



Unifrance Rendez-Vous in Biarritz

28th edition — September 4 > 8, 2022

All the highlights of the Unifrance Rendez-vous in Biarritz

From September 4 through 8, the Unifrance Rendez-Vous in Biarritz, the world's largest market dedicated to French audiovisual programs, will take place. During the organization's flagship event, buyers from some 50 countries will be able to discover more than 1,000 TV contents covering all genres (fiction, animation, documentary, live shows, and entertainment) presented by 62 exhibiting companies.

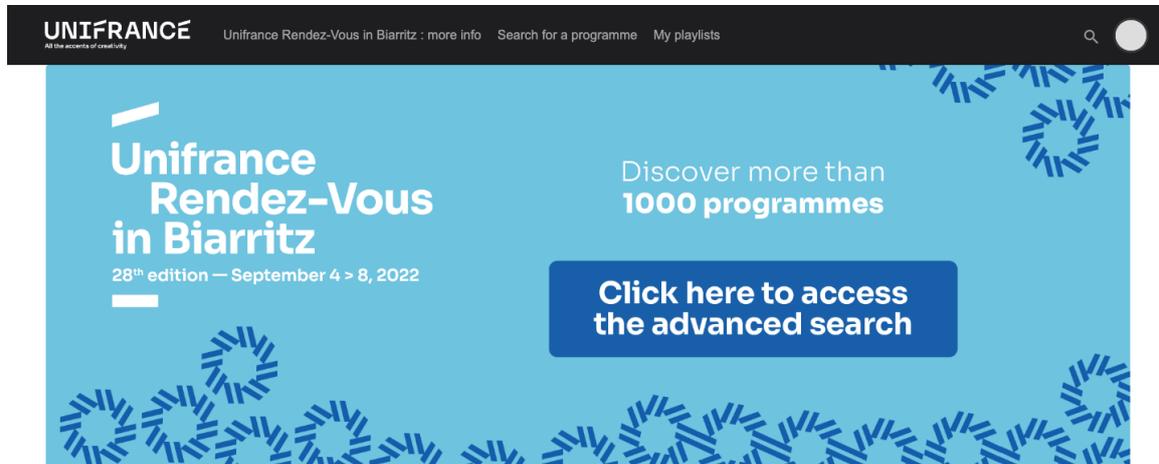
- **A vast array of programs and a new viewing platform**

Unifrance has inaugurated its [new viewing platform](#) for the Rendez-vous. More flexible, modern, and adapted to the specific needs of the markets, it has been accessible to buyers participating in the event since Monday, August 29.

The new interface incorporates an advanced search engine designed to make it easier for buyers to find the **more than 1,000 programs offered**, about **half of which are new**.

Preferring the editorialization of content to an exhaustive approach, the new platform offers each exhibiting company the opportunity to draw attention to one of its flagship programs in the form of a "**highlight**," benefiting from privileged visibility on the site's home page.

Participants will also be able to view all the programs directly at the market, in Biarritz, thanks to a dedicated video library, equipped with 130 viewing stations.



Highlights | Unifrance Rendez-Vous in Biarritz



- **A resurgence of market participants**

More than **240 buyers are expected from 47 countries**. For the first time, Unifrance also wanted the main French broadcasters to participate.

For 29% of the accredited companies, this is their first participation in the Rendezvous, such as Canal Curta! and Box Brazil (Brazil); Westmedia (Cambodia); CANAL+ Afrique (Ivory Coast); Asharq Bloomberg and Ten Time (Dubai); AMC +, Pluto TV, and Odilo (Spain); OTTera and Topic (United States); Antenna Group Central Europe (Hungary); Alliance Media & Entertainment and MX Player (India); PT Metropolitan Televisindo (Indonesia); Discovery (Italy); Tet SIA and LMT (Latvia); Tongariro Releasing (Poland); Blue Entertainment and Media One Contact (Switzerland); ATV - Turkuvaz Media Group (Turkey); 1+1 Media Group, Starlight Media and Suspilne (Ukraine); and Vietnam Television Cable Joint Stock Company (Vietnam).

Among the companies present, 10% are VOD companies such as Amazon, Pluto TV (AVOD), Topic, AMC+, Disney+, Discovery +, SBS on demand, tou.tv (Radio-Canada), Salto, Ten Time, OTTera (AVOD), France Channel, Megogo, and Odilo.

Moreover, the most represented countries will be Spain, Poland, Germany, Belgium, and Switzerland.

- **An enhanced artistic presence**



As part of its enhanced strategy in terms of international promotion, especially relating to the audiovisual sector, an important presence of artists is planned during the gala evening of the Rendez-vous, a new feature of the 2022 edition.

Accredited participants will hence be able to discover, during a premiere screening, ***Diane de Poitiers (The King's Favorite)***, the new historical series directed by Josée Dayan and sold by France tv distribution, in the presence of the cast members **Isabelle Adjani, Hugo Becker, and Virginie Ledoyen**, director and producer **Josée Dayan**, as well as the associate producer **Gaspard de Chavagnac** (Passion Films). As part of the thematic lunches and dinners organized on the occasion of the Rendez-vous, actress **Lisa Teixeira**, from the series ***OPJ Pacifique Sud (Pacific Criminal)***, will also come to present the series and meet international buyers.

Information about all the thematic lunches and evenings is available [on the event's website](#).

- **Increased market exposure on social networks**

As part of its strategy to increase its own content and in order to report on the exceptional artistic and professional presence at the Rendez-vous, Unifrance will produce **a series of video capsules** accessible on its social networks during the event.

Unifrance will take advantage of the presence of the *The King's Favorite* teams to meet the artists who contribute to the influence exerted internationally by French audiovisual creation.

Unifrance will also meet with international buyers and French distributors to discuss the recipes for success of French programs around the world.

- **French audiovisual export figures for 2021 unveiled in Biarritz**

On Monday, September 5, 2022, at the Casino Municipal's theater, Unifrance and the CNC will together present the 2021 export figures for French audiovisual programs during a press conference that will also be broadcast online (in French and English).

The full list of participant distribution companies can be found on the [event's dedicated website](#).

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ABOUT UNIFRANCE

Created in 1949, Unifrance is the organization in charge of promoting French cinema and audiovisual works internationally.

Based in Paris, Unifrance has about fifty employees, as well as representatives in the United States, China, and Japan. The association now brings together more than 1,000 French film and audiovisual professionals (producers, artists, agents, exporters, etc.) who work together to promote French films and audiovisual programs among foreign audiences, professionals, and foreign media.

Unifrance is supported in its actions by the French government, the CNC, Institut français, PROCIREP, and by numerous institutional and private partners.

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