

The 27th Busan International Film Festival

Final Report

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I . Overview

1. Basic Overview

- Busan International Film Festival Period: Oct 5th (Wed) - Oct 14th (Fri), 2022
- Screening Venues: 30 screens in 7 theaters
 - Busan Cinema Center, CGV Centum City, LOTTE CINEMA Centum City, Sohyang Theatre, KOFIC Theater, LOTTE CINEMA Daeyoung (Community BIFF), BNK Busan Bank Art Cinema (Community BIFF)
- Selections
 - Official Selection: 242 films from 71 countries
 - World + International Premiere: 101 films
 - World Premiere: 88 films
 - International Premiere: 13 films
 - Community BIFF & BIFF Everywhere: 161 films (Excluding duplicates)

2. Total Attendance

- Film Festival: 161,145 (Occupied seats: approximately 74%)
- Community BIFF: 17,166
- BIFF Everywhere: 11,002

3. Program Events

- 11 Open Talk
- 9 Outdoor Greeting
- 2 Special Talk
- 4 Actors' House
- 2 Master Class
- 5 Talk-to-Talk
- 1 Handprinting Ceremony
- 3 Short Film, Long Chat
- 16 mentors for Cinema Together
- 304 Guest Visits (301 on-site GVs / 3 online & on-site GVs)



4. Asian Contents & Film Market Summary

- Market Badges: A total of 49 countries, 1,102 companies, 2,465 badge holders (55 countries, 853 companies, and 1,479 holders in 2021)
- Sales Booths: A total of 22 countries, 272 companies, 72 sales booths
- Asian Project Market (APM) Meetings: 705
- Busan Story Market Meetings: 1,027
- Platform BUSAN Participants: A total of 25 countries, 165 participants

5. Busan International Film Festival Guests

○ Total Participants	7,542
- Domestic Festival Guests	3,189
- International Festival Guests	752
- Domestic ACFM Guests	1,523
- International ACFM Guests	942
- Cinephile Guests	1,136

※ Excluding visitors & press members



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II. Busan International Film Festival Report

1. A Successful Operation as an On-Site Event

As the festival was held in full-capacity for the first time in 3 years, all events including the opening/closing ceremony and parties were held on-site. Foreign guests were also invited in an orderly fashion. This festival was one where all events and theaters were filled with discussions about films between the audiences and guests.

2. Extensive Participation of Korean and International Filmmakers

From last year's 69 foreign guests, this year, the number of foreign guests has increased to 1,694, along with 4,712 Korean guests who attended the film festival. International film festivals from around the world and film-related organizations also made great appearances. They met the audience through various events and took part in a range of network events and receptions. The networking hub for Korean and international filmmakers is now back to its ordinary function in 3 years, livelier than ever.

3. Film Festival Packed with Audiences

Busan Cinema Center's BIFF theater was filled with audiences for the first time in 3 years, without social distancing. This year, the Busan International Film Festival has once again been renewed as one which cooperates with the audience through various program events and forums including Guest Visit, Open Talk, Actors' House, Talk-to-Talk, and Forum BIFF.



4. Steady Footing of the On Screen Section, Heading into its 2nd Year

The On Screen section, which has largely expanded from 3 selections last year to 9 this year, received high acclaim from the audience once again, and was able to accelerate its effect with the participation of booths for the corresponding OTT platforms.

5. Asian Contents & Film Market

The Asian Contents & Film Market, which was held on-site for the first time in three years, and was the only Asian event to be held offline, achieved a total of 2,465 participants from 49 countries, recording an increase of 12% from 2019, the most recent year to hold a regular event. Simultaneously, it set new records for all statistics, including the highest number of business meetings conducted. The market was able to satisfy all participating organizations and companies, receiving the promise of numerous industry officials, who have attended the various industry and networking events, such as the Asian Project Market, the Busan Story Market, Platform BUSAN, and ACFM Conference, to be returning next year.

6. Successful Docking of Busan Story Market

The Busan Story Market, which was hosted for the first time this year, was attended by 51 Korean and Asian IPs, and conducted 1,027 meetings, raising expectations for the video adaptation of IP contents. Busan Story Market is a transaction platform for IP contents, which integrated the function of the preexisting E-IP (Entertainment Intellectual Property) Market, and expanded to host booths for various Content Providers (CP). This year, Busan Story Market has recorded the highest number of conducted meetings of all time, including the records of the previous E-IP Market.



Ⅲ. Program Report

i . CHANEL X BIFF Asian Film Academy

1. **Period:** Sept 27 (Tues) – Oct 14 (Fri), 2022

2. **Main Participants:** 3 faculty members, 7 instructors, and 20 fellows

3. Faculty Members

- Directing Mentor: TAN Chui Mui (Malaysia)
- Cinematography Mentor: UM Hye-jung (Korea)

4. Main Program

① Short Film Production & Screening

- *Under the Roof* | DCP | 17min | Color
- *This Must Be the Place* | DCP | 12min | Color

② Clinic & Mentoring

- Cinematography (UM Hye-jung, Cinematographer)
- Camera Hands-on Training (UM Hye-jung, Cinematographer)
- Filming Equipment Training (Yi Ci LOW, Product Specialist)
- Editing (Steve M. CHOE, Film Editor)
- DIT / DI (CHO Heedae, Technical Supervisor)
- Data Manager Equipment Training (CHO Heedae, Technical Supervisor)
- Sound Lecture (HAN Myung-hwan, Sound Designer / KIM Yong-kook, Sound Designer & Foley Artist)
- Production Design (AHN Ji-hye, Production Designer)
- Film Scoring (HAN Jae-gweon, Film Composer)



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③ Special Lectures

- Cinematography Lecture (UM Hye-jung, Cinematographer)
- Editing Lecture (Steve M. CHOE, Film Editor)
- DI Lecture (CHO Heedae, Technical Supervisor)
- Sound Lecture (HAN Myung-hwan, Sound Designer)
- Foley Lecture (KIM Yong-kook, Sound Designer & Foley Artist)
- Production Design Lecture (AHN Ji-hye, Production Designer)
- Film Scoring Lecture (HAN Jae-gweon, Film Composer)

④ Faculty Film Screening

- Director Rithy PANH | *The Missing Picture* (2013)
- Director TAN Chui Mui | *BARBARIAN INVASION* (2021)
- Cinematographer UM Hye-jung | *Bluebeard* (2017)

⑤ MPA-BAFA Film Workshop: Bridge to Hollywood

- In collaboration with Motion Picture Association (MPA), a pitching workshop, 'Bridge to Hollywood', is conducted
- Special Lecture Mentor: Bec SMITH

5. Scholarship Program Awards Result

① CHANEL X BAFA Promising Filmmaker Award

- Awardee: Suraj PAUDEL (Nepal)
- Awardee: Parinee BUTHRASRI (Thailand)

② ARRI Award

- Awardee: Arushi CHUGH (India)
- Awardee: April Dayne GARCIA (Philippines)

③ MPA Award

- Awardee (1st Prize): Jean Cheryl TAGYAMON (Philippines)
- Awardee (2nd Prize): Jan-Kyle NIEVA (Philippines)



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ii. Forum BIFF

Forum BIFF 2022, which was held for 6 days from Oct 6 (Thurs) to Oct 11 (Tues), co-hosted by the Busan International Film Festival, Korean Film Council, Korean Federation of Film Archives, and Busan Film Commission, has ended successfully. Centered on the topic of 'identity of film in the rapidly altering media environment', this year's Forum BIFF held various discussions on the new media technology using digital visual effect (VFX), the new perspectives in the 21st century documentaries, and the reconstruction of film in regards to genre, theory, and policy. The debate was opened on various topics by domestic and overseas specialists, and was participated by the largest number of audience up to date, creating an enthusiastic forum. The Busan International Film Festival's long tradition of providing further insight through debate is evaluated to have achieved significant success in the 27th Busan International Film Festival, which was normalized for the first time in 3 years.

1. Forum BIFF 2022 Statistics

- Period: Oct 6 (Thurs) – Oct 11 (Tues)
- Venues: Conference Hall & Screening Room (11F, Busan Visual Industry Center)
- Participation
 - Participation and Sessions: 4 Organizations (Busan International Film Festival, Korean Film Council, Korean Federation of Film Archives, and Busan Film Commission), 11 Sessions
 - Total Participants (*7 Main Sessions): 482 (33 Panel, 449 Audience)

2. Main Topic and Program

- Cinema as Empire of Virtuality
 - Korean Cinema Enters into a Virtual Era
 - Collecting and Preserving Born-Digital Cinema Culture
 - Expanding Beyond the Frame of Cinema
- New Perspectives in the 21st Century Documentaries
 - Understanding 21st Century Documentaries
- (Re)constructing Cinema in the Transforming Media Environment
 - Are Serial Dramas Cinema?
 - Theoretical Issues and Methodologies
 - Laws, Institutions and Policies



iii. Community BIFF

Celebrating the 5th year since its launch, Community BIFF succeeded in achieving something that it truly sought after, a 'film festival made by audience'. The increase in the numbers of audience who took on the roles of a programmer by taking parts in 'Request Cinema', and organizations and institutions hoping to collaborate through 'Day X Day', were notable. The 'Village Filmmaking Project 2022', expanded in size from last year's pilot run. The project produced results and records that align with its goal to encourage audience in feeling joy while making films. Networking programs that had been paused due to the pandemic also made their returns as they were welcomed by all. In addition, the new flow of metaverse transplant and the legacy media business which digitally restores 8mm films, coexisted as contrasting concepts.

1. Community BIFF Summary

- Dates: Oct 6 (Thurs) – Oct 13 (Thurs)
- Locations: LOTTE CINEMA Daeyoung, BNK Busan Bank Art Cinema, Nampo-dong BIFF Square, etc.

2. Main Program and Content

- Program
 - Films: 146
 - Screening: 68
 - Guest Visits (GV): 66
 - Total Guests: 160



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- Participants: 17,166

○ Main Content

- Screening Programs: Request Cinema / Day X Day / Youth Special Program / Master Talk / The Legendary Cinephiles Strike Back / Community BIFF Collection
- Events: BIFF Eve / Memories on Super 8: Once Upon a Time in Busan / Movie Quiz / Game Theatre: Interactive Cinema / Village Filmmaking Project
- Community BIFF Road
- Interasia Project (Simultaneous screening in abroad)
 - 3 films (*Hansan: Rising Dragon* / *Six Characters* / *Miracle: Letters to the President*)
 - The Interasia Project has overcome physical barriers beyond Busan for the past 3 years, and offered an impressive moment where domestic and international audiences faced each other. This year, Busan met citizens of Bangkok (Thailand) and Sydney (Australia) through 2 times of online GVs, and 1, respectively.



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iv. BIFF Everywhere

BIFF Everywhere, which received much positive reviews, both domestically and internationally, after its launch last year, excited Busan this year by showing the attraction of Busan as a location, and putting together programs such as 'BIFF Everywhere Special', which showcased performances and films by various artists. A total of 21 films were screened 45 times at 17 locations while 53 teams held pre-screening performances, and approximately 11,000 Busan citizens and tourists were able to enjoy the film festival in their 'neighborhood' over the span of 8 days.

1. BIFF Everywhere Statistical Summary

- Dates: Oct 6 (Thurs) - Oct 13 (Thurs), for 8 days
- Locations: 17 spots of 16 regions in Busan

Gangseo Sports Park (Gangseo-gu) / Beomeosa Temple (Geumjeong-gu) / Ilgwang Beach (Gijang-gun) / Yongho Starlight Park (Nam-gu) / North Port Waterfront Park, Busan China Town (Dong-gu) / Dongnaeupseong Square (Dongnae-gu) / Busan Citizens Park (Busanjin-gu) / Baekyang Neighborhood Park (Buk-gu) / CATs (Sasang-gu) / Dadaepo Beach Park (Saha-gu) / Songdo Ocean Park (Seo-gu) / Millac the Market (Suyeong-gu) / Oncheoncheon Citizen Park (Yeonje-gu) / X-Sports Square (Yeongdo-gu) / Yurari Square (Jung-gu) / Haeundae Beach Event Plaza (Haeundae-gu)

2. Main Program

- Program
 - Films: 21
 - Screenings: 45
 - Guest Visits (GV): 45
 - Pre-screening Performances: 26 (Excluding moderator and duplicates)
 - Performance Events: 53 (13 BIFF Everywhere Artists, 9 BIFF Everywhere Special, 3 Monthly Seat, 28 Korea Culture Art Cooperative)
- Participants: 11,002



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IV. Asian Contents & Film Market (ACFM) Summary

Held for the first time in 3 years as the only on-site event in Asia this year, the Asian Contents & Film Market was joined by 2,465 participants from 49 countries. Compared to its most recently held on-site event in 2019, the number of participants increased by 12% and simultaneously recorded the highest number up to date. This demonstrates the global interest in K-Story along with the industry's persistent demand for face-to-face business sites. The exhibition hall was buzzing with 272 organizations and companies from 22 countries, as they traded and promoted various content from their country and/or company. In particular, 51 original IPs from Korea and Asia were involved in a total of 1,027 meetings, which is the highest number of meetings until now, garnering expectations for the audiovisual production. 29 feature-length film projects from 14 countries selected by the Asian Project Market (APM) called for 705 meetings and 13 films were honored with 12 awards, which is 5 more awards than the previous year. In addition, industry-specific information and networking were available through approximately 20 ACFM conferences and 13 Platform BUSAN programs. Plentiful networking events were held both by nations and companies, including the Asia Contents Awards, Rolling Youth Film Festival, and Malaysia's mylab workshop.

1. Asian Contents & Film Market Summary

- Market Badge: 49 Countries, 1,102 Companies, 2,465 Participants.
Compared to the event in 2019 (56 Countries, 983 Companies, 2,188 Participants), 12% increase in number of companies and participants
- Sales Booths: 72 sales booths from 272 companies of 22 countries
Compared to the event in 2019 (34 Countries, 200 Companies, 86 Booths), 36% increase in number of companies
- First-ever 'Festival Zone' in Korea hosted, participated by 5 domestic international film festivals
- New national pavilion by United Kingdom and Mongolia / Record-high number of 39 European national pavilion participation, online and on-site



- Online Screenings
 - Market Screening: 177 films from 16 countries and 52 companies (71 market premieres)
 - Official Festival Selections: 121 Films

2. Asian Project Market (APM)

- 29 selections from 14 countries
 - Completion of the systematic film project support program, Asian Cinema Fund (ACF) and Platform BUSAN, which was resumed after 3 years
- 132 Companies, 170 Participants (Record-high number of participants)
- Business Meeting: 705 Meetings
 - Compared to 2021, 37% increase in number of meetings conducted.
- APM Awards: 12 Categories, 13 Awardees (Compared to 2021, 5 additional awards / Record number of awards)
- APM 2022 Awards Winners

Award	Project	Director	Producer	Production Country
Busan Award	<i>Future Laobans</i>	Maung SUN	Ma AEINT, Maung SUN	Myanmar
CJ ENM Award	<i>GASPAR</i>	Yosep Anggi NOEN	Yulia Evina BHARA, Christian IMANUELL	Indonesia
TAICCA Award	<i>Sima's Song</i>	Roya SADAT	Alba SOTORRA, Frank HOEVE, Maeva SAVINIEN	Spain / Netherlands / France
VIPO Award	<i>In the Land of Brothers</i>	Raha AMIRFAZLI	Adrien BARROUILLET	France / Iran / Netherlands



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LOTTE Award	<i>The Day of Dongkyeong</i>	KIM Sein	JANG Jiwon	Korea
KB Award	<i>Something About Us</i>	LIM Jungeun	PARK Doohee	Korea
NUTRILITE Award	<i>People's Violence</i> (working title)	MORI Tatsuya	KOBAYASHI Sanshiro	Japan
Sørfond Award	<i>Diaphanous</i>	Dornaz HAJIHA	Isabelle GLACHANT	Iran / Hong Kong, China
Pop Up Film Residency Award	<i>Erinyes</i>	JUNG Wonhee	Jéro YUN	Korea
ARRI Award	<i>The Sea is Calm Tonight</i>	LE Bao	LAI Weijie	Singapore
	<i>MY SUNSHINE</i>	OKUYAMA Hiroshi	NISHIGAYA Toshikazu	Japan
Kongchak Studio Award	<i>Last Shadow at First Light</i>	Nicole Midori WOODFORD	Jeremy CHUA	Singapore / Japan / Slovenia
MONEFF Award	<i>Loop Out</i>	KIM Dukjoong	JUNG Hyunjung	Korea

3. Busan Story Market (BSM)

○ Business Meeting: 1,027

- Compared to 2021, 25% increase in number of meetings (New Record Set)
- MOU with Taiwan Creative Content Agency (TAICCA) and Korea Creative Content Agency
- Participation and pitching by newly attending Thailand, Indonesia, and French IP
- New booths by Seoul International Book Fair (including 14 publishers), NAVER WEBTOON CORP., JAKGA COMPANY, and more
- Increased participation by official domestic and foreign organizations: Taiwan Creative Content Agency (TAICCA), Japan's Visual Industry Promotion Organization (VIPO), Korea Creative Content Agency, Busan IT Industry Promotion Agency, Korean Film Producers Association (KFPA), and more



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4. Asia Cinema Fund (ACF)

- 13 selections supported by 3 Asia Cinema Fund (Script Development Fund, Post-Production Fund, Asian Network of Documentary (AND) Fund)
 - Participation by new cooperation partners for Post-Production Fund and new sponsorship by companies based on Busan for Asian Network of Documentary (AND) Fund
- Busan International Film Festival World Premier screening (3 Post-Production Fund selections)
- *In the Land of Brothers*, supported by Script Development Fund, won Asian Project Market Award 2022's VIPO Award

5. Platform BUSAN

- 25 Countries, 165 Participants
- 13 networking and panel sessions hosted
- Malaysian 'mylab' workshop newly launched

6. Asian Contents & Film Market (ACFM) Conference

- 20 Conferences Hosted (7 Pitches, 5 Platform BUSAN, 2 Technology, 6 Forum/Seminar)
 - Increased interest in the technology seminar by AI Voice technology company, Supertone, and the BSM Forum, which shined a light on the present and future of K-story
- New award ceremonies, including the Rolling Youth Film Festival Awards Ceremony, launched (3 Categories, 3 Countries, 7 Short-film Award Recipients)



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- The 1st Rolling Youth Film Festival Awards Winners

Category	Recipient	Director	Production Country
Jury Selection Award	Vacation Event	CHOI Minyoung	Korea
	The Secret of My Birth	LI Jing	China
Outstanding Director Award	Forest of Copper Columns	Russell Adam MORTON	Singapore
	(OO)	OH Sero	Korea
Most Popular Director Award - Gold	HUIZI	HAN Jingzhi	China
Most Popular Director Award - Silver	Baeu, Baeu	CHENG Thim Kian	Malaysia
Most Popular Director Award - Bronze	Apocalypse Runner	CHO Hyunmin	Korea



7. Asia Contents Awards (ACA)

- Held at the Outdoor Stage, Busan Cinema Center for the first time, approximately 2,000 audience gathered
- Extraordinary Attorney Woo wins the honor of two crowns with Best Content and Best Actor (Female)

- 4th Asia Contents Awards Winners

Category	Recipient
Best Content	<i>Extraordinary Attorney Woo</i>
Best Asian Animation	<i>The Orbital Children</i>
Best Asian Documentary	<i>The Atom Araullo Specials: Young Arms</i>
Technical Achievement Award	<i>Squid Game</i>
Best Actor	PARK Eun Bin - <i>Extraordinary Attorney Woo</i>
	SUZUKI Ryohei - <i>Mobile Emergency Room</i>
Best Writer	WANG Xiaoshuai, YANG Yishu - <i>The Pavilion</i>
Best Supporting	Sora MA - <i>This Land is Mine</i>
	PARK Haesoo - <i>Squid Game</i>
New Comer	BAO Shang En - <i>Love Behind the Melody</i>
	YOKOHAMA Ryusei - <i>The Journalist</i>
Lifetime Achievement Award	KAWAMURA Tatsuo
Achievement Award	SONG Byeongjoon
ACA Excellence Award	FAN Bingbing
Best Creator	The Pinkfong Company
ACA Rising Star	KIM Minha - <i>Pachinko</i>
	LING Man Lung - <i>In Geek We Trust</i>