

Audiovisual Rights Market SCELf 2010
Salon du Livre de Paris
PRESS RELEASE

**Project manager : Elise GRIFFON / mda@scelf.fr / Tel : 01 53 34 97 13 /
Mobile : 06 58 29 93 52 / Fax : 01 42 46 21 94**

Encouraged by the success of their first audiovisual rights market, publishers have decided to renew the operation on **tuesday March 30th 2010, in partnership with the organizers of the Salon du Livre de Paris.**

In France, like in the whole world, the number of film adaptations from literary, has steadily increased. French publishers, under the auspices of their collecting society, organized in 2009 the first audiovisual rights market, in order to facilitate producers's quest for adaptive books.

This first market has met 64 publishers and 127 audiovisual producers which, on the spot, held 418 negotiation appointments.

The market's success is due to the simplicity of its organization. The contact between producers and publishers is direct and unmediated. The adaptive books range is structured and presented so as to make clearly evident and visible the powerful idea, or the original aspects of the story. The range is then congregated into a catalog, available to producers a few weeks before the date of the market. Everyone can then refine the search and target appointments through an electronic diary system.

This catalog will present a varied range (novels, essays, documents, cartoons) of recent or forthcoming works, each defined by a pitch and indications of place, time and artistic genre (detective novel, comedy, melodrama etc...). The book's publisher will also explain the reasons for his interest in this peculiar story, and then choose a motion picture evoked by the book's universe.

The catalog will be composed of 300 books cards. During its registration, each producer may also communicate his personal interests and lookup, leading publishers to make him an appropriate offer from their reserves.

Pre-registration is totally free, it allows producers to receive the catalog, and then to get a personal access code to the electronic diary system, and at last to receive the electronic badge to get in the rights market and in the Salon du Livre de Paris.

Registration is already possible on SCELf's website (<http://www.scelf.fr/>) by clicking on "Marché des droits audiovisuels".

"Initial contacts shows a real interest of producers", says Paul Otchakovsky-Laurens – founder of Editions POL and Chairman of the SCELf. "While Paris is not so great that we can not take appointments, but producers are in this encounter at the Salon du Livre, that is to say next door, a unique opportunity to around the plentiful supply, but organized and focused, which opens to them."

The SCELf, Civil Society of Publishers in French Language, which includes publishers are responsible for the management of derived rights from their published works. Created in 1960 on the initiative, among other, of Claude Gallimard, Robert Esmenard, Robert Laffont, Henri Flammarion and Jérôme Lindon, the SCELf now has 250 membres and manages thousands of contracts.

Société Civile des Editeurs de Langue Française (SCELf)
15, rue de Buci
75006 PARIS FRANCE