



INDUSTRY@TALLINN  
& BALTIC EVENT  
19-26 NOV 2021

PÖFF25  
BLACK NIGHTS FILM FESTIVAL  
TALLINN 12 - 28 NOV 2021



# Industry@Tallinn & Baltic Event





# About Tallinn Black Nights Film Festival (PÖFF)

Running from Nov 12 - 28, 2021, Tallinn Black Nights Film Festival is the biggest annual culture and entertainment event in Estonia

## Key facts from 2020

- **101 833** admissions, including **9500+** online admissions
- **645** screenings
- **257** features from **63** countries
- **71** world and international premieres
- over **1600** accredited guests from **68** countries
- press coverage in **71** different countries across the world, across **6000** articles
- media reach of **9,1** billion people





# What is Industry@Tallinn & Baltic Event?

- the **annual summit** for film and audiovisual professionals held during PÖFF
- taking place both **on-site** in Tallinn AND **online** in 2021
- welcoming **70+ projects** and **~900 participants** from around the globe
- our goal is to connect Northern Europeans with partners from the US, Asia, Europe, Russia and the CIS countries





## Our Audience

- almost **900** accredited film industry delegates from **62** countries
- **35,000** visits to **62** events, hosted across **3** virtual channels in 2020
- potential media reach of over **417 million** people

## Industry

- producers
- financiers
- sales agents, distributors, broadcasters
- festival programmers
- film fund representatives
- service providers

## Talent

- directors
- screenwriters
- actors
- composers
- art department
- cinematographers

## Technology

- creative startups
- VR developers
- VCs, investors





# Industry@Tallinn & Baltic Event Structure

**Film Market**

**Series Market**

**Learning**

**Conferences**

**Creative Gate**  
Online Platform





# Film Market

*Baltic Event*  
**Co-Production Market**

*Works in Progress*  
**Screenings**

*Script Pool*  
**Scriptwriting Competition**

*POWR Baltic*  
*Stories Exchange*

*Press & Industry*  
**Screenings**

*Short Shop* (new in 2021)

🕒 **sales forum** for short films

- 🕒 co-production & co-financing **market** connecting feature projects with co-producers, financiers and sales agents
- 🕒 presenting projects & awarding prizes across 3 sections:
  - **International**
  - **Baltic Event**
  - **JUST Film** (children and youth films)
- 🕒 international **script competition** for writer and producer teams
- 🕒 nordic & baltic **scriptwriters** looking for producers
- 🕒 screening films from all of PÖFF's **competition programmes** for industry professionals



# Series Market

*TV Beats*  
**Co-Financing  
Market**

*Coming Next*  
**Screenings**

*MIDPOINT*  
**TV Launch**

*Press & Industry*  
**Screenings**

- a drama **series market** connecting series projects to financiers and awarding a **prize** for best project
- presenting pre-premiere and post-production **series previews**
- hosting the finale of Midpoint TV's year-long **series development programme**
- screening **new series** for industry professionals



The background image is a collage of three photographs. The top right shows an industrial interior with a green chalkboard and a person in a blue dress. The bottom left shows a modern interior with large, glowing, woven light fixtures. The bottom right shows a person in a blue dress standing in a room with large wheels and a chalkboard.

# Creative Gate

## Project & Talent Catalogue

- online project and talent **market**
- covering the Baltic Sea Region

## Black Nights Academy

year-round **talent training** programme covering:

- film music
- acting
- art department
- directing
- scriptwriting
- cinematography

## Filmmaking Resources Database

professional **resource** containing details of:

- professionals
- photos
- videos
- maps
- shooting possibilities
- etc.



# Black Nights Academy

- **Music Meets Film**

for composers and music producers

- **Black Nights Stars**

for actors and actresses

- **Black Room**

for the art department

## New BNA Programmes In 2021

- **Future to Film**

for producers, directors and writers

- **Still Meets Film**

for cinematographers and still photographers

## BNA Certificates & Partners

**academic certificates** will be awarded, together with our **partners**:

- the Baltic Media Film School (**BFM**)
- the Estonian Academy of the Arts (**EKA**)
- the Estonian Academy of Music and Theatre (**EMTA**)

## Learning

## European Genre Forum

- training programme for the European **genre film** industry
- Tallinn hosts one **talent lab** of this collaborative series
- organised with Amsterdam Imagine FF and Zagreb Fantasy Film Festival





# Conferences

## Roundtables, discussion panels & talks

- the latest updates and industry developments
- accompanying the film and series market
- covering production, distribution and financing

## TV Beats Forum

- connecting regional professionals to the **international drama series business**
- including case studies, masterclasses and discussion panels

## European Film Forum

- debate and discussion platform on the **future** evolution of **European cinema**
- featuring debates, case studies, and showcases

## Baltic Sea Region Film History Conference

- bringing together **film historians** from throughout the region
- in 2021, exploring the intersection of TV and Film



# Contacts

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