

Montreal festival market to double with Télévidcan

MONTREAL – Buyers and sellers will be attending the market at the Montreal World Film Festival (Aug. 21 to Sept. 1) from more countries and in greater numbers than ever in the festival's 10-year history. The market will be held from Aug. 24 to 31.

"We have found that the festival needs the strong market and that the market needs the festival," market coordinator Jacqueline Dinsmore told *Cinema Canada*.

With an anticipated doubling of last year's 500 participants, including a marginally greater number of buyers, the market has been moved to larger premises at the Meridien Hotel in downtown Montreal, where nearly all of the available 100 offices had been reserved by mid-July.

Dinsmore says that many of the film, television and video professionals representing close to 175 countries are motivated to return to Montreal by the success of the market in previous years.

An extra inducement offered by the festival are 200/six-night

complimentary hotel passes sent to select buyers who have shown an interest in Canadian product.

Though Dinsmore says she expects that only half of the comps will be used, she insists that there is much more to creating a viable market than sending out complimentary passes.

"We comped one buyer from Spanish television and they decided to send a buyer as well. Montreal is popular because this is where the clients are," says Dinsmore.

Among the international participants who will be making a strong presence felt this year will be the BBC, Film 4 International and a Latin American contingent who have reserved a double suite at the Meridien Hotel.

Canadian companies are hoping to repeat last year's success in the market place with a new Televidcan section devoted to selling Canadian television and video programming.

"Our emphasis this year is on Canadian participation. Last

year was a turning point for the Canadians who did most of the business at the market," says Dinsmore.

She says it is important that Canadians have a strong market in Canada because of the prohibitive cost of participating overseas at MIP-TV, Cannes or Monte Carlo.

Close to 60 Canadian companies and government agencies have confirmed participation in Televidcan, leaving several suites available for latecomers, adds Dinsmore.

Astral Bellevue Pathé Ltd. has expanded its presence this year to two suites. Dinsmore expects that the market participation will exceed the overflow mark after the festival begins.

She explains that with the market and festival concentrated in their own backyard, many Montreal-based participants wait for the last minute to register.

An important draw this year will be the scheduled meeting between Tim Kittleston, director of the American Film Market (AFM), and Canadian film exporters, sponsored by Telefilm Canada.

Kittleston who oversees the annual AFM in Los Angeles, will discuss ways to make it easier for smaller Canadian companies to participate in the AFM. This could mean the formation of an umbrella group to represent Canadian sellers in Los Angeles.

WFF to beam across Canadian skies

MONTREAL – The 10th annual Montreal World Film Festival (Aug. 21 to Sept. 1) will be seen on all Canadian cable systems during the festival via the CBC Parliamentary Channel.

Made possible through Telesat Canada, the Télé-Festival

broadcast will include highlights of the festival, full coverage of all press conferences, interviews, news updates and select sequences from many of the 200 films entered in the festival.

Télé-Festival is co-produced by the National Film Board of Canada. The festival broadcast was started two years ago for Montreal and Quebec City cable subscribers of Vidéotron and CF Cable Television.

Bennie gets Paragon

TORONTO – Distributor Isme Bennie International Inc., with recent sales of Peter Ustinov's *Russia*, *OWL/TV*, and *Growing Up Gay* to its credit, has acquired foreign television distribution rights to Paragon Motion Pictures' six-part *Philip Marlowe* series.

The series has been airing on the First Choice pay-TV network and is set for broadcast on the Global Television Network, with an option for six more *Philip Marlowe* films obtained by Paragon from the Raymond Chandler Estate.

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