

Unifrance Rendez-Vous in Biarritz

28th edition — September 4 > 8, 2022

Unifrance Rendez-Vous in Biarritz Positive Results and a Welcome Return of Personal Attendance



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More than 250 buyers travelled from 47 countries, including faraway nations like Japan and Australia, for this first post-pandemic, in-person edition of the Unifrance Rendez-Vous in Biarritz. The 28th edition was an incredible experience for both members and international buyers alike. Being able to finally gather in Biarritz was an undeniable asset after two years of physical separation and virtual communication. It was extremely beneficial for all involved to be back together again to share emotional experiences and to discuss French audiovisual content in the very best possible work environment in which to promote them.

The series *The King's Favorite* directed by Josée Dayan rose to the head of the class in the **Unifrance Screening Room**, a promising new tool that allows for a more fluid viewing experience for buyers, while also providing contextual information for the programmes. Drawing on the editorialisation of content, this new viewing platform gives each exhibitor the ability to shine a spotlight on one of their flagship programmes by creating a **highlight**, which is given greater visibility on the website's home page. Currently under development, additional functionalities will make this new tool even more efficient in terms of collecting statistical data, notably for distributors, as well as making it easier for buyers to run searches.

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Unifrance is delighted to be able to make this new tool available to professionals from both sectors and will be adapting it for all of its upcoming events, markets, and festivals over the course of the coming months.

“France tv distribution is proud of the relaunch of the Unifrance Rendez-Vous in Biarritz, in style, under the sun, with a selection of programmes that displayed amazing diversity and creativity. It was the perfect opportunity to preview the France Télévisions series *The King’s Favorite* with a special screening and gala dinner in the presence of the film’s artistic team.”

Catherine Bernard, Deputy Chief Executive, France tv distribution



Daniela Elstner, Josée Dayan, Isabelle Adjani, Hugo Becker, and Virginie Ledoyen
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Key Figures

By the end of the event, over 3,000 visits to the new Unifrance Screening Room had been recorded, generating 4,200 viewings of over 1,250 different programmes, for a total viewing time of 460 hours.

Top 5 Views

TOP 5 DRAMA

1. *The King’s Favorite* – France tv distribution/Passion Films
2. *Pacific Criminal* – Film & Picture/Terence Films
3. *The Best of Us* – About Premium Content/Quad Drama & TS Productions
4. *Elle’s Kitchen* – Have A Good One/Cinétévé
5. *Judge Marianne, One of a Kind!* – France tv distribution/Ryoan

TOP 5 DOCUMENTARY

1. *Nature in Symbiosis* – GAD/Antipode
2. *Europe Revealed* – Point du Jour International/Clin d’œil films
3. *The Sect* – Fédération International/What’s Up Films
4. *The Great Toilet Battle* – Andana Films/Quark Productions
5. *The Wonders of Europe* – Studiocanal/Chengyu Prod

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TOP 5 ANIMATION

1. *50/50 Heroes* – Cyber Group Studios
2. *Tara Duncan* – Princess Sam Pictures
3. *Edmond & Lucy* – MIAM! Distribution/MIAM! Animation
4. *Anna & Friends* – Superights/Superprod
5. *Simon Super Rabbit* – GO-N International/Go-N Productions

Exclusive Content to Unifrance

As part of its strategy of bolstering support for the surge of its own content, teams at Unifrance have made a series of video capsules available on its channels and social media platforms, which can be accessed [here](#). This includes [the press conference announcing the 2021 export figures for French audiovisual content](#), which was filmed and broadcast live around the world from the Unifrance Rendez-Vous in Biarritz.

The next edition of the Unifrance Rendez-Vous in Biarritz will be held from 3-7 September 2023.

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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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