

THE INTERNATIONAL TRADE FAIR FOR PERFORMING ARTS IN AUDIOVISUAL MEDIA – ONLINE + HYBRID

Avant Première Music + Media Market Vienna
14-17 February 2022, online + hybrid

Vienna, 02 December 2021

Avant Première Music + Media Market Vienna will take place again from 14-17 February 2022. **As the largest annual trade fair, marketplace and networking event for music + dance films**, the 2022 edition of Avant Première will be **online**, with a possible hybrid extension of its programme in Vienna, Austria.

Avant Première is the key global meeting place for a specialised global industry and unites key international experts + decision makers from major public + private broadcasting stations, streaming + VOD platforms, distribution + film production companies and performing arts institutions. Offering a seamless digital experience, Avant Première 2022 combines a comprehensive screening + conference programme, crucial industry insights + engaging online events.

Avant Première Screenings: coproduction market for the cultural TV industry

The Avant Première Screenings provide an exclusive preview to the latest 580 music + dance films, including documentaries, artist portraits, concerts and live recordings. Major market players, such as ARTE, BBC, NHK – Japan Broadcasting Corporation, Servus TV, Unitel, C Major, Deutsche Grammophon GmbH or the Opéra national de Paris present their productions to the whole industry - potential buyers, coproducers, partners and financiers. Submissions for the 2022 edition show an unprecedented diversity in origin countries, featuring companies from 20 different countries, from Mexico over New Zealand to Lithuania. In addition, 70 companies present their highlight productions, including 8 new IMZ Member organisations that have been convinced by the variety of opportunities Avant Première offers.

Conference Programme: Industry Trends, Pitching Opportunities, Business Promotion + Young Talent Promotion

The conference programme at Avant Première is designed to meet the specific needs of the industry and support visitors in promoting their business, expanding their professional network and providing them with valuable insights. Formats include special presentations, panels on current issues, pitching sessions, booth areas for company presentations and many networking opportunities. The 2022 edition features the following highlights:

Innovation Day

Avant Première 2022 places a special emphasis on innovative technologies and different formats for the arts + imaginative and sustainable approaches in film production, such as 360° video + audio technologies, AR. The Innovation Day will explore profound shifts in the audiovisual industries and adjustments wrought by streaming services, based on examples by Professor Amanda D. Lotz, renowned book author focusing on the television + media industries. Accelerated by the pandemic and easier access to more sophisticated technology, the way classical music is consumed and engaged with changes swiftly, superseding the idea of traditional concert or broadcasting formats and relocating to digital platforms such as TikTok, Snapchat + Co – formats that will be explored on Innovation Day as well.

Sunny Side of the Doc / PiXii Festival + IMZ Pitching Session

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Avant Première 2022 invites filmmakers to pitch their projects to international experts from companies like TVF, Musiq'3 and Marquee TV, in cooperation with Sunny Side of the Doc / PiXii Festival, the global marketplace for documentary + factual content. The call is targeted towards documentaries in development or production and native web creations or cross-platform storytelling formats. **New in the upcoming edition:** a second pitching session exclusively dedicated to digital content within the performing arts. Filmmakers are invited to pitch innovative stories or digital installations created through new convergences of documentary, culture and immersive technologies to expert jury members.

Presentation 'Content.Agent'

Content.Agent is the search engine + digital B2B marketplace for film licence trading that has been launched in fall 2021. Developed with IMZ Members and the industry, Content.Agent unites the expertise of an entire industry in a joint step towards digitalisation. The core functionalities of Content.Agent will be presented at Avant Première 2022.

One-on-One Expert Sessions

This Speed Dating format provides emerging + established talents the opportunity to present their film projects to senior executives from major broadcasting companies + leading figures in the music film industry, like Qwest TV, NHK – Japan Broadcasting Corporation and ZDF/Arte, but also to build bridges with representatives of other industries. The fast-paced, engaging event gives visitors access to a seat at the table of seasoned key cross-sector experts in order to explore ways to collaborate with or learn from each other.

Avant Première 2022 + Covid-19

The hybrid character of Avant Première will provide the optimal platform to make the most out of the Avant Première community and will allow visitors from countries with high numbers of Covid cases to participate as well.

By the beginning/mid of January 2022, the situation will be evaluated in order to see if a physical extension of the programme will be possible. The on-site event will be held in absolute compliance with the regulations applicable in Austria and the hygiene + safety measures will be updated on a regular basis – you will find regular updates [here](#).

“Avant Première is like a candy store for a kid. I love all the content and there is a huge variety and high quality of content screened throughout the event.”

Marcelo Lezama, Film + Arts General Producer at AMC International - Latin America

“The global Covid19 pandemic has shown how important culture and media are. Avant Première 2022 will therefore encourage those at the intersection of performing arts + audiovisual media to build stronger partnerships, find support and do business on a global stage.”

Arild Erikstad, IMZ President

“The IMZ and Avant Première are the place to meet where all people share the same passion as broadcasters, producers or artists for music, dance and opera on digital platforms and TV. (...) We are in a digital period, but we need to meet to speak to each other, to have real contacts. (...) Every Avant Première is a success because I meet my colleagues and other producers.”

Nicolas Auboyneau, Director of Culture at France Télévisions

“As Chief Content Officer it is so fruitful that everyone from the industry is here at Avant Première. It feels like a family. I like the format of the One-on-One Expert Session very much. I saw some very interesting projects and loads of great content. I will go home with the feeling that we need to change and work on our catalogue”

Ulrike Köstinger, CCO at Arts Consolidated ApS (Operabase, CueTV)

“Given the enormous success of the previous online Avant Première, we build on the positive experiences of all visitors and further develop online opportunities in order to provide the best possible experience for everyone.”

Katharina Jeschke, IMZ Secretary General

„The first online edition of Avant Première offered an amazingly efficient way of looking at all new music film

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productions worldwide. It is one of the most inspiring events in this field, with a strong community engagement and a wonderful spirit.

Frank Gerdes - Head of Culture Servus TV

PARTNERS



For more information: www.avant-premiere.net

For press resources: <https://press.imz.at>

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Avant Première Music + Media Market Vienna is hosted by the IMZ International Music + Media Centre, the global network dedicated to the promotion of performing arts through audiovisual media. With 150+ IMZ Member Organisations around the world, the IMZ is committed to a sustainable advancement of the industry and grounds its activities on four pillars: Market Access + Network, Professionalisation, Audience Development and Innovation + New Business Models. www.imz.at