



MOSTRA INTERNAZIONALE  
D'ARTE CINEMATOGRAFICA  
LA BIENNALE DI VENEZIA 2022



La Biennale di Venezia

Arte  
Architettura  
Cinema  
Danza  
Musica  
Teatro  
Archivio Storico

# VENICE PRODUCTION BRIDGE

Market for selected projects

VENICE  
PRODUCTION  
BRIDGE

VENICE  
1–6.09.2022



DUCTION  
BRIDGE

  
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# VENICE PRODUCTION BRIDGE

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## Projects

VENICE GAP-FINANCING MARKET  
BOOK ADAPTATION RIGHTS MARKET  
FINAL CUT IN VENICE  
EUROPEAN FILM FORUM  
VOD MARKET DAYS  
VENICE IMMERSIVE MARKET

## Services

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PROMOTIONAL  
AND BUSINESS OPPORTUNITIES  
TO PROMOTE YOUR COMPANY

VENICE  
PRODUCTION  
BRIDGE



## LA BIENNALE DI VENEZIA

### VENICE PRODUCTION BRIDGE ELEVENTH EDITION 2022

The **Venice Production Bridge (VPB)** is an essential and successful rendezvous among the cinema, audiovisual and VR professionals. Even if the essence and specificity of the VPB is, from year one, to focus on production and to make available a wide range of services, projects and networking events to producers, this unique **VPB** platform allows all producers to meet financiers, co-producers, private and public funds and institutions, distributors, sales agents, publishers, broadcasters and streaming platforms, VFX and post-production companies... in dedicated spaces and venues. The complete chain of production is offered to them: from the idea and I.P. [**Book Adaptation Rights Market (BARM)**] to the financial completion of their projects [**Venice Gap Financing Market (VGFM)** and **Venice Immersive Market (VIM)**], from work-in-progress screenings with a financial or in kind support [**Final Cut in Venice (FCV)**] to the sales and distribution [Market Screenings and Digital Video Library] or the broadcasting [**VOD Market Days**].

All these activities, as well as social events, a European Country Focus and a non-European Country Focus, dedicated panels and the **European Film Forum (EFF)** organized with the EU's Creative Europe MEDIA programme, are conceived in order to increase business-to-business exchanges among European and International professionals.

The **Venice Production Bridge** will take place from September 1 to September 6, 2022 on the third floor of the Excelsior of the Lido di Venezia and on the **Venice Immersive Island** for all immersive activities (Lazzaretto Vecchio) and during the 79th **Venice International Film Festival** which will this year celebrate its 90th anniversary.

The **Venice Production Bridge** is also offering traditional services such as the Industry Gold Club, Market Screenings, the Digital Video Library, an Exhibition Area, a Business Center and numerous international panels, networking and social events.

# CONFIRMING ITS WORLDWIDE UNIQUENESS, THE VENICE PRODUCTION BRIDGE WILL PROPOSE THE FOLLOWING EVENTS:

Venice Gap-Financing Market

Book Adaptation Rights Market

Final Cut in Venice

European Film Forum

VOD Market Days

Venice Immersive Market

## Venice Gap-Financing Market (September 2 – 4)

More than 50 international projects including Biennale College Cinema and BCC Virtual Reality projects are presented during this 3-day co-production market. the VGFM offers to the producers of long features (fiction, animation and documentary) and Immersive projects the possibility to encounter financiers and professionals through 30-minute one-to-one meetings.

## Book Adaptation Rights Market (September 2 – 4)

Through one-to-one meetings 30, international publishers present their entire catalogue to the producers and discuss about the adaptation rights of their works (novels, essays, graphic novels, children literature...).

## Final Cut in Venice (September 3 – 5)

This workshop presents 6 quality rough cuts coming from all African countries, Iraq, Jordan, Palestine, Syria and Lebanon and gives them the opportunity to complete their post-production financing through our partners and the participants. More than € 720.000 in cash or in-kind prizes have been distributed in 9 years to 52 films.

## European Film Forum (September 4)

In association with the EU Media program, La Biennale organizes the seventh edition of the EFF with new themes and with the coming of European Commissioner and key industry leaders. This unique rendezvous is now on all professionals' agendas.

## VOD Market Days (September 5 – 6)

The VPB organizes a SVOD / VOD market including specific panels and in-person one-to-one meetings during which European and International VOD platforms and companies are able to propose their services to international distributors, rights holders and AV professionals.

## Venice Immersive Market (September 1 – 6)

An entire island dedicated to Immersive projects and films including XR/VR/AR with specific exhibitors, institutions, panels, stand-ups, installations. A new Immersive World located on the Venice Immersive Island (Lazzaretto Vecchio).

## VENICE GAP-FINANCING MARKET

9<sup>th</sup> EDITION

September 2 to September 4

The ninth edition call of the most famous gap-financing market was launched in February 2022 and the deadline is May 7, 2022.

With an average of more than 270 project applications received every year from across the world, the **Venice Gap-Financing Market** is a platform to support European and international producers in securing the final financing of their projects through one-to-one meetings with potential and pertinent international key decision-makers (producers, sales agents, distributors, financiers, public and private funds, streamers, broadcasters, and VFX and post-production companies...).

**This 3-day event proposes more than 55 European and International projects including a selection of Biennale College Cinema Projects with no genre or budget limitation:**

- Fiction, Animation and Documentary: between 28 and 33 feature films, including 3 Biennale College Cinema Projects, selected from all over the world.
- Immersive: between 10 and 12 Immersive projects are selected
- Biennale College Cinema Virtual Reality: between 8 and 12 Immersive films developed through the Biennale College will be presented.

With 80% of the selected projects completing their financing within a 8-month period, the **VGFM**, is a tailor-made initiative which respects a real confidentiality for the producers and the partners already in place and the Book of Projects detailing each project is sent to the registered professionals in July, to entitle them to request 30-minute one-to-one meetings with the producers of the selected projects.

## BOOK ADAPTATION RIGHTS MARKET

7<sup>th</sup> EDITION

September 2 to September 4

Voted in by the publishing world, the Book Adaptation Rights Market offers to 30 International and renowned selected publishers, publishing houses and literary agencies a dedicated area within the Venice Production Bridge venues. During three days, one-to-one meetings between them and international producers are set up, giving them a unique opportunity to foster long-time relationships and of course to make deals around the adaptations of novels, dramas, children's literature, short stories, comics, graphic novels, essays, biographies.

A brochure presenting the publishers, their catalogue and their newest titles is sent to the producers beforehand.



## FINAL CUT IN VENICE

10<sup>th</sup> EDITION

September 3 to September 5

A call for films has been launched on March 14, 2022 and the deadline for registration and for sending the working copy of the film is June 20, 2022.

Since 2013, Final Cut in Venice offers concrete assistance in the completion of films from all African countries and from Iraq, Jordan, Lebanon, Palestine and Syria, and gives producers and directors an opportunity to present films still in production phase to international film professionals and distributors in order to facilitate post-production and promote co-production partnerships and market access.

The workshop consists in three days of activities, in which the working copies of a maximum of six selected films are presented to partners, producers, buyers, distributors and film festival programmers.

One-to-one meetings session between the selected projects and the professionals attending the Venice Production Bridge are organised on September 5.

The workshop is also providing around 14 prizes in kind or in cash to complete the films, which will be offered by our partners and could include, and not be limited to, color correction, sound mixing, production of DCP, French or English subtitles.

## EUROPEAN FILM FORUM

7<sup>th</sup> EDITION

September 4

In association with the EU's Creative Europe MEDIA programme, La Biennale di Venezia organizes most attended panels in the framework of the European Film Forum gathering European Commissioner as well as Ministers, high representatives of the European Institutions and key industry leaders. A unique opportunity to tackle current and future topics of the cinema and audiovisual industries.



# —VOD—

## VOD MARKET DAYS

3<sup>rd</sup> EDITION

September 5 to September 6

New and indispensable players of the cinema and audiovisual world, 20 European and International SVOD/VOD streaming platforms are selected and are looking for buying content and co-producing films and TV series. The VPB is organizing one-to-one meetings between them and sales agents, distributors, producers and rights holders on September 5 at the third floor of the Excelsior Hotel.

# —VIM—

## VENICE IMMERSIVE MARKET

1<sup>st</sup> EDITION

September 1 to September 6

Located on the Venice Immersive Island (Lazzaretto Vecchio island), the Venice Immersive Market is gathering all our Immersive activities during the Venice International Film Festival. The 30 selected films for the Venice Immersive competition are presented through installations and stand-ups, the Immersive projects of both the Venice Gap-Financing Market and the Biennale College Cinema VR, panels dedicated to Immersive topics and an Exhibition Area for Institutions, public and private funds, the manufacturers, the VR production, distribution and sales companies, public and private funds supporting VR/XR/AR, VFX and post-production companies which are connected to Immersive content.



# PROMOTIONAL AND BUSINESS OPPORTUNITIES TO PROMOTE YOUR COMPANY AND TO BOOK YOUR STAND

Exhibition areas

Panels, conferences and presentations

Cocktails and events

VPB Market Screenings

Ad in the Online VPB Programme

Digital Video Library

Ad Screen Saver on the VPB Live Channel of the VPB Website

Ad in the VPB Newsletter

Spot on screen

The **Venice Production Bridge** continues to work as in the past years throughout the entire **79th Mostra Internazionale d'Arte Cinematografica** (August 31<sup>st</sup> - September 10<sup>th</sup>), offering many services to our guests: tables in the Industry Gold Club, VPB Market Screenings, the Digital Video Library, the Business Center, advertising pages in the VPB Program, adv in the VPB materials, posters and signposting, trailers shown on TV screens, booking of the Events Areas (Spazio Incontri) at the Excelsior Hotel and at the Venice Immersive Island (Lazzaretto Vecchio Island).

## PREVIOUS EDITIONS

**2.700 international professionals**

(2000 in 2021 due to the pandemic) including key producers, distributors, financiers, public and private institutions, Film commissions, broadcasters, publishers, sales agents, VR experts:

Netflix

Amazon Studios

UGC

Wild Bunch

Sony Pictures

Focus Features

Foundation Cartier

ZDF

ARTE

Casa Kafka Pictures

Scope Pictures

The Match Factory

Rai Cinema

Editions Gallimard

Kadokawa

Mikros

Mubi

Studio Canal UK

Canada Media Fund

Cofiloisirs

Coficine

Ingenious Media



## Exhibition areas

The Venice Production Bridge offers the opportunity of renting a personalised table in the VPB areas of the Excelsior Hotel or a personalized area at the Venice Immersive Market (Lazzaretto Vecchio Island):

- Table in the Industry Gold Club  
(only for Gold pass holders) € 500
- Personalized area at the Venice Immersive Market *upon quotation*

## Panels, conferences and presentations

Our Conference Areas *Spazio Incontri* are located on the third floor of the Excelsior Hotel and for Immersive topics at the Venice Immersive Island. Both areas host national and international panels and conferences covering all aspects of film and audiovisual industry.

- *Spazio Incontri* with streaming on the VPB Website  
(up to 2 hours) € 2.500
- *Spazio Incontri* without streaming on the VPB Website € 800

## Cocktails and events

Three private areas are available for cocktails and events: Terrazza dei Limoni and Terrazza dei Fiori on the third floor of Excelsior Hotel and the Immersive Cocktail Terrazza on the Venice Immersive Island.

- Rental of terrace for cocktail or event (up to 1 h 30) € 900

## VPB Market Screenings

The Venice Production Bridge is glad to offer to Industry Gold and Trade participants VPB Market Screenings to view films from the official selection of the Festival and titles submitted through the Venice Production Bridge. The 2 market screening rooms (Sala Pasinetti and Sala Volpi) are equipped with 118 and 147 seats.

Rates VPB Market Screenings:

- per hour: € 400
- < 30 min for short films only € 250

## Ad in the Online VPB Programme

Full Advertising color pages in the VPB Programme  
(except cover and back cover)

- Inside full page € 1.500
- Inside half page € 800
- Inside ¼ page € 400

## Digital Video Library

The 79th Venice International Film Festival offers to Industry Gold or Trade participants access to the Digital Video Library to view films from the official selection of the Festival and titles submitted through the Venice Production Bridge. The Digital Video Library will be available online through the B2B platform Festival Scope.

- 1 Film < = 30 min € 100
- 1 Film > 30 min € 200
- From 2nd Film > 30 min € 150 each

## Ad Screen Saver on the VPB Live Channel of the VPB Website

- The opportunity to insert AD in the VPB Live Channel of the VPB website to reach accredited Professionals. € 2.000

## Ad in the VPB Newsletter

- Before Festival: VPB Industry Contact List Newsletter € 250
- During the Festival: VPB Industry Delegates Newsletter € 350

## Spot on screen

Trailers or short promotional spots on screen in the VPB meetings areas

- 3 to 5 min x 15 times x 10 days € 1.500

## Notes

### ACCREDITATIONS AND VENICE PRODUCTION BRIDGE SERVICES

The Venice Production Bridge services can be requested by Gold and Trade Accreditation holders only, by using their own accreditation code.

The typology of accreditation is given according to the professional category. In order to check the corresponding category and register for a Gold and Trade Accreditation please consult the Industry Accreditation Regulations at the link:  
[www.labiennale.org/en/cinema/2022/accreditation](http://www.labiennale.org/en/cinema/2022/accreditation)

### ADVERTISING PAGES

The advertising page has to be approved by the Venice Production Bridge before publication.

### THE VENICE PRODUCTION BRIDGE IS LOOKING FORWARD TO WELCOMING YOU

**79th MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**  
(August 31<sup>st</sup> – September 10<sup>th</sup>, 2022)

**VENICE PRODUCTION BRIDGE**  
(September 1<sup>th</sup> – 6<sup>th</sup>, 2022)



Regulations of the VPB  
and the registration forms are available at:

[www.labiennale.org/en/cinema/2022/venice-production-bridge](http://www.labiennale.org/en/cinema/2022/venice-production-bridge)

For any further information  
please contact:

[vpboffice@labiennale.org](mailto:vpboffice@labiennale.org)

### Contacts

#### **Pascal Diot**

Head of Venice Production Bridge  
[pascal.diot@labiennale.org](mailto:pascal.diot@labiennale.org)  
Mob. +33 607269033

#### **Savina Neirotti**

Content Curator  
[savina.neirotti@labiennale.org](mailto:savina.neirotti@labiennale.org)

#### **Venice Production Bridge**

[veniceproductionbridge.org](http://veniceproductionbridge.org)  
[labiennale.org](http://labiennale.org)  
[vpboffice@labiennale.org](mailto:vpboffice@labiennale.org)  
Ph. +39 041 2726 595

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[labiennale.org](http://labiennale.org)  
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