



2010  
FEBRUARY 23-26  
AUSTRALIAN  
INTERNATIONAL  
DOCUMENTARY  
CONFERENCE

HILTON ADELAIDE  
AUSTRALIA

WWW.AIDC.COM.AU

Monday 19 October 2009

## AUSTRALIAN INTERNATIONAL DOCUMENTARY CONFERENCE 2010 OPENS FOR BUSINESS AND LAUNCHES NEW WEBSITE

Registrations for the **AUSTRALIAN INTERNATIONAL DOCUMENTARY CONFERENCE 2010 (AIDC)** open today. The conference will be held at the Adelaide Hilton, South Australia, from Tuesday 23 February to Friday 26 February.

**AIDC 2010** aims to connect Australia with the world and the world with Australia with the theme:

### IT'S A SMALL WORLD AFTER ALL...

"In the current world, we are now connected more than ever, through technology, wires, planes, trains and automobiles, as well as relationships and shared emotions. Filmmakers can communicate and collaborate in real-time from different ends of the world without the need to travel. How this international connectivity has changed the demand for documentary product, the type of stories that are being told and the way programs are being made, are the central questions at AIDC 2010," Conference Director, Joost den Hartog explains.

"Are we back in the Renaissance? The world is our playground, but this time it is for real."

The innovation strand at **AIDC 2010** will throw a focus on locative media technology through a program strand called **Where?** This strand will look at how GPS and mapping technologies will revolutionise the media. Serious gaming and interactive content will also continue to be a topic of interest, following on from AIDC 2009.

**AIDC** is a **major international documentary marketplace** providing a range of business opportunities and facilities for its delegates, including **MeetMarket, Trailer Park, Videotheque** and **The Editors' Hour**.

Registration includes entry to all sessions, keynote addresses, marketplace opportunities, key social functions and more in February 2010. **And this year, AIDC aims to expand the AIDC experience into a year-round connection for the factual film industry through its new website.**

**Registration will now include** complimentary membership to **DocExchange** – an online networking tool; complimentary membership to the **Screening Room** – an online video viewing platform; and tickets to **F4**, the inaugural *First Factual Films Festival* – to be held in Adelaide from 23 to 25 February 2010.

**People can start their AIDC 2010 conference experience online now.** They can make full year-round use of the new website tools to connect with the documentary industry around the world, interact with like-minded practitioners, and plan their Conference. And **Early Bird Registration** is now open saving delegates \$100.

*For more information and to register, visit the new-look AIDC website at [www.aidc.com.au](http://www.aidc.com.au)*

**Joost den Hartog, Conference Director, is available for interviews**

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# THE NEW AIDC WEBSITE – [www.aidc.com.au](http://www.aidc.com.au)

## CONNECTING THE DOCUMENTARY INDUSTRY YEAR ROUND!

- **DocExchange** – allows members to set up their own profile page; interact with each other; meet other Conference attendees and begin discussions before the Conference in February; market themselves; and keep networking all year round. Members will also be able to set up a personal calendar; access selected session recordings from previous AIDCs; form groups of mutual interest; view the latest news; and RSVP to social events. Premium Membership is included in AIDC registration; non-delegates can also be members.
- **The Screening Room** – this online video viewing platform will allow access to video content that has been uploaded for various AIDC Marketplace initiatives. Broadcasters, distributors, sales agents and festival programmers will be able to access trailers of projects looking for investors submitted to **Trailer Park**; pitch teasers for projects selected for **MeetMarket**; and they will, along with all AIDC delegates/Premium Members, be able to access documentaries submitted to **Videothèque**, the AIDC library of completed projects.