

Press release
For immediate release

Geneva, September 19, 2024

The first announcements of the 12th Geneva Digital Market 2024

The one-of-a-kind event for audiovisual innovation in Switzerland – the Geneva Digital Market (GDM) – will be taking place November 4 - 7. As a unique platform for distribution and co-production for creative industries, the 2023 edition brought together more than 800 professionals. Once again this year, they will have the opportunity to discuss contemporary issues in audiovisual creation during the Talks and will participate in the Market – the major European marketplace for digital works. The 2024 GDM will be held at the Pitoëff Theatre, at the Maison Communale de Plainpalais, in the heart of the Geneva International Film Festival, which is celebrating its 30th edition.

The Talks offer a fascinating overview of the current challenges in contemporary audiovisual creation. As cultural spaces reinvent themselves to capture public attention, the GDM will explore how the cinema experience is evolving in response to new habits. Additionally, the program will continue the conversation started in 2023 about the impact of artificial intelligence on creative processes. The Market will also feature a series of meetings examining the role of traditional broadcasters in the era of new platforms, with ARTE, SSR/SRG, BBC, and many others. The program, set to be revealed on October 10, will also highlight key trends in audiovisual innovation in Switzerland and Europe.

Here's an overview of the first announced conferences that will energize the 2024 GDM:

Will the revolution be immersive for movie theaters?

Keynote

Immersive experiences are becoming a central trend in events and cultural programming. As the big screen seeks to forge new connections with audiences, the notion of collective gatherings is undoubtedly set to evolve with the latest technological innovations. Between experimentation and modernization, what role will immersive arts play in tomorrow's entertainment?

With Elisha Karmitz (CEO, Mk2, FR), Babette Wijntjes (Founder, Cassette, Nu:Reality, NL)

The Golden Key

Case study

Winner of the immersive competition at the latest SXSW, the interactive experience *The Golden Key* has propelled the duo Marc Da Costa and Matthew Niederhauser (*Tupalmancer*, GIFF 2023) onto the international stage. They will revisit the creation of their artwork, which explores the artistic potential of AI.

With Matthew Niederhauser (Technical Director, Onassis ONX and Cofounder and Creative Director, Sensorium, US) and Marc Da Costa (Artist and Anthropologist, US)

AI-Powered Series Analysis

Conference

Based on exclusive data collected by BetaSeries on the performance of TV series on SVOD and AVOD platforms, this presentation will provide an overview of the latest trends in the media market, along with the new AI-

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driven methods being used to enhance the monetization of TV series, from development to commercialization within catalogs.

In collaboration with BetaSeries, with Rémi Tereszkiwicz (CEO, BetaSeries, FR)

Author and AI: Safeguarding Roles

Conference

If artificial intelligence is destined to complement traditional audiovisual creation, how can its partnership with authors function effectively? How can we support the development or production processes of films and series with these new generative tools... without losing the creative soul in the process?

With Pierre Zandrowicz (Co-founder, creative producer, Atlas V, FR).

Gamification of TV

Presentation of ARTE's Line-up

The Franco-German channel ARTE has always been at the forefront of innovation and new audience habits. From online content platforms, video games, and virtual reality to streaming services, ARTE continues to push boundaries. This presentation will highlight ARTE's 2024 updates, showcasing the channel's commitment to delivering increasingly original content that serves both information and culture.

With Marianne Levy-Leblond (Director Unité Créations Numériques, ARTE, FR)

Gamification of TV

Live Creation on Social Platforms: a New Way to Engage with Audiences

As traditional broadcasters enhance their online presence, balancing distribution and original content, ARTE continues to innovate with live-streamed, often interactive programming. This approach reflects a desire to reach new audiences and offer new formats in collaboration with audiovisual creators and those from the streaming world.

MARKET

The only market in Switzerland focused on audiovisual innovation will welcome a new partner in 2024: the **Migros-Kulturprozent Story Lab**. The Story Lab will present eight projects from its support program for Swiss authors, showcasing innovative works, whether in film, television series, video games, or digital creation. In parallel, the two historical sessions of the Market, the **Swiss Interactive Sessions** and the **XR Coproduction Sessions**, will feature over 25 high-level Swiss and international digital projects to an audience of financiers and curators. The project selection will be revealed on October 10, with the first wave of decision-makers already announced.

[Wales Millennium Centre](#), [Unframed Collection](#), [Festival de Cannes](#), [Diversion cinema](#), [Astrea](#), [INVR.SPACE](#), [HEK - Haus der Elektronischen Künste Basel](#), [PHI](#), [MEET Digital Culture Center](#), [Fondation Art Explora...](#)

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HOW TO GDM 2024

On-site: GDM is accessible with Industry and Press accreditations, which can be requested through our [website](#). Accredited participants have exclusive access to the Festival's Who's Who. The Talks are also open to the public through ticket purchases.

Online: The specific GDM Online accreditation provides remote access to the conferences (with a one-day delay), project presentations, and the matchmaking platform.

More into about [GIFF](#)
[Press area](#)

SAVE THE DATE

Since September 2 | Accreditation

October 10 | Program announcement

November 1-10 | GIFF 30th edition

November 4-7 | GDM 12th edition

November 6 | Digital Night (upon invitation)

Contact

Robin Corminboeuf, head of press | robin.corminboeuf@giff.ch | T +41 (0)22 809 69 20

Judith Marchal, press officer | presse@giff.ch | T +41 (0)22 809 69 20
