

# **Strengthening the positioning of the Chilean documentary sector brand, Chiledoc, in priority markets.**

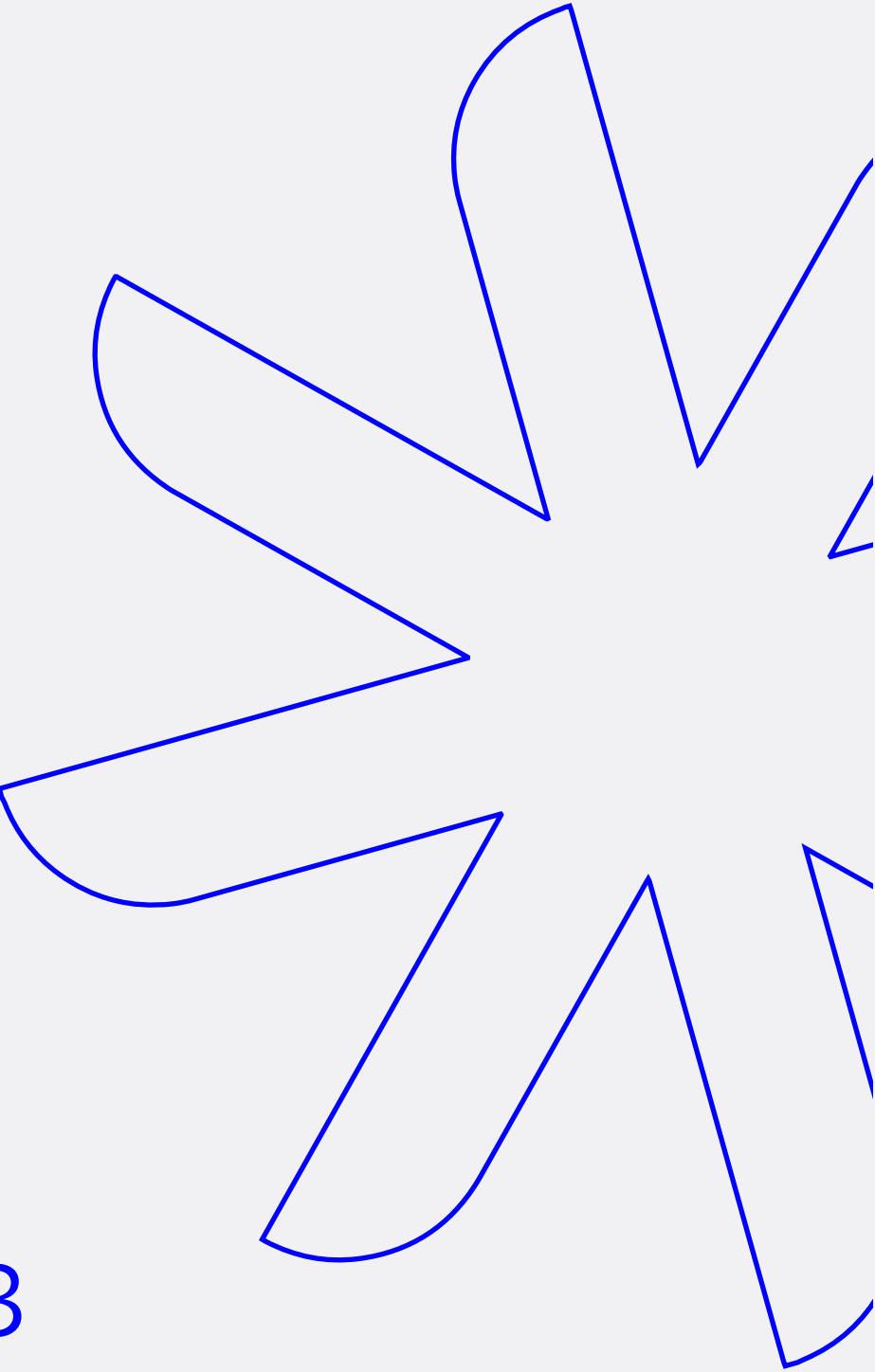
Report 2023-2025



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MARCHÉ DU FILM, CANNES, 2024

# CHILEDOC

- **Chiledoc was founded in 2018**
- **International visibility and positioning of the film industry**
- **Global networks and collaboration that support export**
- **With the support of CCDOC and ProChile**

## ATRIBUTES



**ARTISTIC QUALITY**

**ASSOCIATIVE CAPACITY**

**PROFESIONALISM**



# CHILEDOC PROMOTES CHILEAN DOCUMENTARY TALENTS, THEIR FILMS AND SERIES WORLDWIDE

## Third period

June 30, 2023 | June 30, 2025

## Target territories

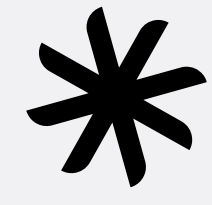
France, Germany,  
United States and Brazil

## Target markets

Marché du Film, Sunny Side of the Doc,  
European Film Market, Getting Real,  
Points North, DocSP



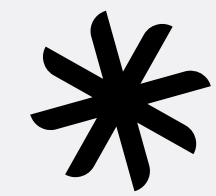




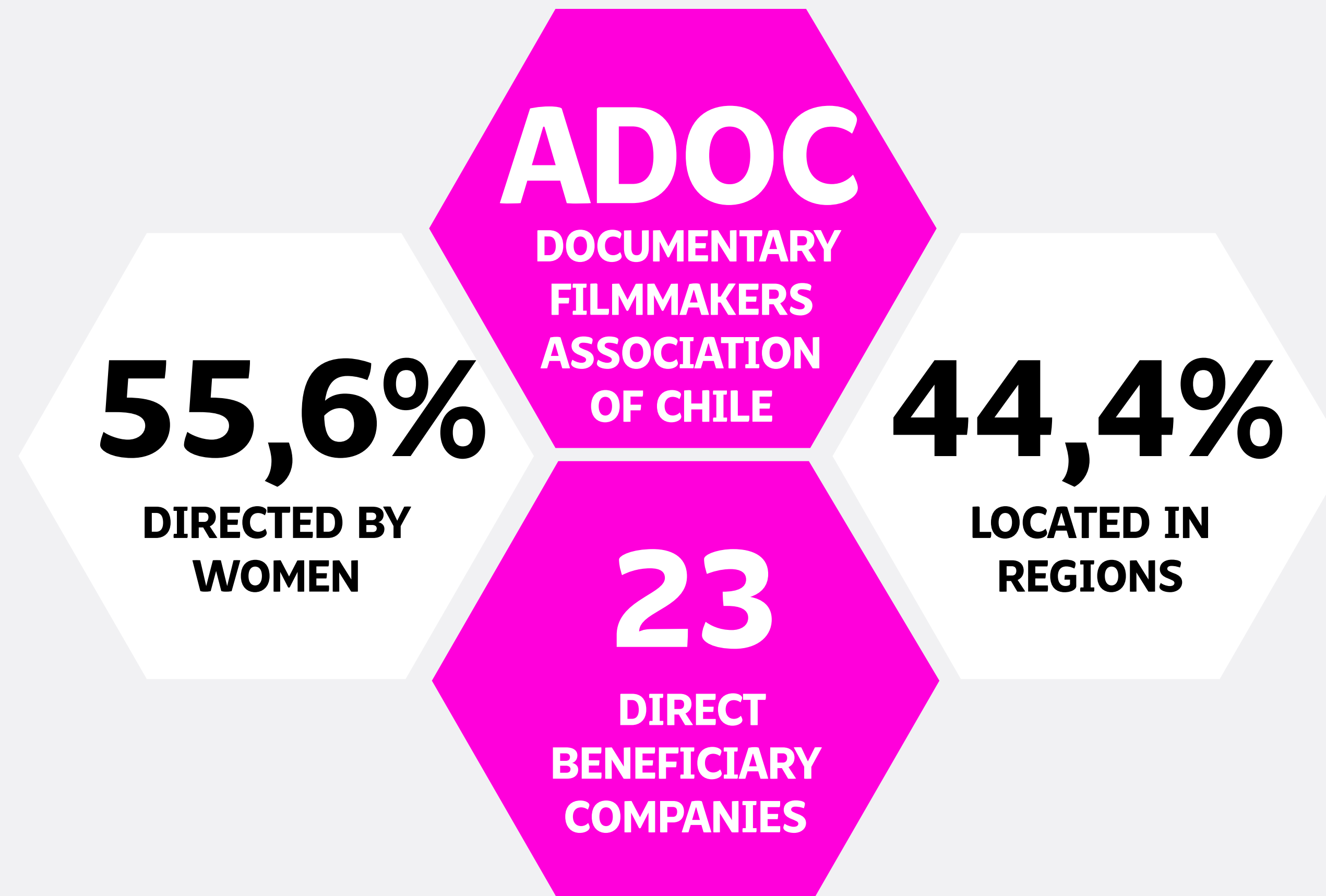
# WHO IS **BEHIND CHILEDOC?**







# WHO IS BEHIND CHILEDOC?





# OUR TARGET AUDIENCE

Funds

Markets

Festivals

Sales agents

Distributors

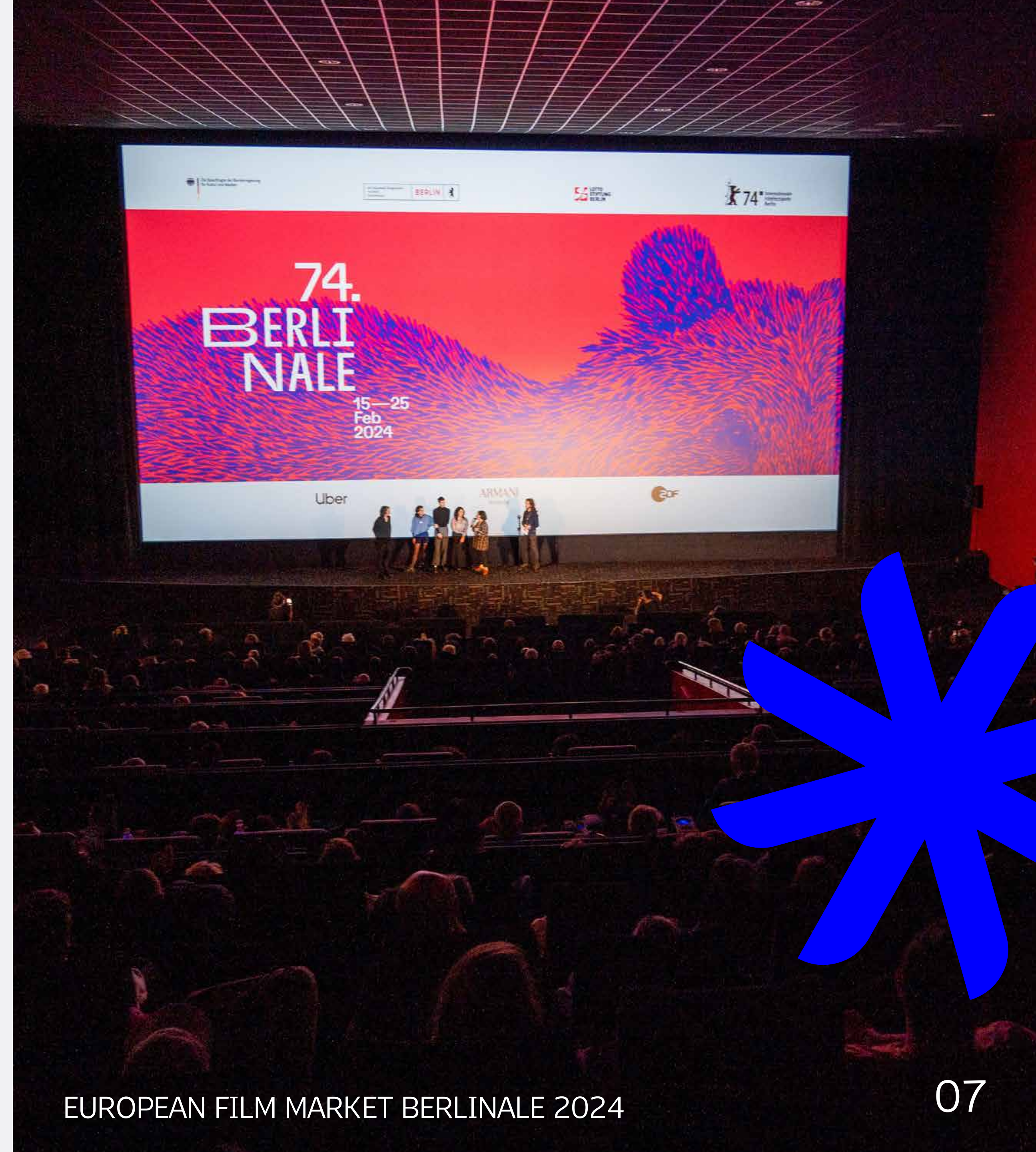
Exhibitors

Platforms

TV Channels

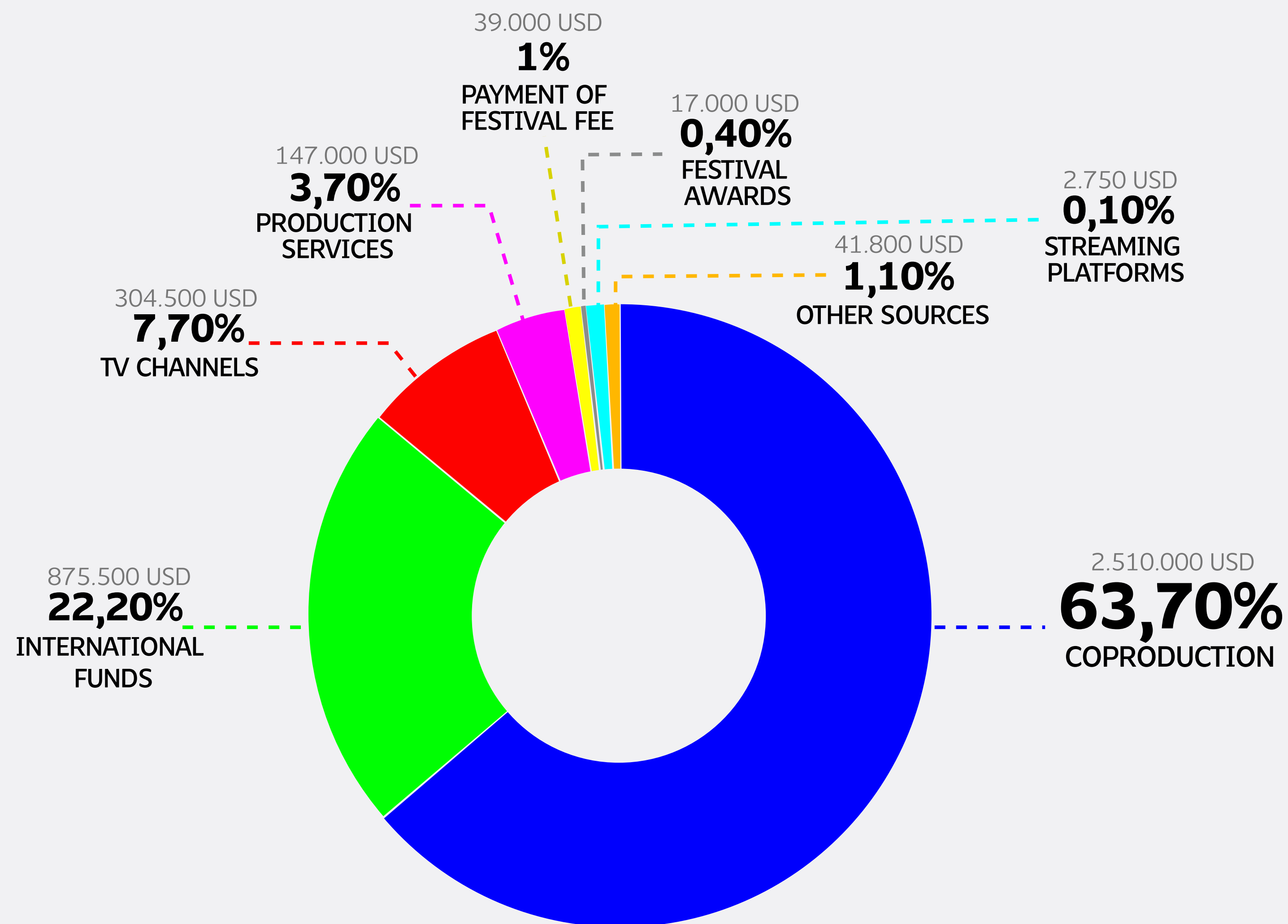
Producers

Local documentary community





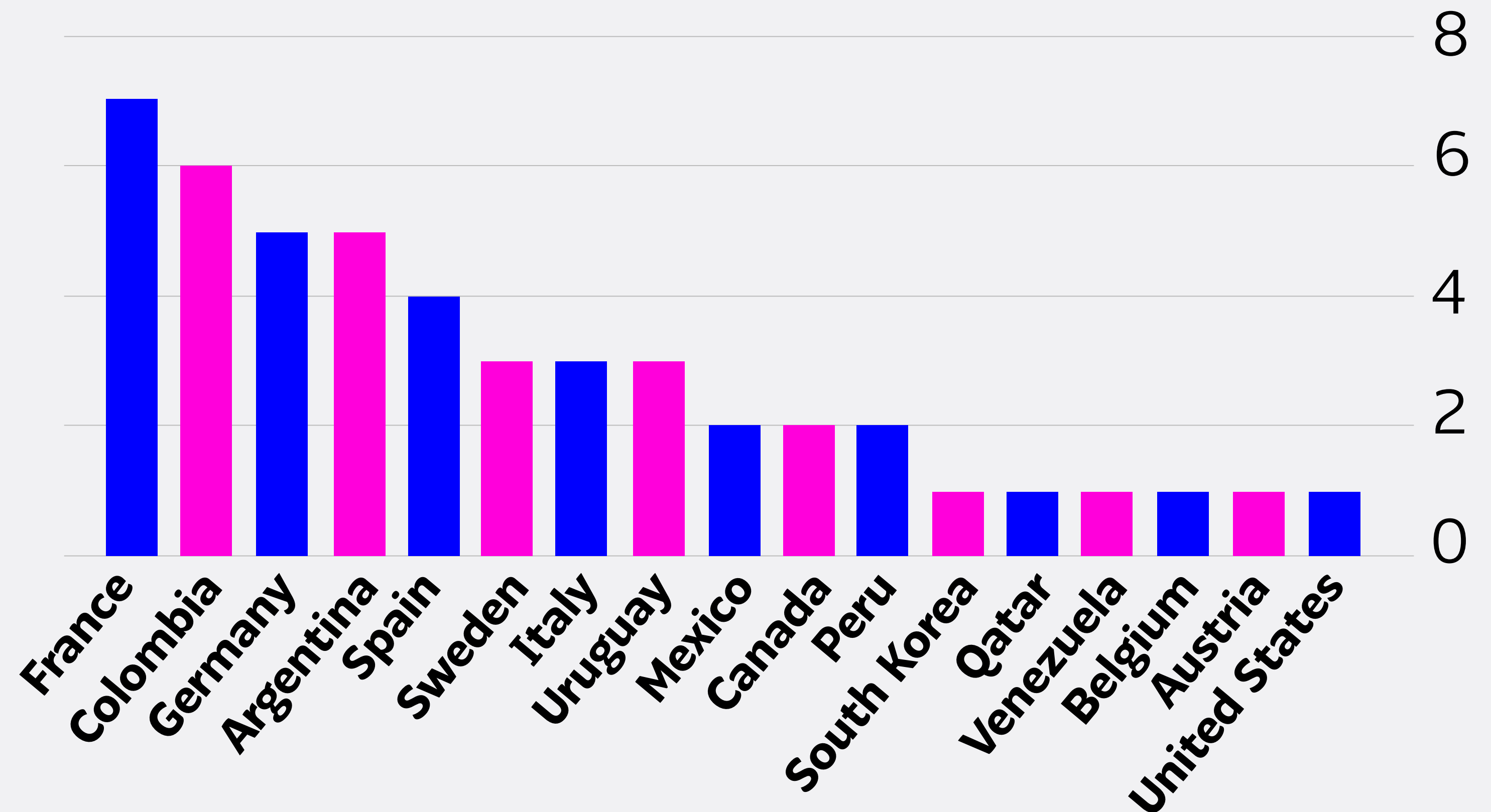
# \* SOURCES OF INTERNATIONAL INCOME





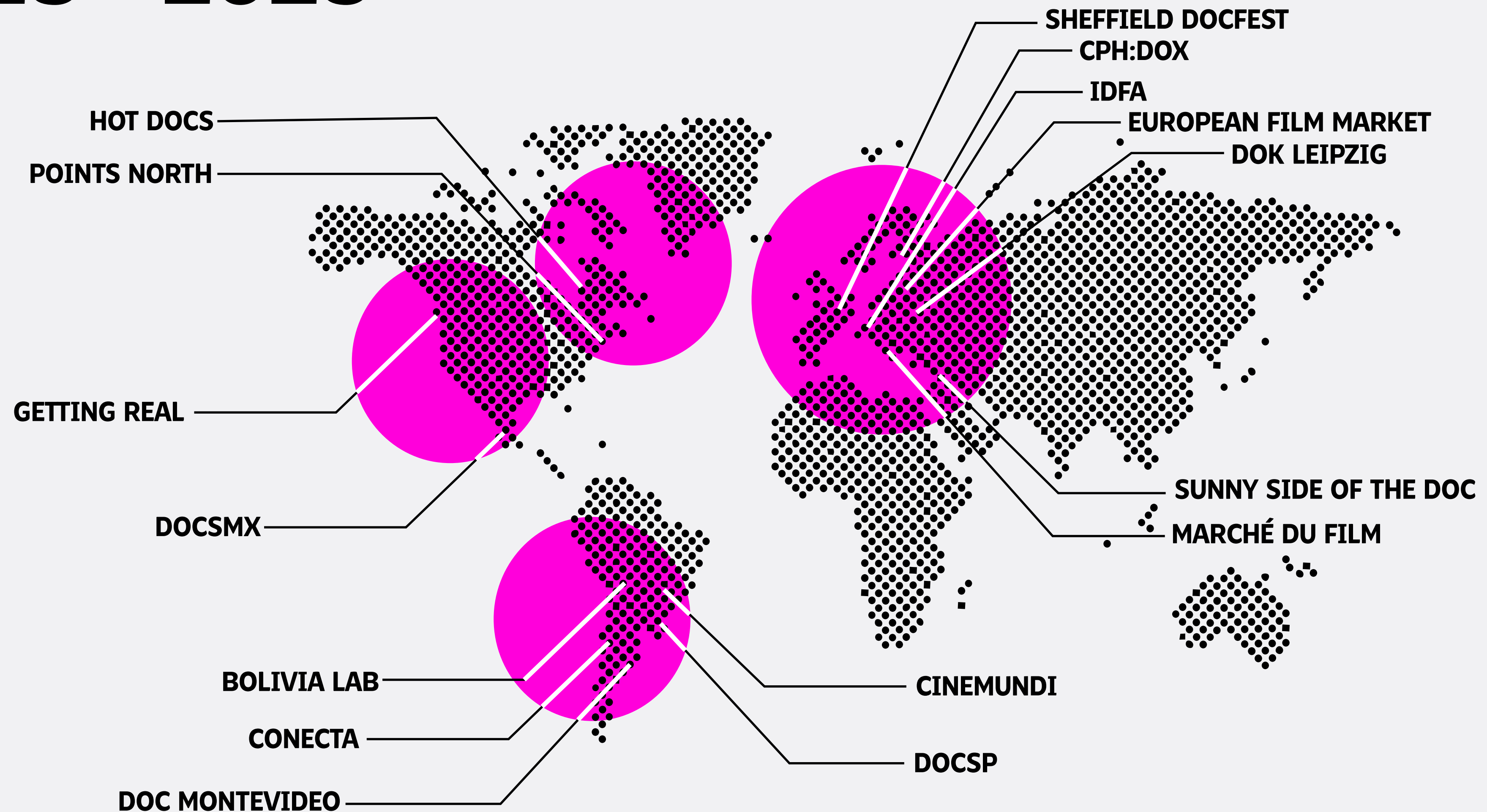
# \* CO-PRODUCTIONS BY COUNTRY

**17**  
COUNTRIES  
REPRESENTED





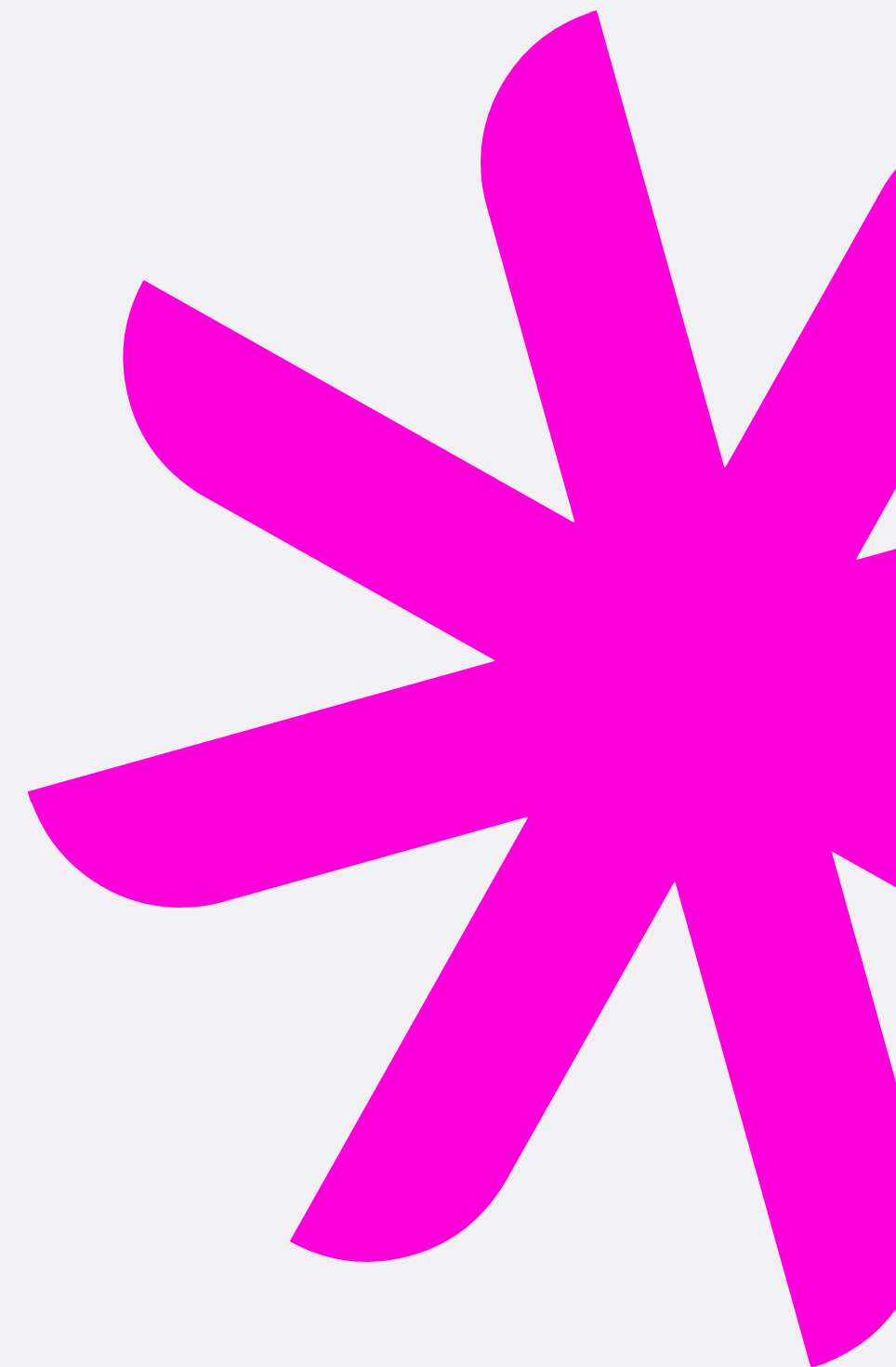
# FESTIVALS AND MARKETS WHERE CHILEDOC PARTICIPATED 2023 - 2025







**FRANCE**





# FRANCE

## MARCHÉ DU FILM

- \* 2 Docs-in-Progress Chile Showcase
  - 8 Chilean projects presented
  - 3 Award-winning projects:
    - Aliyá, Yeridá (2024)**  
Al Jazeera Award
    - The Stationary Traveller (2024)**  
Rise and Shine Award
    - The Tiger of the East (2025)**  
Rise and Shine Award

- \* Networking activities
- \* One-on-one meetings





# FRANCE

## SUNNY SIDE OF THE DOC

- \* 4 Chilean projects selected in Official pitches
  - 2 award-winning projects:
    - Unwelcomed** (2024)  
Impact Campaigns Pitch Award
    - The Letelier File** (2025)  
Best History Pitch & Lionel Guenoun Prize
- \* Chilean stand

- \* Bilateral co-production meetings
  - Germany
  - Wallonia - Brussels region, Belgium
- \* Networking Events
- \* One-on-one meetings







Pierre-Alexis Chevit  
Director Cannes Docs  
Marché du Film

"The Chilean documentary ecosystem is truly remarkable; artistically vibrant, politically engaged, creatively diverse, and passionately supported by the organizations dedicated to its global promotion, starting with Chiledoc itself. Long live Chilean documentary!"



Rafael Guendelman  
Director Aliyá, Yeridá  
Marché du Film

"We built connections between Latin America and the Middle East, something we saw as unlikely before Cannes. This award will allow us to complete the documentary in a better way and expand its distribution to more territories."







**Fernando Lavanderos**

**Co-director and co-producer of The Stationary Traveller  
Marché du Film**

“Cannes Docs is an incredible platform, and thanks to the great reception our project received, many opportunities opened up for the film. We’re grateful to Chiledoc for the impeccable coordination that made this participation and recognition possible.”



**Carola Fuentes**

**Showrunner The Letelier File  
Sunny Side of the Doc**

“Last year, after our participation here, we secured a co-production with Spain for a series that has already premiered on Spanish Television, called Hope! We’re Still on Time. Now, we’re leaving with a co-production with the Netherlands for The Letelier File, and another co-production with Germany for a third project.”







# GERMANY



# GERMANY

## EFM / BERLINALE

- \* Three Chilean documentaries premiered at the Berlinale
  - **Sunset Over America**, Special Mention from the Young Jury at Generation 14plus
- \* More than 25 documentary projects participated in the last period
- \* Networking Events
- \* 1st indigenous filmmaker Doc Toolbox Programme
- \* 2 Chilean documentary filmmakers at Berlinale Talents
- \* 1 project in Doc Station
- \* One-on-one meetings







Daniel Díaz Oyarzún  
Co-producer of Mapurbekistán  
Featured in Doc Toolbox  
EFM Program

"Being part of the Toolbox Programme allowed me to attend various workshops and sessions organized within the EFM. This was key for developing financing and distribution strategies in international markets for our feature-length documentaries. Additionally, I participated in Community Building sessions, Meet the Pros, and meetings designed to expand contact networks and receive specialized mentoring."



Lorena Sepúlveda  
National Director of ProChile

"Chile's permanent presence at the EFM reflects the public-private effort for the internationalization of the Chilean audiovisual sector. In 2024, the creative industries of our country achieved a record in exports, reaching nearly US\$98 million across 45 markets, including important partners such as Germany. This achievement reinforces our commitment to the internationalization of creative industries."





# UNITED STATES



# UNITED STATES

## GETTING REAL WEST COAST

- \* Biennial event specialized in documentary film
- \* One-on-one meetings
- \* Participation in talks and panels
- \* Chiledoc Director invited to join the Board of the International Documentary Association (IDA)





# ESTADOS UNIDOS

## POINTS NORTH EAST COAST

- \* 3 documentaries in competition at Camden International Film Festival
- \* One-on-one meetings

- \* 1 project in the Points North Fellowship Pitch
- \* Networking Event







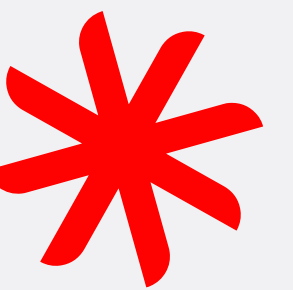
**Paula Ossandón**  
**Director of Chiledoc**

“We arrived at Points North and the Camden Film Festival with the goal of better understanding the documentary ecosystem in the United States, building trust, boosting co-productions, and finding new financing, distribution, and marketing avenues for Chilean documentaries.”

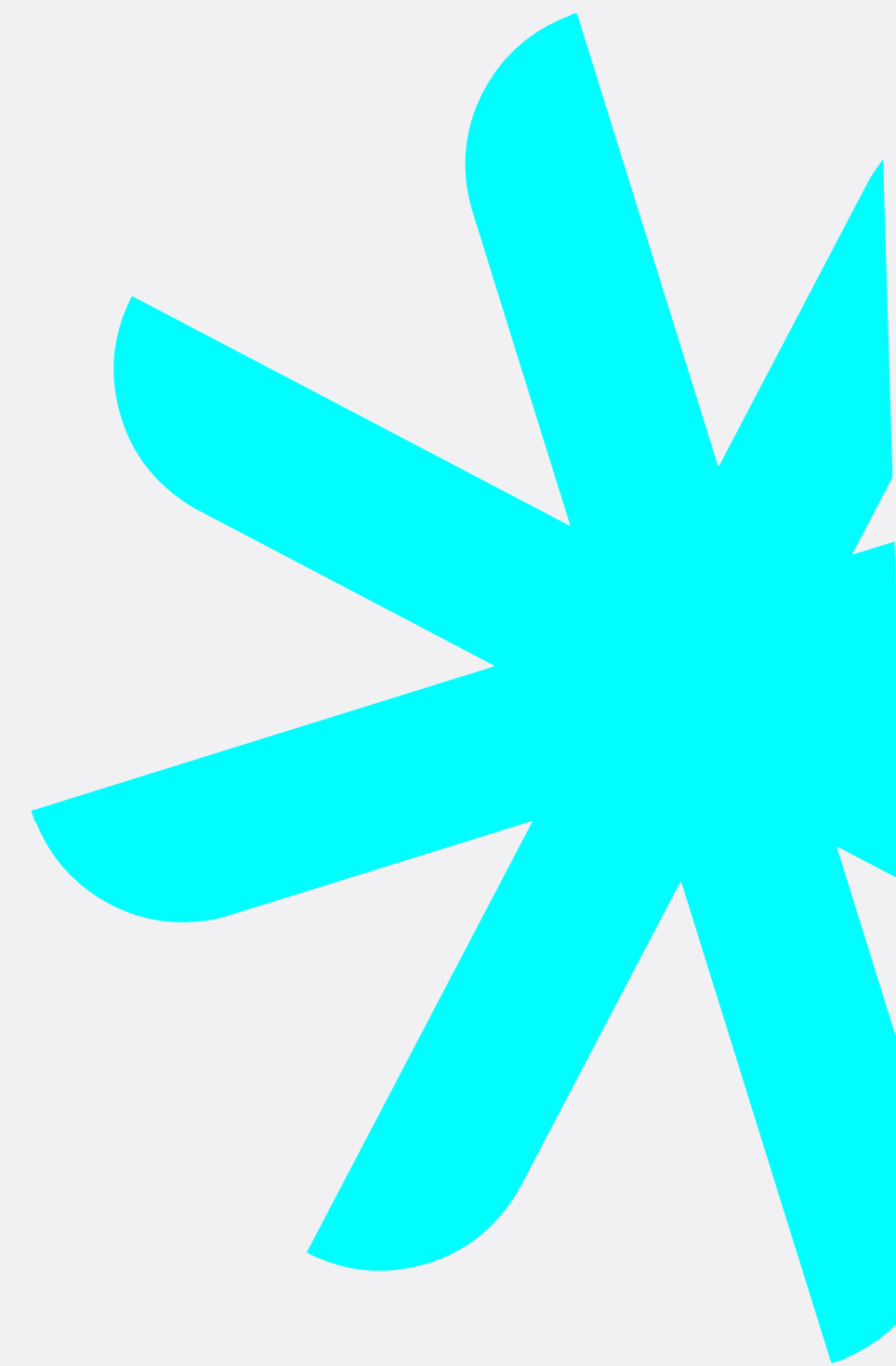


**Paola Castillo**  
**Errante Productions**

“Points North is a strategic place to find networks and allies in the North American market. It offers working dynamics that allow for much more direct and close contact with industry agents, enabling you to discuss your project and receive very valuable feedback to help push it forward.”







**BRAZIL**



# BRAZIL

## DOCSP

- \* Bilateral co-production meeting
- \* Talks and presentations of the sector brand
- \* Roundtables and one-on-one meetings
- \* Networking Events
- \* Premiere of **The Eternal Memory** (2023) at the São Paulo Film Festival







**Luis González Zaffaroni**  
Director of DOCSP

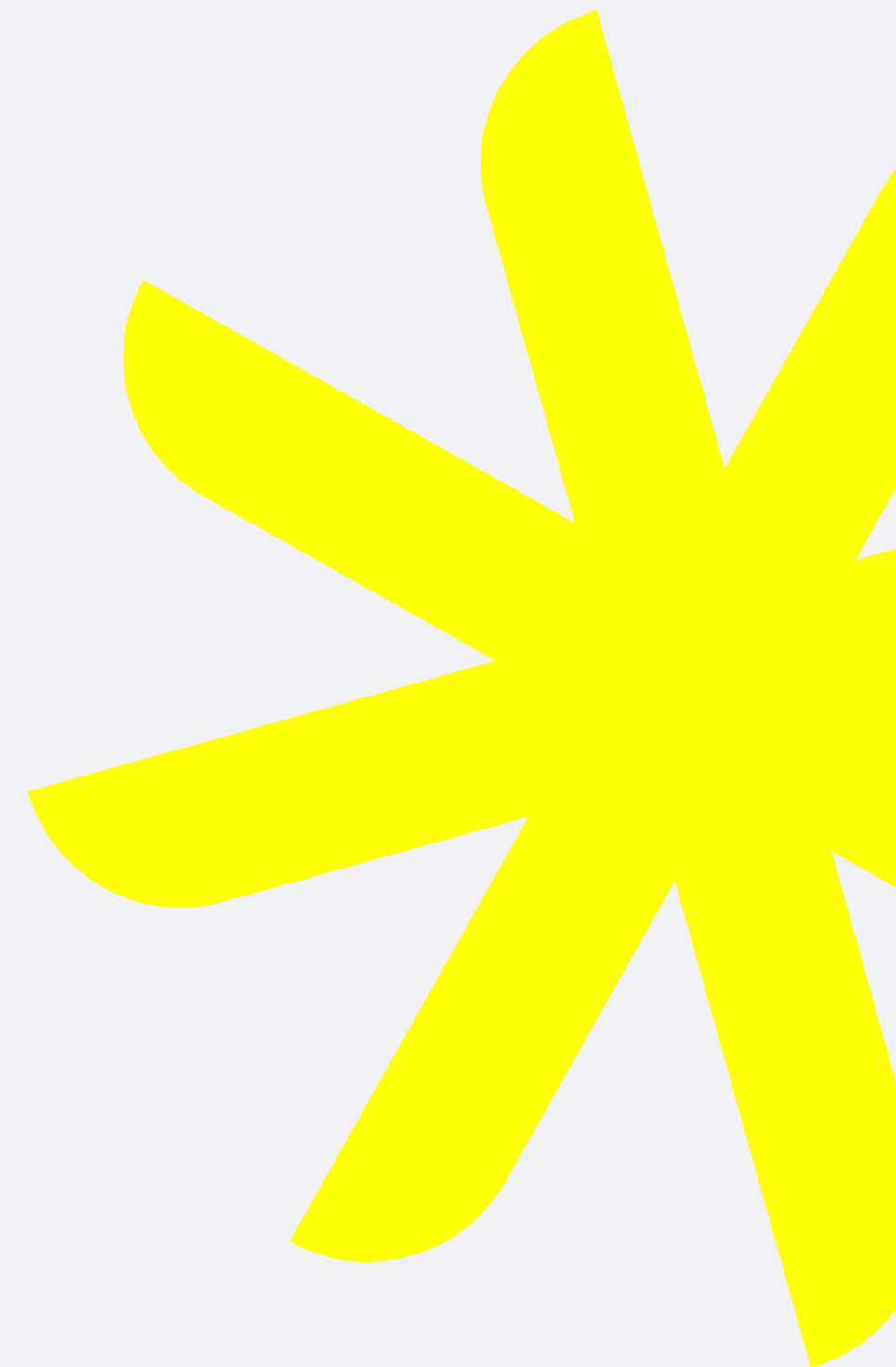
"Chile is one of the main hubs for documentary production on the continent and an international reference in the field, where great talents, reliable companies, and a clear promotion policy converge. The opportunity to create a direct connection with Chilean producers through Chiledoc's participation in DOCSP has been of great value and allowed us to establish strong connections with the Brazilian audiovisual market."



**Raúl Vilches**  
Head of the Creative Industry  
Department at ProChile

"Brazil is a priority market for our creative industries. We have a co-production agreement that we want to strengthen through a public-private collaboration together with the Chiledoc Sector Brand. Participating in DocSP is a great opportunity to achieve these goals."









# CHILE

## Chiledoc's participation in Conecta

MEETING OF THE INTERNATIONAL DOCUMENTARY FILM INDUSTRY

- \* Chiledoc invited 4 buyers: Carol Misorelli from Taturana, Tiago Ornaghi from Globoplay, Renato Manganello from Utopia Docs, and Jean-Jacques Peretti from Sunny Side of the Doc
- \* Host of the Conecta 2023-2024 Opening Event
- \* Launch of the internationalization and commercialization survey of Chilean documentaries 2022-2023







**Jean-Jacques Peretti**  
Programming Coordinator  
and Workshops Sunny Side of the Doc

“I’m here to find good projects about issues in Latin America, which we don’t know much about in Europe or other parts of the world. It is very important for me to meet Latin American professionals, learn more about their projects, and help them understand the international market and how to expand their projects according to the needs of the global industry.”



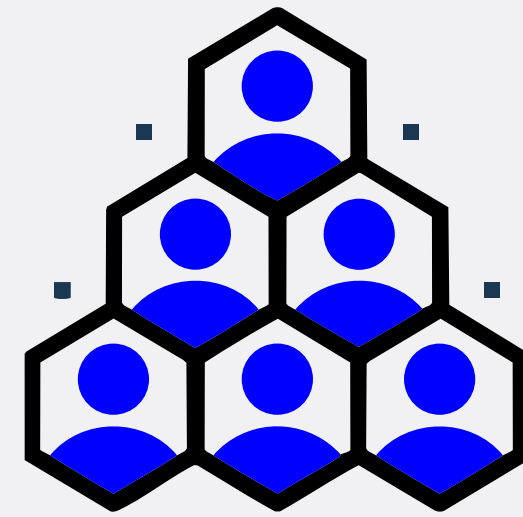
**Tiago Ornaghi**  
Globoplay Brazil

“I’m very happy to be at Conecta, mainly because one of the biggest challenges for our industry right now is to focus on co-productions, especially at the international level, and to join forces to tell important stories.”



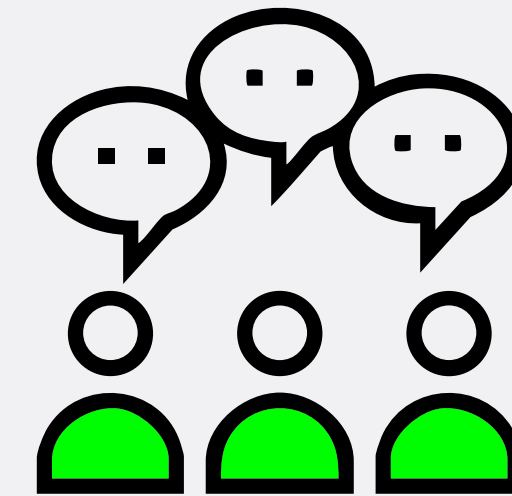
# RESULTS

PERIOD JUNE 2023- JUNE 2025



**+2.000**

Industry agents  
participated in our  
activities



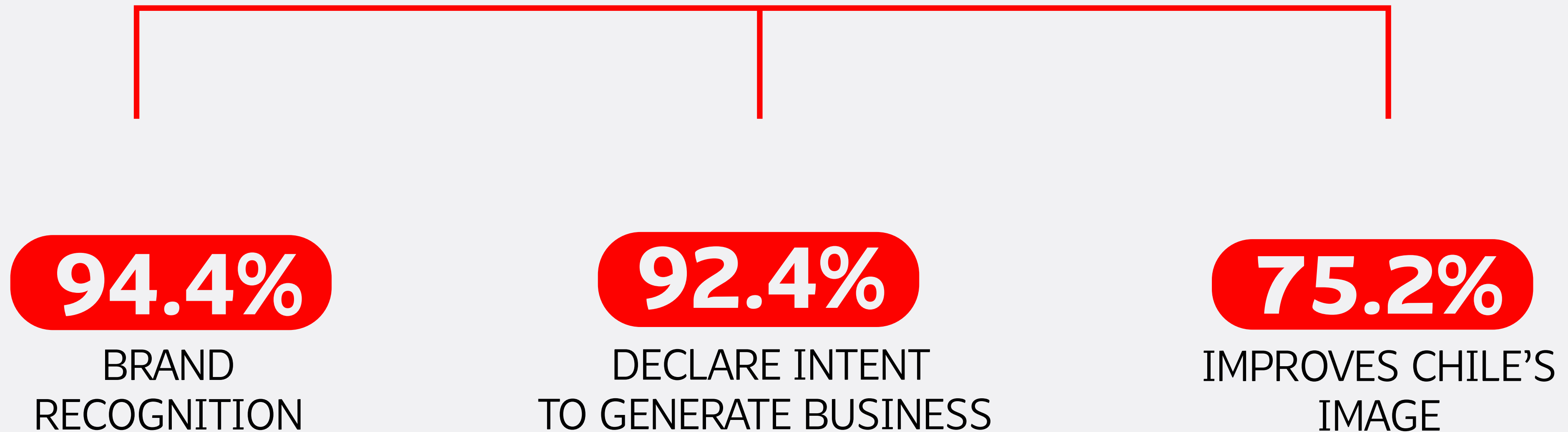
**+3.000**

Individual group  
meetings



# RESULTS

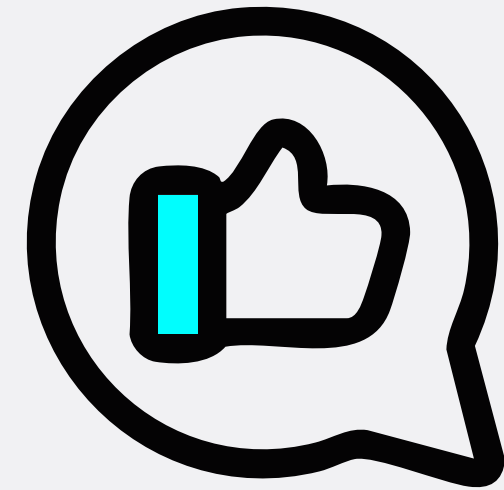
## PERIOD JUNE 2023- JUNE 2025



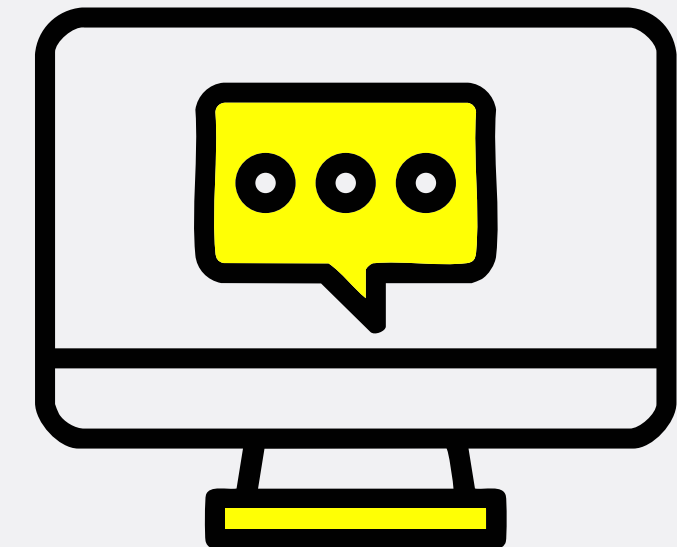


# RESULTS

## PERIOD JUNE 2023- JUNE 2025



**149.187**  
**Followers on  
social networks**



**8.700**  
**Monthly web users**



# RESULTS

## PERIOD JUNE 2023- JUNE 2025



# 5.523

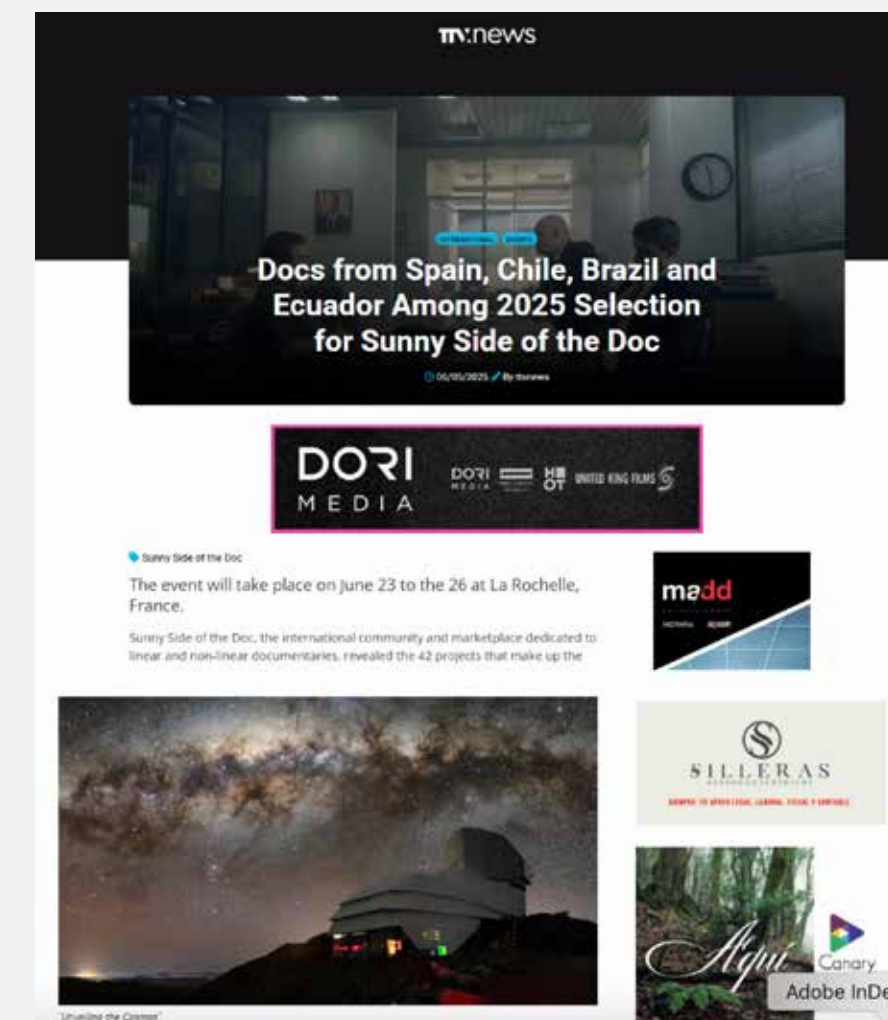
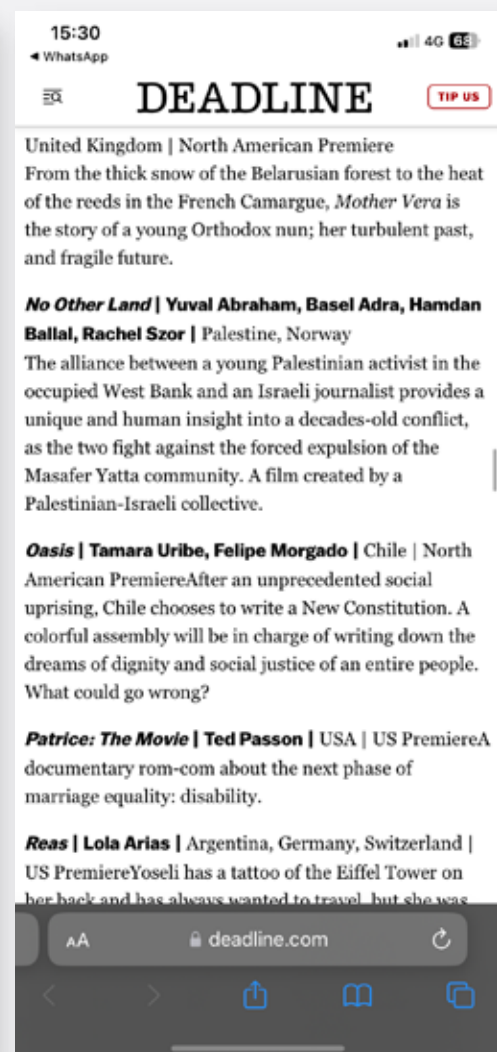
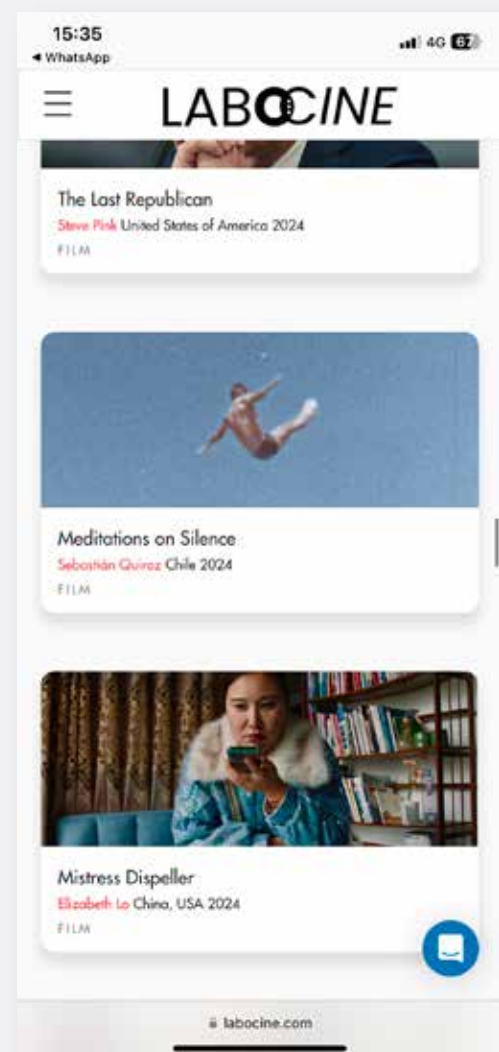
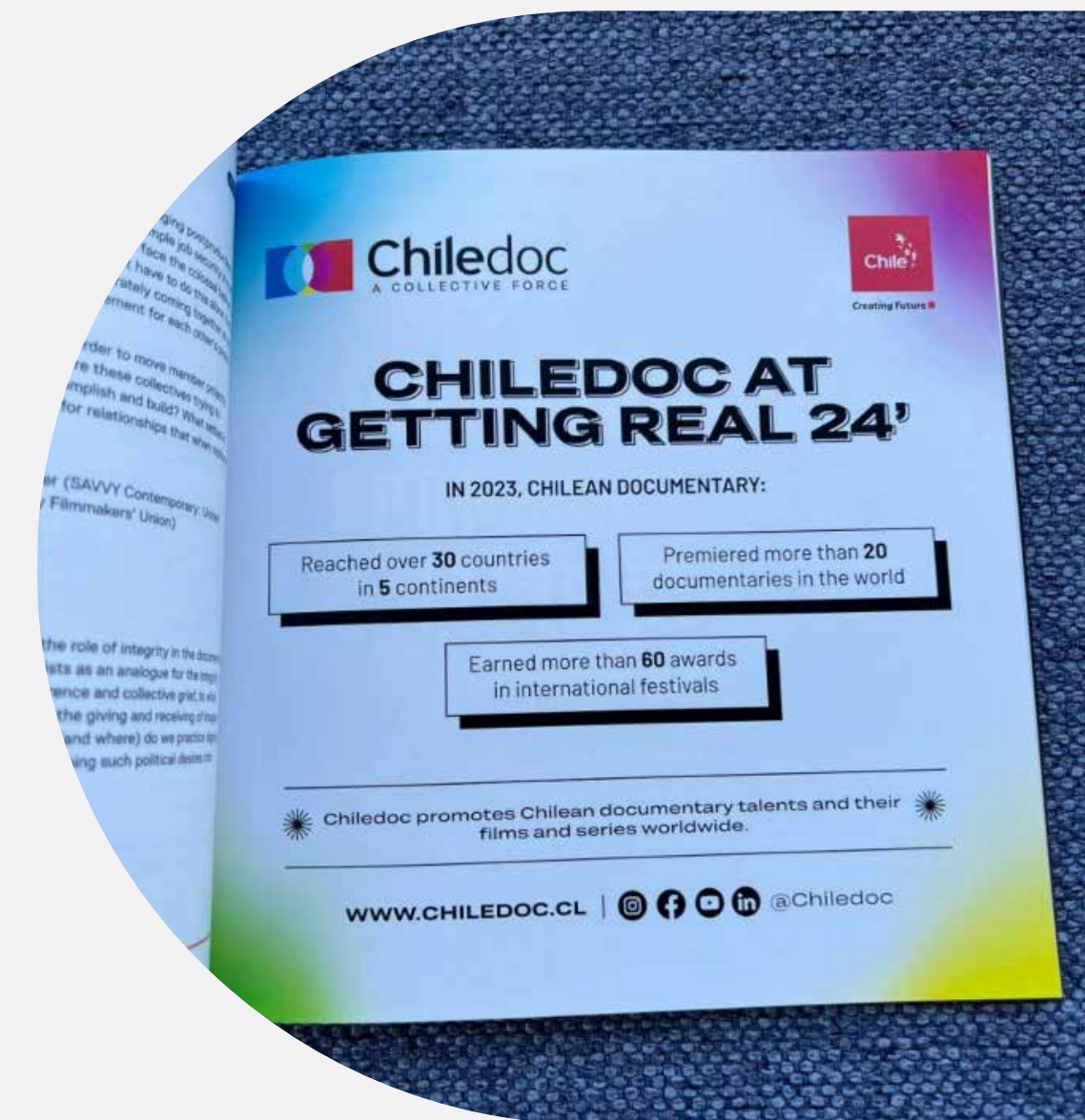
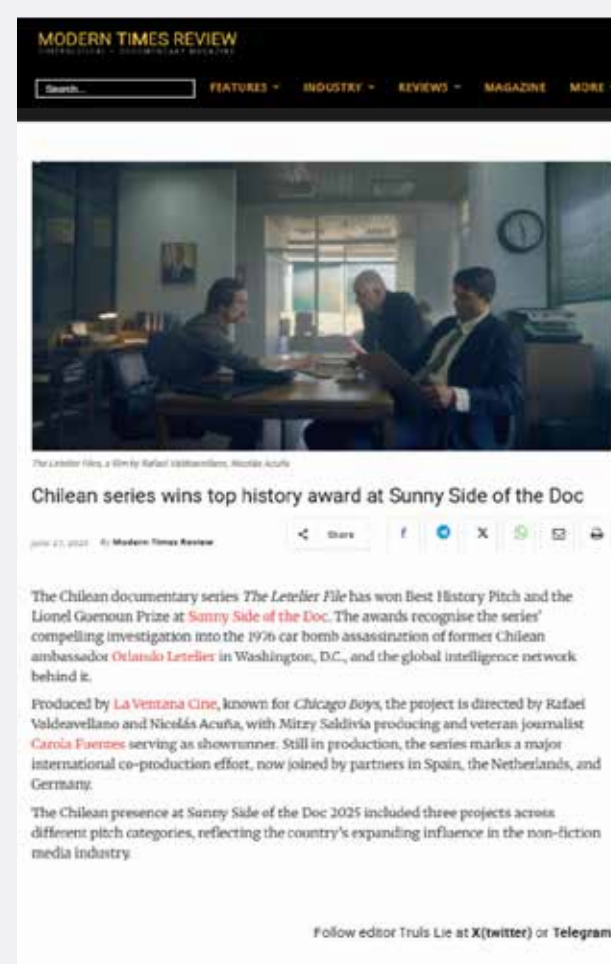
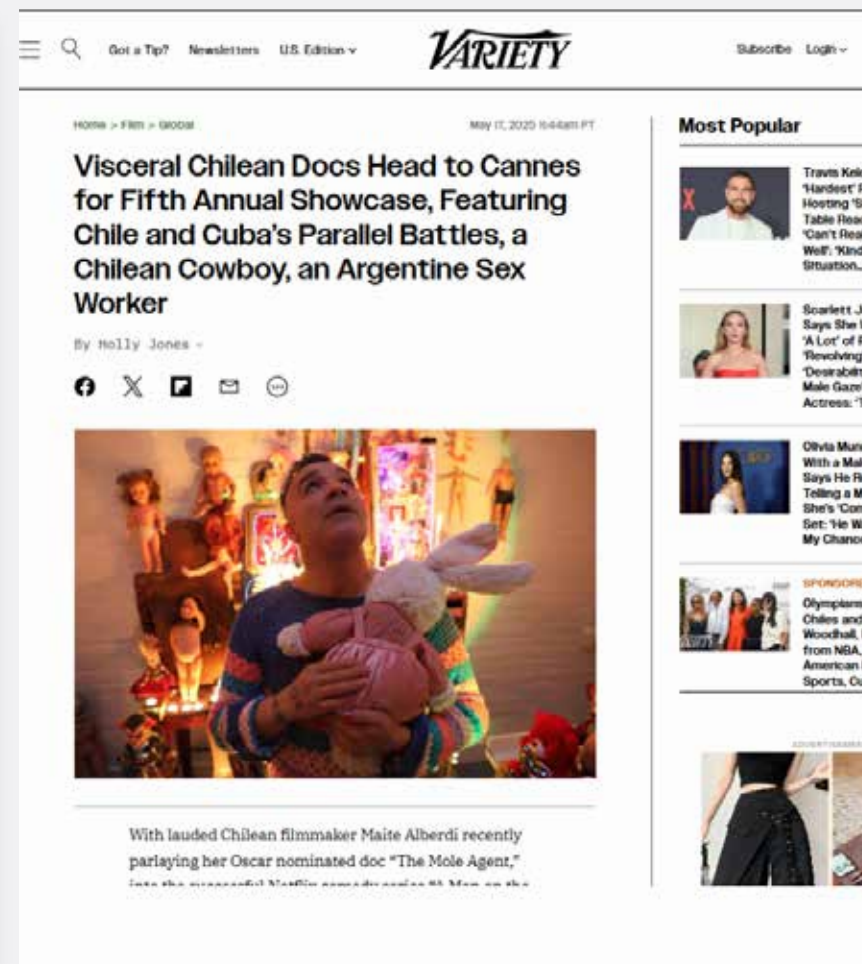
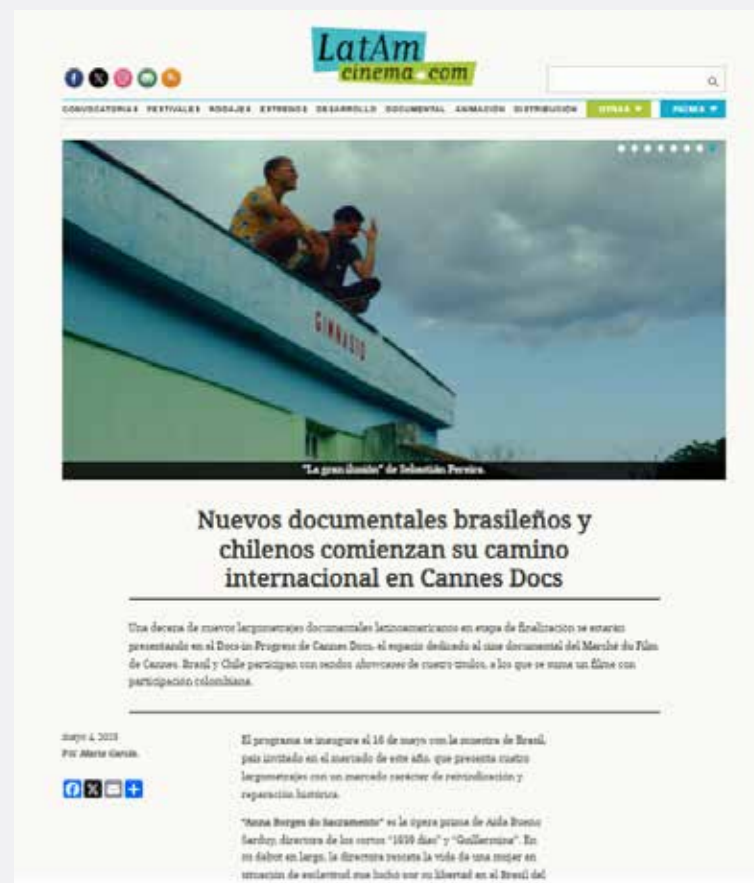
Subscribed to the newsletter

Opening rate 50,4%





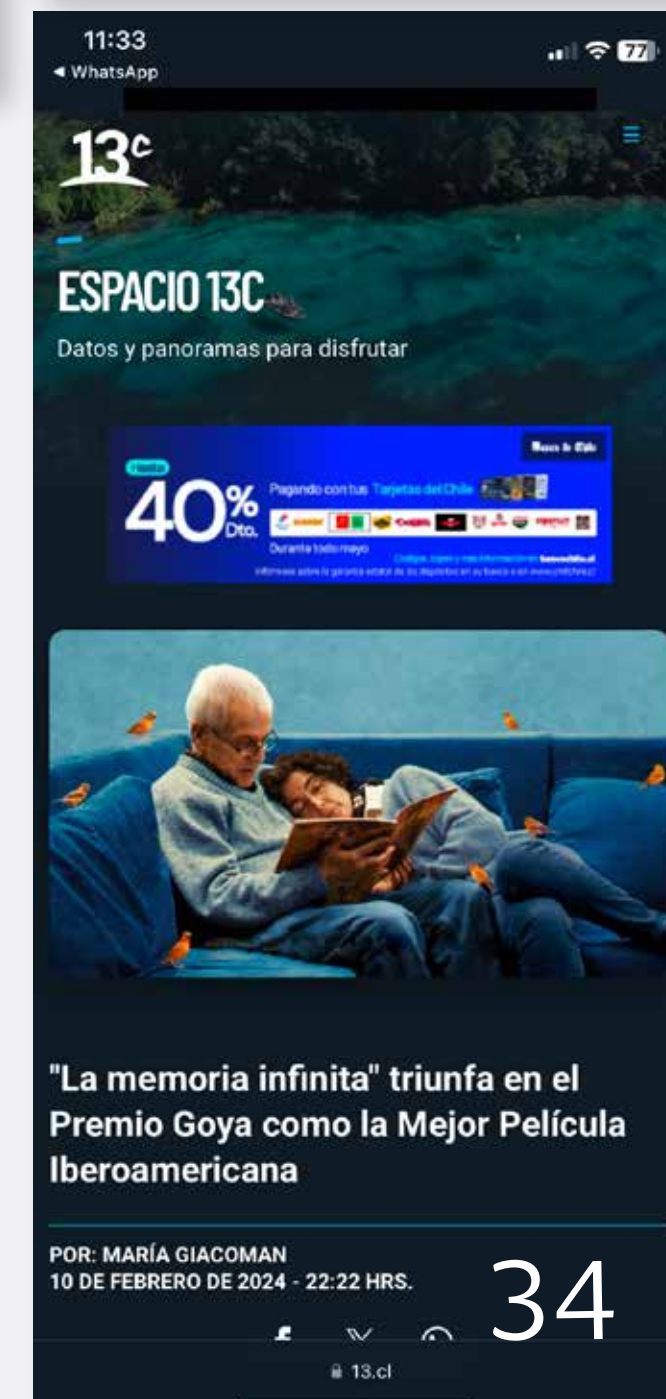
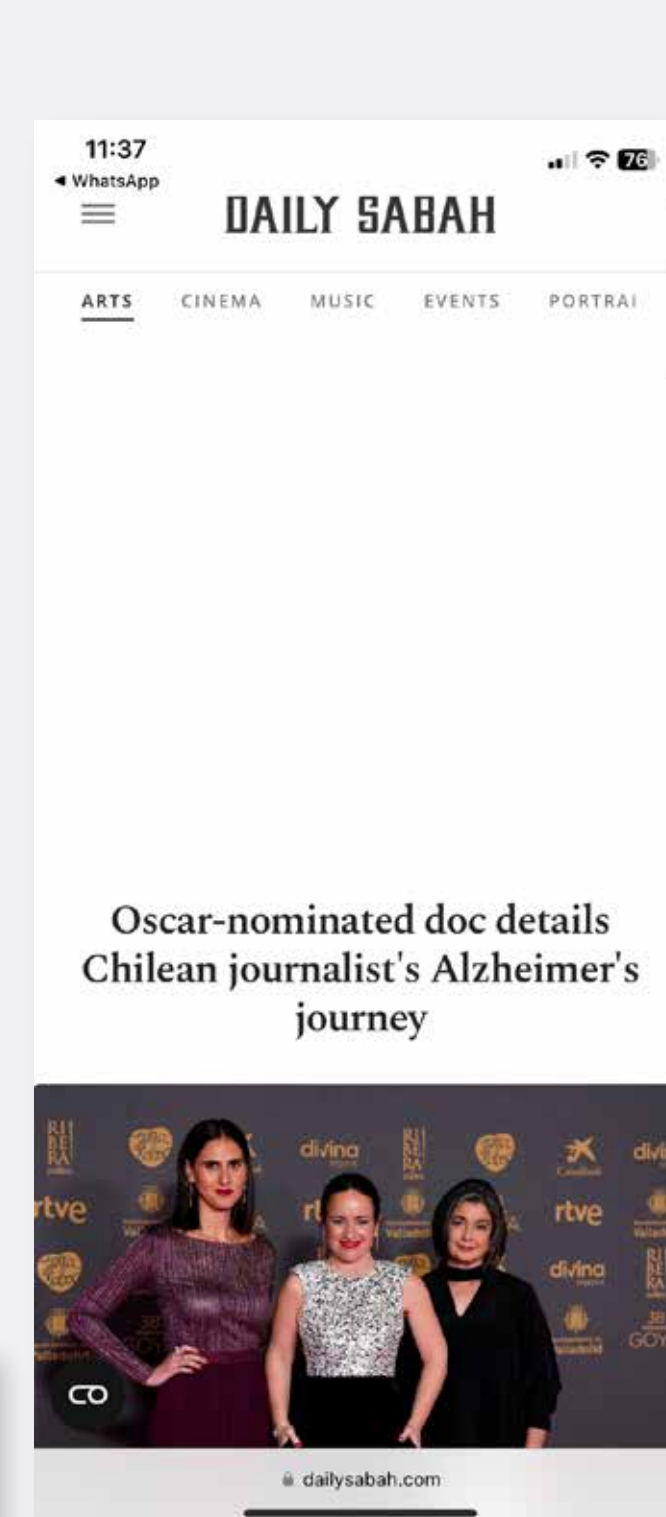
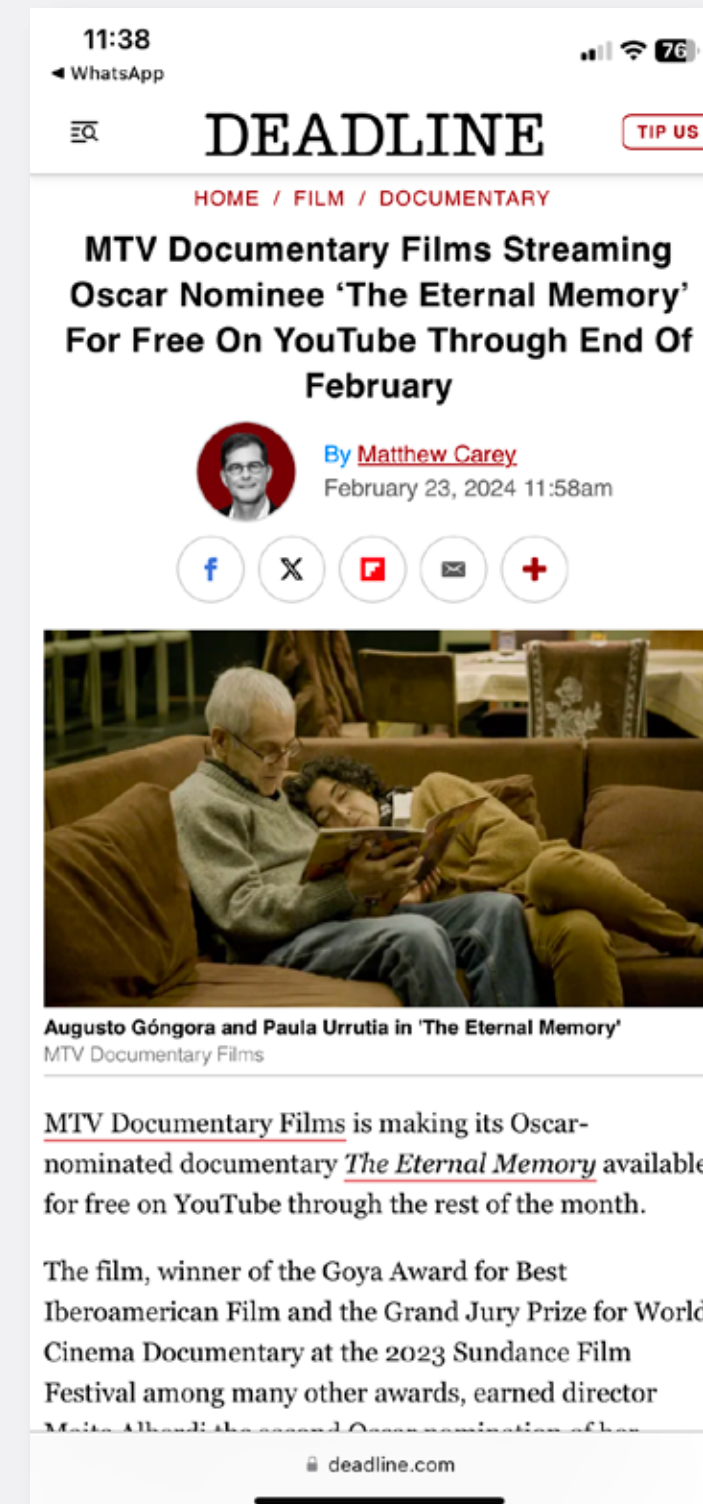
# PUBLICATIONS





# THE ETERNAL MEMORY

- \* Winner of the Goya Award For Best Iberoamerican Film 2024
- \* Nominated for Best Documentary at the Oscars 2024
- \* Promotion campaign:
  - Newsletter addressed to 2,700 voters Hollywood Academy
  - Promotion on social networks











@CHILEDOC

