

## Press Release



### 2009 European Film Market off to a solid start

The Berlinale *European Film Market (EFM)*, the first international film market of the year 2009, is considered an indicator of the mood in the international film industry. Despite the current economic situation, *EFM* Director Beki Probst appears content with present developments: "We are very pleased that all exhibit stands at both *EFM* locations are completely booked. Buyer and seller registrations from Europe are particularly stable at present."

Dieter Kosslick, director of the Berlinale, is equally confident that the 2009 *EFM* will be a success: "Beki Probst, who celebrates her 20<sup>th</sup> anniversary at the Market this year, has created high international standing for the *EFM* with her efforts. This supports the stability and consistency of the market."

In order to meet an increased demand for exhibit space, the 2009 *EFM* will feature a second venue in addition to the established Martin-Gropius-Bau spaces: The "*EFM*Marriott Offices" provide new, premium exhibit spaces on three floors of the Marriott Hotel on Potsdamer Platz.

The Marriott Hotel will also serve as the venue for the new *EFM* initiative "Meet the Docs", a connection platform for documentary filmmakers. In presenting "Meet the Docs", the *EFM* works in close cooperation with the European Documentary Network (EDN), the most important documentary film network in Europe, with 1000 members in over 60 countries. "Meet the Docs" is the newest addition to the successful *EFM* cooperations "Books at Berlinale", "Straight from Sundance" and "Latin American Works-in-Progress".

The "*EFM* Industry Debates", panel events with well-known experts on current industry issues and developments, will be presented this year by Commerzbank, in cooperation with the magazines Variety, The Hollywood Reporter and Screen International.

The introduction of E-Cinema will provide an extended service: All digital and video films will be converted into uniform files and played back by servers. This enables a screening for more formats, and provides greater security during screenings.

All industry guests may once again enjoy the Gropius Mirror Restaurant in the mirrored tent - this year at a new location directly across from the main entrance to Martin-Gropius-Bau.

**59. Internationale  
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## Press Release

Comprehensive information and services pertaining to the *EFM* and *Berlinale Co-Production Market* may be found at the new website: [www.efm-berlinale.de](http://www.efm-berlinale.de)

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