



## Press Release

### In the Starting Blocks - The 2017 *European Film Market* is Already Fully Booked, Despite Considerable Expansion.

The *European Film Market (EFM)* at the Berlin International Film Festival is considered one of the most important trade platforms for film rights and audiovisual content.

As the first industry gathering of the year, the *EFM* will open its doors on February 9, 2017, setting the trends for the upcoming year in film. The entire exhibition spaces, in the Martin-Gropius-Bau and the Marriott Hotel, are already fully reserved. More than 9,000 exhibitors, license traders, producers, buyers and investors are expected over the nine market days from February 9 to 17, 2017.

This year, the *European Film Market* has expanded in both space and content. New initiatives such as the "[Berlinale Africa Hub](#)" and "[EFM Horizon](#)" provide forward-looking impetuses. The immensely popular "[Drama Series Days](#)", presented by the *EFM* and the *Berlinale Co-Production Market*, has been expanded and moved into a new venue. The three-day edition of the segment will run from February 13 to 15 in the Zoo Palast, with panel discussions, market screenings and various networking events. The official partner of the "Drama Series Days" is the Film- und Medienstiftung NRW; it is mounted in cooperation with HBO Europe and the Medienboard Berlin-Brandenburg. And at the 2017 *EFM*, Mexico will be the first "[Country in Focus](#)" - a new *EFM* initiative that the market plans to follow through with in upcoming years with different countries.

Of course, this year's *EFM* continues with its established and successful segments "[EFM Asia](#)", "[Meet the Docs](#)", "[American Independents in Berlin](#)", "[EFM Producers Hub](#)", the "[EFM Industry Debates](#)" and [LOLA at Berlinale](#).

"The *European Film Market* is one of the most important film markets worldwide and, since it's at the start of the year, it's a key seismograph for the year to come. The *EFM* is a trend-setter that keeps abreast of the radical changes in the industry", says *EFM* director Matthijs Wouter Knol.

"There has rarely been as much movement and such a sense of euphoria in the film industry as there is now. We're responding to that with our broad range of initiatives. At the same time, it's extremely important that we provide optimal surroundings that offer dependability and stability in terms of infrastructure and content", adds *EFM* president Beki Probst.

For additional information, visit [www.efm-berlinale.de](http://www.efm-berlinale.de).

*EFM* Press Contact: Kathrin Steinbrenner, Kristian Müller  
+49 30 4737 2191, [mail@steinbrennermueller.de](mailto:mail@steinbrennermueller.de)

Press Office  
December 19, 2016

67. Internationale  
Filmfestspiele  
Berlin  
09. – 19.02.2017

Press Office

Potsdamer Straße 5  
10785 Berlin

Phone +49 · 30 · 259 20 · 707  
Fax +49 · 30 · 259 20 · 799

press@berlinale.de  
www.berlinale.de

Ein Geschäftsbereich der  
Kulturveranstaltungen des  
Bundes in Berlin (KBB) GmbH

**Management:**

Prof. Dieter Kosslick  
(Intendant Internationale  
Filmfestspiele Berlin),  
Charlotte Sieben  
(Kaufmännische Geschäftsführung),  
Prof. Dr. Bernd M. Scherer,  
Dr. Thomas Oberender

Vorsitzende des Aufsichtsrates:  
Staatsministerin  
Prof. Monika Grütters MdB

Amtsgericht Charlottenburg  
HGR Nr. 96 · HRB 29357  
USt ID DE 136 78 27 46