

MEDIA RELEASE



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MIFF 37°South Market: OPENS WITH NEW INTERNATIONAL PARTNERSHIP

MELBOURNE, 23 July 2009: Victorian State Premier John Brumby last night welcomed a large contingent of international and Australia/NZ film financier/buyers to Melbourne as he officially opened the third edition of **MIFF 37°South Market**, the Melbourne International Film Festival (**MIFF**) film co-financing event running 23-26 July 2009, and announced a new strategic partnership with the Abu Dhabi **Circle** financing conference.

The **MIFF 37°South Market-Circle Alliance**, which mirrors the existing **MIFF 37°South Market-London Production Finance (PFM) Alliance**, ensures that each producer selected to participate in the 2009 **MIFF 37°South Market** will automatically be considered for a place at the October 2009 edition of the Abu Dhabi **Circle**. The **Circle-37°South** alliance provides the first guaranteed place for an Australian/NZ producer at the Abu Dhabi event. **MIFF 37°South Market** international financing guests, together with **Circle** organisers, will consider all registered **MIFF 37°South Market** producers and will select one producer to attend 2009's **Circle**.

Similarly, **PFM** organisers and **MIFF 37°South Market** international financing guests will consider all registered **MIFF 37°South Market** producers and projects and will select one lucky producer to attend the October 2009 **PFM**. The winning producers of the **Circle** and **PFM** places will be announced at the **MIFF 37°South Market** 2009 closing drinks on Sunday 26 July 2009

This year, **MIFF 37°South Market**, Australia's only film co-financing market to be held at a film festival, has secured some 37 film financiers/buyers who will meet with 70 producers from across Australia/NZ who were selected for registration at the market. Across the various strands of market, which include **37°South: Bridging the Gap**, **37°South: PostScript&Direct**, and **37°South's Books at MIFF**, the number of scheduled one-to-one meetings has increased 28% to 1,041 from last year's total of 814 (which was triple 2007's tally).

This year's **MIFF 37°South Market** international film financiers/buyers include Paramount (USA), Match Factory (Europe), National Geographic Films (USA), Hanway (Europe), Visit Films (USA), Bankside (Europe), Media8 (USA), Pathe (Europe), ArcLight (USA/Australia), Ealing (Europe), H20 (USA), Bavaria (Europe), Standard & Chartered (Asia), Fortissimo (Europe/Asia), QuickFire (Europe), along with such Australian/NZ companies as Roadshow, HopScotch, Transmission, Madman, Arkles, ABC-TV, Accent and Rialto.

The co-financiers/buyers will also view completed local seeking distribution and/or sales agents (and take follow-up meetings) in the **37°South: Breakthru Screenings**, as well as attend the **MIFF 2009** world premieres of **MIFF Premiere Fund** co-financed titles **BALIBO**, **INDONESIA CALLING** and **BLESSED**.

At last night's event, it was also announced that the **MIFF Premiere Fund** today opened applications for Round Six of the **MIFF Premiere Fund** seeking films that can be ready to premiere at **MIFF 2010**. For more details, go to www.miffpremierfund.com.

MIFF 37°South Market is the exclusive Australia/NZ institutional partner of London's **Production Finance Market (PFM)**. See www.miff37degreesSouth.com for details of the market, including the program. **MIFF 37°South Market** runs 23-26 July 2009 during the opening and industry weekend of **MIFF** that includes **MIFF Accelerator** and, on 27 July 2009, the **Australian Directors Guild Conference** (see www.adg.org.au). For more information on **MIFF**, including **MIFF 2009** ticket purchases, go to www.melbournefilmfestival.com.au

37°South Market ORGANISED BY:



GOVERNMENT PARTNER:



GOVERNMENT SUPPORTER:



GOLD INDUSTRY SPONSOR: Film Finances

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