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Docu+ at TIFFCOM 2024: Expanding Co-Productions, Distribution, and Financing in the Asian Film Market

Tokyo, Japan — October 29 – November 1, 2024

21st Anniversary TIFFCOM Market Expands Industry Horizons

TIFFCOM 2024 marked its 21st year as one of Asia's premier film markets, attracting international exhibitors and visitors to the Tokyo Metropolitan Industrial Trade Center in Takeshiba. From October 29 to November 1, the venue's central location—conveniently close to Tokyo's major airports, train stations, and Tokyo International Film Festival venues in Hibiya and Ginza—underscored its strategic importance as a future hub for TIFFCOM events, facilitating seamless engagement for all attendees.

A Focus on Production and Financing: TIFFCOM's Evolving Role in the Industry

This year, TIFFCOM expanded beyond its traditional focus on completed audiovisual works to emphasize the “Producing” market, attracting a wider array of participants, including buyers, producers, and investors. By integrating Buyer ID into Visitor ID, TIFFCOM created a dynamic marketplace for industry players to explore partnerships that span the production process. Docu+, alongside other exhibitors, embraced this evolution, engaging in meaningful discussions that went beyond conventional content sales.

This year's market also showcased the Tokyo Gap-Financing Market (TGFM), a specialized initiative supporting projects that incorporate Asian elements and have secured at least 60% of their budget. TGFM's focus on supporting in-progress projects exemplifies TIFFCOM's commitment to fostering a collaborative ecosystem that addresses both production and financing needs.



Docu+ at TIFFCOM: Advancing Strategic Goals for Co-Productions, Distribution, and Financing

At booth 3-26 within the KOCCA pavilion, Docu+ highlighted our current and upcoming projects, using the expanded opportunities at TIFFCOM 2024 to pursue three key objectives:

1. Forging Co-Production Partnerships

Building international co-productions is a cornerstone of Docu+'s mission to produce impactful, cross-cultural films. We engaged with filmmakers and studios globally, exploring co-production possibilities that leverage diverse perspectives to create meaningful, socially relevant stories.

2. **Expanding Global Distribution**

Docu+ presented its catalog of completed and upcoming films to distributors from across Asia and beyond, aiming to introduce our work to new audiences worldwide. TIFFCOM's global platform facilitated discussions on distribution strategies and market expansion, allowing us to strengthen our network and broaden our films' reach.

3. **Securing Project Financing for Future Growth**

Engaging with investors and industry stakeholders was central to our TIFFCOM agenda, as we discussed sustainable financing strategies for upcoming projects. This focus on funding is essential to Docu+'s long-term commitment to delivering impactful films that resonate with audiences worldwide.



Participation in Key Seminars: Exploring New Frontiers in Cinema and Broadcasting

In addition to networking and business meetings, Docu+ attended several notable seminars, each contributing valuable insights into industry advancements and trends. These included:

- Generative A.I. in Cinema: Opportunities, Threats, and the Future Landscape (Oct. 31, 10:00 - 11:45) – A comprehensive exploration of generative AI's potential impact on cinema, from creative opportunities to ethical considerations.
- Exclusive Korean Drama Showcase (Oct. 31, 13:30 - 14:30) – An exclusive look into the latest Korean dramas, examining global trends and appeal, as well as co-production possibilities.
- Tokyo Docs Short Documentary Showcase (Nov. 1, 10:00 - 11:30) – A showcase of short-form documentaries, emphasizing storytelling techniques and the genre's impact across different cultures.



Each session enriched our perspective on the rapidly changing media landscape, equipping us with new ideas to bring back to our projects and collaborations.

Strengthening Ties Through Networking Events

Throughout TIFFCOM, Docu+ participated in exclusive networking events, including the Korea-Japan International Broadcasting Exchange Night, the TIFFCOM Welcome Party, and regional gatherings featuring representatives from Thailand, Taiwan, and Hong Kong. These events provided invaluable opportunities to forge stronger ties across the Asian film industry, build relationships, and discuss future collaborative projects.

Looking Forward: Building on TIFFCOM's Strategic Evolution

With its forward-thinking focus on production and financing, TIFFCOM has positioned itself as a versatile platform that supports content creation from inception to distribution. Docu+ is proud to have been part of this vibrant market, where we expanded our network, deepened partnerships, and furthered our mission to produce films that inspire and drive social impact. We look forward to building on these connections and collaborating with our new partners to bring impactful stories to audiences around the world.

For more information about Docu+ and our projects, please contact:

Kevin Park | Strategic Planning Manager
8-13 Gwangpyeongro-56gil, Gangnam-gu
Seoul 06367, Republic of Korea
Tel: +82 2.3412.1449



About Docu+

Docu+ is a global impact studio that creates and supports original short-form and feature-length documentaries and docu-series that transcends borders of nonfiction storytelling.