

My
French
Film
Festival

UNIFRANCÉ

All the accents of creativity

Partnership
for MyFrenchFilmFestival 2024

Quick sum-up of the last edition

Key figures of the thirteenth edition

14 000 000+

film views on all platforms

3,9/5

average rating of the films in selection

70+

VOD partner platforms

200+

territories

14 000 000+

views of the festival's trailer and teaser

280 000

views of the director's interviews

Previous jury members



Julia
Ducournau



Ira
Sachs



Marjane
Satrapi



Abderrahmane
Sissako



Nicolas
Winding Refn

But also Houda Benyamina, Michel Gondry, Joachim Lafosse, Santiago Mitre, Paolo Sorrentino, Pablo Trapero, Felix Van Groeningen, Rebecca Zlotowski...

Previous Film selection

Feature films selected for MyFFF 2023



Awards

- the Jury Award (*Zero Fuck Givens* / *RIEN À FOUTRE*)
- the Audience Award (*Magnetic Beats* / *LES MAGNÉTIQUES*)
- the International Press Award (*The World After Us* / *LE MONDE APRÈS NOUS*)

Film selection for MyFFF 2024

The diversity of french cinema

---> A great selection of **26 features and shorts** reflecting the diversity of contemporary French cinema.

Unreleased films

---> **10 feature films selected (9 in competition)**: drama, thriller, genre, animation, comedy, etc.
---> **These feature films are very recent** (released in French theaters less than a year ago).

Special screenings

---> **1 out of competition classic film**:
Jane B. by Agnes V. (Agnès Varda).

French-speaking

---> **100% French-speaking selection**, including Belgian, Canadian features.

---> **All films are subtitled in 11 languages (+ local subtitles TBC)**: French, English, Arabic, German, Italian, Japanese, Chinese (Mandarin), Spanish (latin), Portuguese (Brazilian), Russian and Ukrainian.

The selection that follows has to remain strictly confidential until the official press conference of MyFrenchFilmFestival, at the beginning of January 2024

Communication

A solid brand

---> After 13 successful editions, thanks to a **fast-growing fanbase** and **strong partners** from many different areas, MyFrenchFilmFestival is a **solid brand identified by international audiences**.

Ad campaigns

---> **Strong Facebook and Google/YouTube Ad campaigns** (390K and 240K fans on both channels).

---> **Strong push and newsletter campaign** towards our opt-in international users (several 100Ks).

Communication partners

---> **Print/Web press partners from France and abroad** (article and ads): Variety, Le Monde, El País, Allociné, Sensacine, AdoroCinema, FilmStarts...

---> **TV/Radio ads from international French media** : TV5MONDE, France 24, RFI, MCD... (more than 100 different countries impacted)

---> **French Embassies, Consulates, French Institutes** (+100 all around the world) **and French Alliance** (+800 in the world) all over the world organizing public screenings and relaying MyFFF in their communication tools.

Platform partnership

Duration

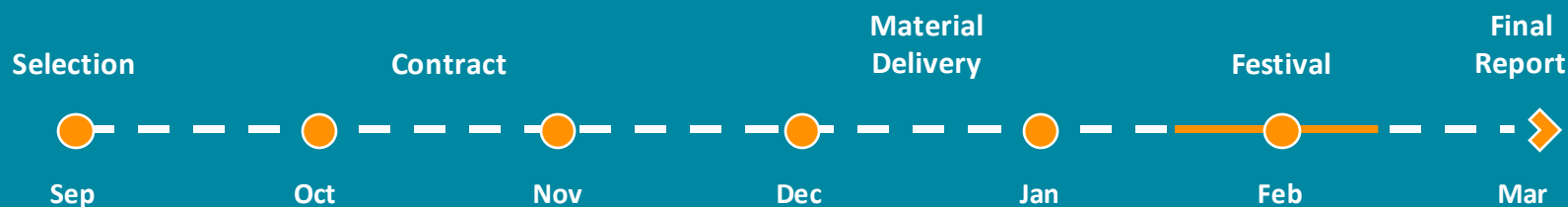
- **1 month** (mid-January to mid-February)
- **Non-exclusive partnership**

Commitments

- **Active geoblocking**
- **Full transparency on the results**
- **Specific promotion of the festival** on your platform

Material delivery

- **H264 film and trailer files** with separate subtitles (.srt)
- **Ready-to-use marketing elements:**
 - localized film posters (vertical and horizontal)
 - stills (vertical and horizontal)
 - poster and trailer of the festival
- **Delivery through our own FTP server**



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MERCI !

Léo Tisseau
leo.tisseau@unifrance.org

Hadrien Sygnet
hadrien.sygnet@unifrance.org