

Geneva Digital Market (GDM)

Regulations 2026

The 14th edition of the Geneva Digital Market will take place from **November 2 to 5, 2026**, 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 active in Switzerland and/or Europe in the fields of virtual, augmented, or mixed reality. Multiple projects may be submitted by the same production company.
- b) Please note that only projects meeting the following criteria will be considered:
 - the project submitted must originate from Switzerland or Europe
 - a producer and a financing plan must be in place
 - **have European potential** in terms of production, distribution, or cultural impact
- c) This call is open to all XR projects in development or pre-production looking for an European partner or co-producer. **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:
 - you must be a Swiss (or be based in Switzerland) producer, creator, or filmmaker
 - 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
 - looking for distribution opportunities in media design, immersive and visual arts, and live performance integrating digital innovations.
- b) All genres (documentary, fiction, animation, experimental) are accepted, except those created to promote a service or product.

- c) Choose between our 2 entries:
- SIS – Studios: pitching session based on the existing catalogue of a professional artistic collective, creative studio or production company based in Switzerland.
 - SIS – New Talents: selection based on a student's digital project from the Swiss universities and schools.

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 2026 edition, **submissions** must be completed by:
Monday, August 24, 2026
- 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 in **mid-September 2026**. They must not disclose their selection before the official program announcement on October 8, 2026.
- 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 Thursday, September 24, 2026**, 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 (one person)**
 - Access to networking tools and events, as well as the Festival's Who's Who
 - Project promotion and visibility
 - For the representative: 1 accreditation granting access to all GDM and GIFF events, and **one** invitation to the Digital Night on **Wednesday, November 4, 2026**
 - For other team members: 2 accreditations for GDM and GIFF events
- b) The project representative is required to attend on **Thursday, November 5:**
 - In the morning, the XR Coproduction Sessions
 - In the afternoon, all scheduled one-on-one meetings
- 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 (one person)**
 - Access to networking tools and events, as well as the Festival's Who's Who
 - Project promotion and visibility
 - For the representative: 1 accreditation granting access to all GDM and GIFF events, and **one** invitation to the Digital Night on **November 4, 2026**
 - For other team members: 2 accreditations for GDM and GIFF events
- b) The project representative is required to attend:
 - On Wednesday, **November 4**, the Swiss Interactive Sessions
 - On Thursday, **November 5**, all scheduled one-to-one meetings

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, May 2026.

For further information, please contact the Market coordinators gdm.executive@giff.ch