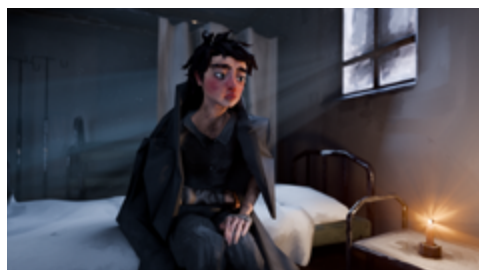
O2



ADRIEN ROYER, VINCENT FICHERA | 70' | In development
| Interactive film | Production: Eric Bouduban (Imajack Films)

IN SEARCH OF: New partners to further develop the project and define the framework for its production launch.

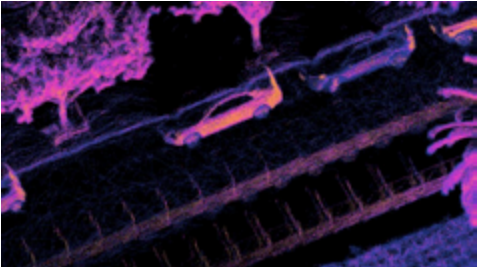
PEACE UNTOLD



ROBIN BURGAEUR, ROBERT VAN ROODEN | 25' | In production
| VR | Production: Robin Burgauer (Inlusio Interactive), Robert Van Rooden (Inlusio Interactive)

IN SEARCH OF: Visibility and publishing partnerships, visibility at festivals.

POST BINARY



DIANE DORMET, LOÏC VALLEY | 25' | In development | VR
| Production: Eric Bouduban (Imajack Films)

IN SEARCH OF: We're looking for a foreign co-production to give it a more international scope, but also to finance the next stages (prototype then realization).

SYMPHONY OF THE DEPTHS



CINZIA FOSSATI, LAURENCE MOLETTA | 15' | In development
| VR | Production: Hélène Faget (Tell me the Story)

IN SEARCH OF: Financial support for the writing and development phase, and search for a co-producer for the prototyping phase.

WAKE-UP



ANGELA GILGES, KARIN HEBERLEIN | 45' | In development
| Series

IN SEARCH OF: Audiovisual partners to develop a series with and for young adults. Meet international players to explore inclusive production and distribution opportunities.

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XR COPRODUCTION SESSIONS



PITCHING SESSIONS

THURSDAY 7 | 9:30 AM – 12:30 PM | Downtown Studio | Invitation only

Language: English

ONE-TO-ONE MEETINGS

THURSDAY 7 | 2 PM – 5 PM | Downtown Studio | Invitation only

In collaboration with:

DOWNTOWN

STUDIO

FR Depuis 2019, le Geneva Digital Market organise des rencontres internationales de coproduction autour de la création d'œuvres immersives (VR, AR, MR). Ces rencontres hybrides sont destinées à stimuler la coproduction d'œuvres suisses et européennes, actuellement en phase de développement et/ou de production, ainsi qu'à générer des échanges entre des sociétés coproductrices et les porteur-euse-s de projets.

EN Since 2019, the Geneva Digital Market has been organizing international coproduction meetings based around the creation of immersive experiences (VR, AR, MR). These hybrid meetings are designed to encourage coproduction of Swiss and European projects currently in the development and/or production stage, and to stimulate cooperation between coproduction companies and project leaders.

ATMOSPHERE



PIERRE ZANDROWICZ | 25' | Prototype | Documentary | Production: Antoine Cayrol (Atlas V), Katharina Weser (Reynard Films)

IN SEARCH OF: We're looking for financial partners and distributors, such as institutions, production companies, museums, foundations, and so on.

BREATHE AGAIN!



FABIENNE GIEZENDANNER | 2024 | 30' | In development | VR | Production: Nicolas Bulet (Nadasdy Film), Guillaume Grélardon (Zéro de Conduite Productions), Elefant Films

IN SEARCH OF: We're looking for a third co-producer to consolidate the project, as well as distributors and broadcasters, and platform managers specializing in metaverse.

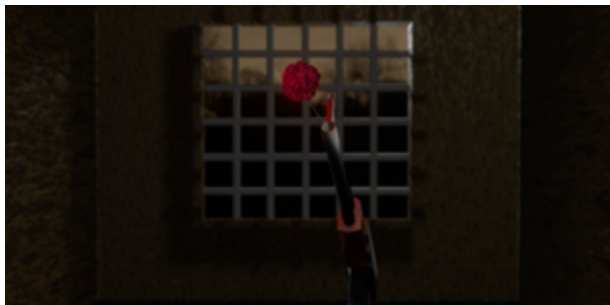
DEMARE



EMILIA SÁNCHEZ CHIQUETTI | 30' | In development | Animation | Production: Emilia Sanchez Chiquetti (Presencias), Ezequiel Lenardon (Detona Cultura)

IN SEARCH OF: We'd like to secure financial leeway, and find co-producers in Switzerland and France, museum partners and distribution networks, as well as private investors and sponsors.

FOLLOW THE CARNATION



CATARINA DE SOUSA, LUI AVALLOS | PT, BR | 20' | In development | Documentary
| Production: Catarina de Sousa (Foi Bonita a Festa), Lui Avallos (Mundivagante Studio)

IN SEARCH OF: Meet potential funders, network and explore partnerships, seek international exposure and promote our work.

HOWSE



FANNI FAZAKAS | 20' | Early-Development | Animation, LBE | Production:
Fanni Fazakas (Rumexr - MedicArt Ltd), Bianca Caderas, Kirsten Zemp, Peter Bikki

IN SEARCH OF: We are looking for a collaborator who shares our vision for Howse. Objectives: identify 3D animation studios, tech partners, investors and European exhibition venues.

I WONDER IF PEACE KNOWS HOW TO FIGHT



IOANA MISCHIE | 20' | Prototype | Narrative | Production: Ioana Mischie
(Storyscapes), Jeremy Sahel (Da Prod)

IN SEARCH OF: Find co-producers, distributors and partners in different countries, and perhaps set up a first intercontinental collaboration.

ISLE OF CORAL



SIMON ROUBY | 45' | Preproduction | Documentary | Production: Pierre-Arthur Goulet (Risette SAS), Emmanuel-Alain Raynal (MIYU), Kuan-Yuan Lai (Poke Poke Creative)

IN SEARCH OF: In addition to raising the profile of the *Isle of Coral* project and finding a co-producer, my aim is to make contact with long-term partners with whom I can build other projects. In this way, I hope to become involved as a co-producer in a project that will be presented at the GDM.

L'OMBRE



AUDREY PACART, BLANCA LI | 20' | In production | Performance | Production: Audrey Pacart (Film Addict), Flash Forward Entertainment

IN SEARCH OF: Meetings with distribution venues.

LIVING WITH THE SNOW LEOPARDS (WT)



FELIX GAEDTKE, GAYATRI PARAMESWARAN | 45' | Prototype | Documentary, MR | Production: Gayatri Parameswaran (NowHere Media)

IN SEARCH OF: Our primary objective at the Geneva Digital Market is to identify one or more distribution partners who can extend our reach.

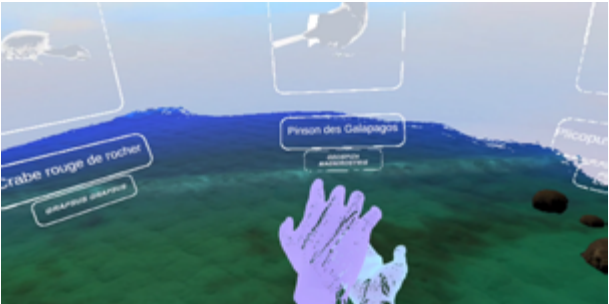
MARTA BECKET'S DEATH VALLEY



GILLES JOBIN, SUSANA PANADÉS DIAZ | 25' | In development | VR
| Production: Cie Gilles Jobin

IN SEARCH OF: We'd like to find some funding.

ORIGIN(S)



ANDRES JARACH, GORDON | 45' | Prototype | Narrative | Production: Chloé Jarry (Lucid realities)

IN SEARCH OF: We're looking forward to meeting potential partners of all kinds, from venues to co-producers.

OUR PLACE



JOHN VOLPATO, VALENTINA TEMPORIN | 21' | Prototype | Narrative
Production: Francesco Bonsembiante (Jole Film), Valentina Temporin (Ultra)

IN SEARCH OF: Connect with international co-producers interested in collaborating with writers and producers experienced in immersive experiences.

REICH OF ASHES



JOANNE POPINSKA, THOMAS HALL | 55' | In development | Documentary
| Production: Joanne Popinska (Infinite Frame Media)

IN SEARCH OF: We're looking for advice, funding for plant development, technical partners and networking opportunities.

SAFE PLACE



NICOLAS WILHEM | 15' | Prototype | Documentary | Production: Môtini Production

IN SEARCH OF: Develop a network with presenters by proposing a project that is accessible and open so that it can travel and be seen.

TSANFLEURON



ELISE MIGRAINE | 40' | In development | Narrative | Production: Elise Migraine (élastiques)

IN SEARCH OF: We're looking for co-producers: XR producers and immersive venues, but also independent creators, developers and mocap experts.

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LE MONDE VA OÙ LES AUDACIEUX LE MÈNENT.

Chaque fois qu'un audacieux crée, c'est un monde possible qui naît. Nous sommes fiers de l'exploit historique de Charles Caudrelier: pour la première fois de l'histoire de la course au large, un skipper a réalisé un tour du monde en volant sur l'eau. C'est la victoire d'une vision, le résultat d'une recherche de pointe et la réalisation d'un travail d'équipe remarquable.

Une victoire qui transcende le sport pour embrasser notre idée du progrès.

PREMIER TOUR DU MONDE EN SOLITAIRE D'UN BATEAU VOLANT.



**EDMOND
DE ROTHSCHILD**

NETWORKING

NUIT NUMÉRIQUE

NOVEMBER 6 | 6:45 PM | Maison communale de Plainpalais | Invitation only

FR Soirée de gala dédiée à la création numérique suisse et internationale, la Nuit Numérique investira la Maison communale de Plainpalais pour sa 8e édition, le mercredi 6 novembre. L'événement met à l'honneur la sélection immersive du Festival ainsi que des œuvres présentées en exclusivité, telles que deux expériences supplémentaires de la collection NeoDoc, *nouvelles expressions documentaires* : le pilote de *Futur[s]*, la nouvelle création de Benoît Renaudin et Isis Fahmy et *Deepfake Débat* de Peter Grönquist et Carine Jaggi dans une version revue spécialement pour l'occasion. L'occasion également de découvrir en première la performance chorégraphique *Free UR Head* de l'artiste taiwanais Tung-yen Chou et ses complices du Very Theatre. Cette soirée festive réunit chaque année les invité-e-s du GIFF et du Geneva Digital Market (GDM) ainsi que plusieurs centaines de professionnel-le-s des industries culturelles et créatives suisses.

EN A gala evening dedicated to Swiss and international digital creation, Digital Night will take over the Maison communale de Plainpalais for its 8th edition on Wednesday, November 6th. The event will showcase the immersive selection of the Festival, as well as exclusive experiences, such as two additional pieces from the *NeoDoc, nouvelles expressions documentaires* collection: the pilot of *Futur[s]*, the new creation of Benoît Renaudin and Isis Fahmy, and *Deepfake Debate* by Peter Grönquist and Carine Jaggi, in a special revised version for the occasion. The opportunity to also discover the premiere of the choreographic performance *Free UR Head* by Taiwanese artist Tung-yen Chou and his collaborators from Very Theatre. This festive evening gathers each year the guests of the GIFF and the Geneva Digital Market, along with several hundred professionals from Switzerland's cultural and creative industries.

FUTUR[S] (PILOTE)



TECHNOLOGICAL PANDEMIC
BENOÎT RENAUDIN, ISIS FAHMY | 2025 | CH | 15' | THÉÂTRE
IMMERSIF | vo. EN, FR

DEEPPAKE DÉBAT



POLITICAL DYSTOPIA
PETER GRÖNQUIST, CARINE JAGGI | 2024 | CH |
PERFORMANCE IA | vo. FR

FREE UR HEAD



PREMIÈRE SUISSE | FOLLOW THE WHITE RABBIT
TUNG-YEN CHOU | 2024 | TW | 30' | PERFORMANCE IMMERSIVE
| Sans dialogue | st. EN

MERCREDI 6 | 8 PM & 9:30 PM | Théâtre Pitoëff
Two sessions during Digital Night.

WHO'S WHO



FR Afin de promouvoir les rencontres et les nouvelles collaborations entre les membres de l'industrie créative, le GDM vous donne accès au Who's Who, une page à retrouver sur notre site giff.ch. Elle vous permet de découvrir tous-tes les professionnel-le-s qui participent, sur place et en ligne, à la 30e édition du Geneva International Film Festival et à la 12e édition du Geneva Digital Market. Pour accéder à leurs coordonnées de contact, veuillez demander une accréditation ou vous connecter en cliquant sur le bouton «Login» avec vos identifiants Eventival. Une fois connecté-e-s, vous aurez également accès au service de one-to-one meetings, lequel vous permet d'agender des rendez-vous sur place et/ou en ligne avec les autres professionnel-le-s ayant accepté de participer aux meetings.

EN To promote meetings and new collaborations between members of the creative industry, GDM is giving you access to Who's Who, a page to be found on our giff.ch website. It will enable you to discover all the professionals taking part, on site and online, in the 30th edition of the Geneva International Film Festival and the 12th edition of the Geneva Digital Market. To access their contact details, please request accreditation or log in by clicking on the "Login" button with your Eventival credentials. Once you've logged in, you'll also have access to the one-to-one meetings service, which enables you to arrange on-site and/or online meetings with other professionals who have agreed to take part in the meetings.



TEAM

General & Artistic Director Anaïs Emery
Head of Industry Mathieu Gayet
Geneva Digital Market Head of operations Sarah Quintric

Geneva Digital Market Assistant Stefan Guyon
Geneva Digital Market Consultant Sten-Kristian Saluveer
Video production and editing Fabien Jupille

HOW TO PARTICIPATE IN GENEVA DIGITAL MARKET

There are several options available to you,
please find out more below:

ACCREDITATION (INDUSTRY, STUDENT, PRESS)

Accreditation is reserved for filmmakers, creators,
representatives of the film, digital and festival industries,
journalists, media professionals as well as students of film
and audiovisual arts.

An accreditation gives you access to (upon reservation):

- All GIFF programs (upon reservation, except opening and closing ceremonies).
- All the GDM Talks, and pitching sessions (except XR Coproduction sessions).
- The online broadcasts of the GDM Talks and pitching sessions (except XR Coproduction sessions), about 24 hours after they have been held on site.
- The detailed version of the Who's Who list, including contact details and access to the one-to-one meetings service through which you can arrange meetings with other market guests and participants (opened from November 1 to 15).

Please note that "Invitation only" events are not accessible with accreditation.

ACCREDITATION GDM ONLINE

If you cannot attend the GDM on site, you can still make the most of various options online:

- Access online broadcasts of the keynotes, conferences, case studies and pitching sessions (except XR Coproduction sessions), about 24 hours after they have been held on site.
- Access the detailed version of the Who's Who list, including contact details and access to the one-to-one meetings service through which you can arrange meetings with other market guests and participants (opened from November 1 to 15).

SINGLE TICKETS

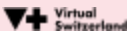
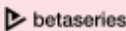
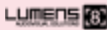
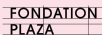
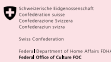
If you are not able to attend the different activities of the GDM or that you are not eligible for an accreditation, you can still attend certain talks and pitching sessions (except XR Coproduction session) by purchasing an individual ticket.

- You must buy the ticket online in advance (subject to availability).
- The ticket will not provide access to the talks later online broadcast.
- You can buy an individual ticket for every GDM activities, except on invitation and private events.



Updated infos on [GIFF.CH](https://www.giff.ch)

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