



MIFF'S 37°South Market: Books at MIFF (BaM) PUBLISHERS, PANEL, PITCHING!

MELBOURNE, 01 July 2010: The book publishing and film financing industries meet again at the fourth edition of an expanded **37°South's Books at MIFF (BaM)**, which fosters links between the publishing and production industries to encourage screen adaptations of books. **BaM** takes place on 23 July 2010 during the Melbourne International Film Festival's four-day film co-financing event **MIFF 37°South Market**.

BaM 2010 kicks-off with Screen Australia Strategy and Research Assistant Manager Matthew Hancock launching new research on the economics of adaptations in Australia. Conducted in collaboration with the Australian Film TV & Radio School (AFTRS), this research marks the first comprehensive study of the supply and demand of underlying source material for Australian films. It draws on never-before published box office and production budget data, as well as industry consultation and international comparisons.

A subsequent panel discusses the report and explores the state of adaptations in Australia with panellists including Random House's Margaret Seale, Text's Michael Heyward, Curtis Brown's Pippa Masson, Stacey Testro International's Stacey Testro, Screen Australia Head of Development Martha Coleman, producer Robyn Kershaw (*Bran Nue Dae*), and director, writer, producer, Screen Australia Board member and AFTRS consultant Robert Connolly (*Balibo*).

More than 70 Australia/NZ film producers and some 21 Australian publishing companies/literary agents are registered for **BaM**, including Allen & Unwin, Hachette, Hardie Grant/Egmont, HarperCollins, Melbourne University Publishing, Penguin/Puffin, Random House and Scribe. **BaM** also includes pre-scheduled one-to-one meetings between publishers and producers, and a public pitching session by **BaM**'s reading panellists of new books with potential for screen adaptation.

Also returning will be the **BaM** film rights catalogue, listing some 50 book titles which are available for screen adaptation. From this catalogue, the **BaM** reading panel, comprising screen producers Helen Leake, Marian Macgowan, Sue Masters, Sue Maslin and Sue Murray, Film Victoria script manager Charlie Carman and MIFF Chair/script editor Claire Dobbin, selected nine titles from eight companies that will be pitched publicly.

The selected titles are ***The Happiest Refugee*** by Anh Do (Allen & Unwin), ***The FamilyLaw*** (Black Inc), ***The Lakewoman*** by Alan Gould (Calidris), ***Worst of Days: Inside the Black Saturday Firestorm*** (Hachette/Curtis Brown), ***Ghost Child*** by Caroline Overington (Curtis Brown), ***The Truth About Emma*** by Gary Crew (Hachette), ***Offsider*** by Patrick Mangan (Melbourne University Publishing), ***The Midnight Zoo*** by Sonya Hartnett (Puffin) and ***The Byron Journals*** by Daniel Ducrou (Text).

BaM acknowledges the special support this year of Screen Australia's Development Department. **BaM** is a major event of **MIFF 37°South Market**, which runs 22-25 July 2010 during the opening weekend of **MIFF**. For more details on **BaM** and other **MIFF 37°South Market** co-presented events, which include the **State of Play** film financing panels, the **Melbourne Digital Summit** and **In Search of Stories Worth Telling: Robert Rosen Lecture Series**, go to www.miff37degreesSouth.com. **MIFF 37°South Market** is the exclusive Australia/NZ institutional partner of London's **Production Finance Market (PFM)** and the Abu Dhabi **Circle**. For more information on **MIFF**, including **MIFF 2010** ticket purchases, go to www.melbournefilmfestival.com.au

MIFF 37°South MARKET

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