

SHOOT THE BOOK!



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SCELf & THE MARCHÉ DU FILM ANNOUNCE THE 11TH EDITION OF SHOOT THE BOOK!

THE 2024 EDITION TO SPOTLIGHT 10 FRENCH & INTERNATIONAL
LITERARY WORKS FOR FILM ADAPTATION WITH A SPECIAL SELECTION
DEDICATED TO SWITZERLAND & TAIWAN

Paris – 4 April 2024

SCELf (Civil Society of French-Language Publishers) and the **Marché du Film – Festival de Cannes** are pleased to announce the 11th edition of **Shoot the Book!**, set to take place at the Palais des Festivals in Cannes from **16 to 17 May 2024**.

For over a decade, the Shoot the Book! program has been a pivotal meeting point in Cannes for publishers and producers seeking potential film projects. The success of these gatherings in fostering film adaptations is undeniable, and the program has since established itself as a key source for literary intellectual properties (IP) for the international film community. A recent study by SCELf revealed that a remarkable 30% of the books selected as part of the Marché du Film since 2013 have signed option agreements with producers.

The 2024 edition is set to push the boundaries further as SCELf and the Marché du Film continue to strengthen the program and broaden the scope of editorial offerings to film industry professionals. More than 200 French and international publishing brands will be represented by literary publishers throughout the course of Shoot the Book!'s traditional programming, which includes the much-attended pitching session ("Pitches", 16 May) and its series of B2B meetings ("Rendez-Vous", 17 May).

For the first time, the Country of Honour of the Marché du Film will occupy a central place in the program. This year, the honour will be given to Switzerland, which will be celebrated through the literary catalogs of its local publishers, in collaboration with **Pro Helvetia, Swiss Foundation for Culture**.

A special focus on "**Books from Taiwan**" will also be introduced this year to spotlight the vibrancy and modernity of Taiwanese publishing, thanks to a new partnership with **TAICCA (Taiwan Creative Content Agency)**. TAICCA will contribute further insights and an overview of the Taiwanese industry from an adaptation perspective as part of Shoot the Book!'s masterclass on Asian audiovisual markets, organized by the **Institut Français**.

The highly-anticipated Shoot the Book! 2024 selection will be unveiled on **12 April** at the **Paris Book Festival**, providing an opportunity to discover the 10 literary works selected by a jury constituted in partnership with **Le Film Français**, as well as the 8 additional spotlighted projects from Switzerland and Taiwan.

Registration to attend Shoot the Book!'s events in Cannes will open on **15 April** at:
www.marchedufilm.com and www.shootthebook.com.

*Shoot the Book! is an event organized by **SCELf** (Civil Society of French-Language Publishers) and the **Marché du Film – Festival de Cannes**, in partnership with the Institut Français, CNL, CNC, Film Paris Region, BIEF, SOFIA, CFC, Pro Helvetia, TAICCA, Frankfurter Buchmesse and Le Film Français.*

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About SCELF (Civil Society of French-Language Publishers)

SCELF (Civil Society of French-Language Publishers) is a collecting society established in 1960. It represents French book publishers and manages the collection of adaptation rights from other French collecting societies for its members. In recent years, SCELF has been organizing events and partnerships to promote film and TV adaptations, and to enhance the publisher's role in managing authors' rights. Shoot the Book! is the first international event organized by SCELF.

Website: www.scelf.fr

About Marché du Film – Festival de Cannes

The Marché du Film, the business wing of the Festival de Cannes, is the industry's largest international gathering of film professionals, bringing together an impressive network of 14,000 film professionals spanning more than 140 countries. This includes buyers, sales agents, producers, distributors, festival representatives, financiers and more. Each year, the film market hosts over 600 exhibitors, 1,200 screenings and introduces 4,000 new film projects from the industry's most vibrant talents. Additionally, it shines a spotlight on film institutions and commissions from nearly 90 countries, represented across 60 pavilions. With a variety of tailored programs and over 200 industry events & conferences, the Marché du Film is dedicated to strengthening the global film community by fostering strategic partnerships, facilitating project financing, showcasing the latest innovations and providing insights into the industry's latest challenges and trends — all within the illustrious and iconic setting of Cannes.

Website: www.marchedufilm.com