

# THE INTERNATIONAL TRADE FAIR FOR PERFORMING ARTS IN AUDIOVISUAL MEDIA

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

Vienna, 31 January 2022

The Avant Première Music + Media Market Vienna is an international trade fair, marketplace, conference and networking event for music + dance films. As the preeminent gathering for a specialised industry, it unites key international experts + decision makers from major public + private broadcasting stations, streaming + VOD platforms, distribution + film production companies and performing arts institutions.

Taking place **online from 14-17 February 2022**, Avant Première offers a seamless digital experience for all participants, combining a comprehensive screening + conference programme with valuable networking opportunities + crucial industry insights – all accessible via the online event solution, **b2match Organiser Tool**.

## **Avant Première Screenings: A coproduction hub for the cultural TV industry**

The Avant Première Screenings provide an exclusive preview to 580 of the latest music + dance films, including documentaries, artist portraits, concerts and live recordings. Major market players like **ARTE, C Major, Deutsche Grammophon, NHK – Japan Broadcasting Corporation, Naxos Audiovisual Division, the Opéra national de Paris** or **Unitel** present their productions to the entire industry – potential buyers, coproducers and financiers. Submissions for the 2022 edition show an unprecedented diversity in places of origin, featuring more than **70 companies from 20 different countries, from Mexico to New Zealand and Lithuania**.

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

The conference programme at Avant Première is designed to meet the specific needs of the industry + support attendees in promoting their business, expanding their professional network and receiving valuable insights. Formats include special presentations, panels on current issues, pitching sessions, booths for company presentations + many networking opportunities. The following are some of the highlights:

### **Innovation Day: Tuesday, 15 Feb, 14:00 – 17:00 CET**

On Innovation Day, Avant Première places a special emphasis on new technologies + innovative formats for the arts. Hosted by Kay Meseberg, Head of Mission Innovation at ARTE, select market players + hand-picked expert speakers showcase their latest state-of-the-art projects. Panelists include KlimAktiv, which will explore sustainable approaches in media production, Fraunhofer FOKUS, which will showcase high-end solutions for immersive virtual live events and the Federal Ministry for Arts, Culture, Civil Service and Sport, which will present new funding programmes for digital + alternative formats of visual experience.

### **Sunny Side of the Doc/PiXii Festival + IMZ Pitching Sessions: Monday, 14 Feb, 14:00 – 17:00 CET**

In cooperation with Sunny Side of the Doc/PiXii Festival – the global marketplace for documentary + factual content – Avant Première invites filmmakers to pitch their performing arts documentaries in development or production to international experts. The jury includes decision makers from BBC Music, Marquee TV and TVF International. **New in the upcoming edition:** a second pitching session exclusively dedicated to digital content within the performing arts – native web formats, new media narratives or projects using VR technology – pitched to expert jury members from ARTE, Ars Electronica Linz + more.

### **One-on-One Expert Sessions: Wednesday, 16 Feb, 14:00-17:00 CET**

This Speed Dating format provides emerging + established talents the unique opportunity to connect with industry + cross-sector experts. **'Meet the Buyers'** enables participants to learn first-hand what purchasers from major broadcasting companies + streaming companies want from experts like Dieter Schneider, Commissioning Editor for ZDF/ARTE, Ulrike Köstinger, Chief Editor + Partnership Officer at

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Operabase + others. In addition, the new format **'Meet the Cross-Sector Experts'** provides a seat at the table of key cross-sector experts exploring ways to collaborate + learn from each other, including Nathaniel Brendel, Senior Director at Emmy® or Edilia Gänz, Director of FEDORA.

## 1:1 Matchmaking: All day, every day, 09:00 – 18:00 CET

Avant Première provides participants with valuable matchmaking opportunities to promote coproduction + exchange between film producers, distributors, buyers and financiers. Beyond the One-on-One Expert Sessions, registered participants can arrange 1:1 online meetings with any other participant, directly via b2match.

## Special Presentations

Special Presentations showcase companies, ideas and productions, inviting participants to learn about the latest innovations + ways to contribute and support projects – like ARTE's invitation to the broadcaster's ambitious + spectacular live show this summer, or an industry expert's reflection of the positive sides of the past two pandemic years during this year's Valentine's Day Special.

## Avant Première 2022 Venue Partner: Advantage Austria

Avant Première Music + Media Market Vienna 2022 takes place in cooperation with Advantage Austria, the trade promotion organisation of the Austrian Federal Economic Chamber.

*"Given the enormous success of the previous online Avant Première, we'll build on the positive experiences of all visitors to further develop online opportunities, providing the best possible experience for everyone – until we can return to Berlin".*

**Katharina Jeschke**, IMZ Secretary General

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

*"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

## PARTNERS



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More information: [www.avant-premiere.net](http://www.avant-premiere.net)

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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 over 150 IMZ Member Organisations around the world, the IMZ is committed to a sustainable growth of the industry and bases its activities around four pillars: Market Access + Network, Professionalisation, Audience Development and Innovation + New Business Models. [www.imz.at](http://www.imz.at)*