

# Geneva Digital Market (GDM)

## Regulations 2025

The 13<sup>th</sup> edition of the Geneva Digital Market will take place from **November 3 to 6, 2025**, in Geneva.

You can find more information about the GDM [here](#). For the market sections open to European XR projects or Swiss interactive projects, all details are available on our [website](#).

### 1. ELIGIBILITY REQUIREMENTS

#### XR Coproduction Sessions (XRC)

- a) The call is open to producers, creators, and filmmakers active in Switzerland and/or Europe in the fields of virtual, augmented, or mixed reality. Multiple projects may be submitted by the same individual or production company.
- b) Please note that only projects meeting the following criteria will be considered:
  - i) The professional/creator must be based in Switzerland or Europe
  - ii) A producer and a financing plan must be in place
  - iii) The project must have potential for European impact
- c) This call is open to all XR projects in development, pre-production, production, or post-production. **Completed and already distributed projects are not eligible.** All genres (documentary, fiction, animation, experimental) are accepted, except those created to promote a service or product. All formats (virtual reality (VR), augmented reality (AR), mixed reality (MR), or 360° video) are eligible.

#### Swiss Interactive Sessions (SIS)

- a) Please note that only projects meeting the following criteria will be considered:
  - i) You must be a Swiss producer, creator, or filmmaker, or be based in Switzerland
  - ii) You must have a digital creation project in production or completed and seeking distribution opportunities, in the fields of media design, immersive and visual arts, or live performance integrating digital innovation
- b) All genres (documentary, fiction, animation, experimental) are accepted, except those created to promote a service or product.

### 2. SUBMISSION & DEADLINES

- a) Submissions for the XR Coproduction Sessions and Swiss Interactive Sessions must be made online via the [MyGIFF](#) platform.

- b) By submitting a project, you declare and guarantee that you hold **all rights to the work or have been authorized to submit it**. GIFF cannot be held liable for any claim, dispute, or lawsuit related to the submission. You also authorize the processing of your personal data for GIFF's internal organizational purposes only.
- c) To be considered for the 2025 edition, **submissions** must be completed by:  
**September 2, 2025**
- d) The Festival is committed to protecting the confidentiality and copyrights of submitted works: documents, links, and materials shared will be visible only to the Festival team as part of the selection process. If selected, the Festival reserves the right to use the project's promotional material and information for communication purposes, while respecting copyrights. By submitting a work to GIFF, you acknowledge the inherent risks of sharing exclusive information online (including piracy), except in cases of gross negligence on the part of GIFF.
- e) Submission and participation in the GDM implies **full acceptance of the participation conditions**. Non-compliance may lead to disqualification, at the discretion of the management.
- f) There is no submission fee.

### 3. SELECTED PROJECTS

- a) Selected projects will be announced to the respective producers/creators **at the end of September 2025**. They must not disclose their selection before the official program announcement on October 9, 2025.
- b) Online registration creates a contract (these General Conditions) which you must accept.
- c) All **required documentation** for the GDM catalog and website must be sent by **September 25, 2025**, or the project may be disqualified.
- d) To promote each project and section, registration authorizes the Festival to use trailers and excerpts in screenings, on its website, and across communication channels. The Festival reserves the right to edit and/or write synopses of the selected works for its communications.

### 4. HOSPITALITY & ATTENDANCE

Please note that the Festival will cover expenses for only one representative per project, designated by the Market team.

#### XR Coproduction Sessions (XRC)

- a) Selection for the XR Coproduction Sessions includes the following benefits:
  - Travel (within Switzerland/Europe) and **one night of accommodation** covered for **the project representative**
  - Access to networking and matchmaking tools and events
  - Project promotion and visibility
  - For the representative: 1 accreditation granting access to all GDM and GIFF events, and 1 invitation to the Digital Night on **November 5, 2025**
  - For other team members: 2 accreditations for GDM and GIFF events
- b) The project representative is required to:

- Attend the XR Coproduction Sessions (half-day)
  - Attend all scheduled one-on-one meetings during the event (half-day)
- c) Regarding travel arrangements, the Festival reserves the right to determine itineraries in consultation with the invited participants.

### Swiss Interactive Sessions (SIS)

- a) Selection for the Swiss Interactive Sessions includes the following benefits:
- **One night of accommodation covered for the project representative**
  - Access to networking and matchmaking tools and events
  - Project promotion and visibility
  - For the representative: 1 accreditation granting access to all GDM and GIFF events, and 1 invitation to the Digital Night on **November 5, 2025**
  - For other team members: 2 accreditations for GDM and GIFF events
- b) The project representative is required to:
- Participate in the Swiss Interactive Sessions
  - Attend all scheduled one-on-one meetings during the event

## 5. GENERAL RULES

The Festival management will handle any exceptional circumstances not covered by these rules. It may grant special exemptions for specific, justified requests. **Participation in the Geneva Digital Market implies full and unconditional acceptance of all general conditions stated in this document.** The Festival reserves the right to amend these regulations at any time without prior notice.

Geneva International Film Festival et Digital Market, May 2025.

For further information, please contact the Market coordinators [gdm.executive@giff.ch](mailto:gdm.executive@giff.ch)