

Press release
Geneva, September 16, 2025

THE GENEVA DIGITAL MARKET (GDM), AN AUDIOVISUAL LABORATORY, RETURNS NOVEMBER 3–6 FOR AN AMBITIOUS 13th EDITION

A key event for audiovisual innovation in Switzerland, the Geneva Digital Market (GDM) will hold its 13th edition from November 3 to 6, at the heart of the 31st Geneva International Film Festival (GIFF). Each year, this event brings together several hundred professionals to address the industry's major challenges. A true hub for reflection and experimentation, the GDM has established itself as a European showcase for immersive audiovisual works.

The GDM today unveils the first elements of its program. Conferences will highlight themes shaping contemporary audiovisual creation, such as Swiss serial production with **Ann Bergström** (Head of PR, Viaplay Select and Content Distribution, Viaplay Group, GB) and **Frédéric Lavigne** (Artistic Director, Series Mania Festival, FR), **Marianne Furevold-Boland** (Head of Drama, NRK, NO), as well as international perspectives with **Damien Couvreur** (Co-founder, Abracadabra, FR). The adaptation of immersive experiences (XR) to cinema, along with the role of sound and music, will also be explored with **Pierre-Alain Giraud** (Director, Producer & Co-founder, Novaya, FR) and **Anne McKinnon** (Director, Ristband, GB, IE). Finally, gamification applied to audiovisual creation will round out this series of conferences, featuring insights from expert creators.

GENEVA DIGITAL MARKET TALKS

SERIES

Abracadabra: Producing series for a global market

Keynote

Co-founded by Pathé, Abracadabra aims to create series capable of captivating international audiences.

With : **Damien Couvreur**, Co-founder, Abracadabra, FR

Swiss Series Storytelling Award: Feedback and insights

Conference

For its second edition, the Swiss Series Storytelling Award honors a Swiss script and showcases Swiss creativity, with support from SSA and Suissimage.

With: **Ann Bergström**, Head of PR, Viaplay Select and Content Distribution, Viaplay Group, GB | **Marianne Furevold-Boland**, Head of Drama, NRK, NO | **Frédéric Lavigne**, Artistic Director, Series Mania Festival, FR

GAMIFICATION OF CINEMA

20 Years of YouTube: Creators facing platform transformations

Conference

Twenty years on, YouTube and video platforms have become central creative spaces.

Multichannel formats, roles of creators: a breakdown of these new media territories.

With: **Anil Brancaleoni**, Youtuber & Content Creator, CH | **Margaux Fritschy**, Producer & Co-Founder, Laxar Gang (YouTube channel Le Grand JD), CH | **Tataki**, Swiss Digital Media (RTS), CH

From studios to smartphones: Fiction in the age of user-generated content

Conference

How can XR be reinvented through the smartphone, the everyday tool of social and interactive creation? Insights from pioneering artists.

With: Steye Hallema, Creative Director and Founder, The Smartphone Orchestra, NL | **Karen Palmer**, Storyteller from the Future, GB

EXTENDED REALITIES

Adapting XR works to high-impact film and TV production

Conference

How do XR projects transcend the digital space to find their place in cinema or television, paving the way for a new type of adaptation.

With: Eloise Singer, Founder and CEO, Singer Studio, GB | **Liz Rosenthal**, Curator, Venice Immersive & Venice Immersive Market, Executive Producer & Founder Power to the Pixel, GB

Sound focus / Immersive music: Rethinking the dialogue between image and sound

Conference

Invisible yet essential, sound drives immersive experiences, from hybrid concerts to a case study on *Locus Solus* by Ensemble Contrechamps.

With: Pierre-Alain Giraud, Director, Producer & Co-founder, Novaya, FR | **Anne McKinnon**, Director, Ristband, GB, IE | **Serge Vuille**, Composer & Curator, Ensemble Contrechamps, CH

Immersive exhibition spaces: What co-production models for the future?

Conference

What models can support the production and hosting of immersive works in cultural spaces? A look at practices shaping a global cultural network.

With: Myriam Achard, Chief New Media Partnerships and Public Relations, PHI, CA | **Paolo Löffler**, Managing Director, Kunstkraftwerk Leipzig, DE | **Prodromos Tsiavos**, Head of Digital Development and Innovation, Onassis Foundation, GR

MARKET

Ahead of the October 9 selection announcement, the first decision-makers confirmed for the Market illustrate the strong co-production and distribution support potential for selected projects:

- Pôle de création numérique (CH)
- Plateforme 10 (CH)
- Ars Electronica (AT)
- Kunstkraftwerk Leipzig (DE)
- MEET Digital Culture Center (IT)
- MUTEK (CA)
- Fondation Art Explora (FR)
- Watershed (GB)
- ZKM | Center for Art and Media Karlsruhe (DE)
- Espronceda Institute of Art & Culture (ES)



- Venice Immersive - La Biennale di Venezia (IT)
- BOZAR (BE)

HOW TO GDM 2025

On-site: GDM is accessible with Industry and Press accreditations – available via [our website](#). Accredited guests also gain exclusive access to the Festival and GDM Who's Who. Conferences are also open to the general public through ticket purchase.

Online: A dedicated GDM Online accreditation provides remote access to conferences (with a 1-day delay), project presentations, and the matchmaking platform.

Accreditation requests for the 31st edition are open from **September 4 until October 30** and available on our platform !

More info about [GIFF](#)
[Press Area](#)
[Accreditations](#)

SAVE THE DATE

Since **September 4** | Apply for accreditation
October 9 | Full program announcement
October 31 – November 9 | GIFF 31st edition
November 3-6 | GDM 13th edition

Contact

Mete SEVEN | Press Officer | press@giff.ch | +41 22 809 69 26 | +41 76 517 07 38