



**29th BUSAN
International Film Festival
2-11 October 2024**

The 29th Busan International Film Festival

Final Report

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I . Overview

1. Basic Overview

- Festival Period: Oct 2 (Wed) - Oct 11 (Fri), 2024
- Screening Venues: 28 screens in 7 theaters
 - Busan Cinema Center, CGV Centum City, LOTTE CINEMA Centum City, KOFIC Theater, MEGABOX Busan Theater*, Busan Museum of Movies*, Hansung 1918 Busan Lifestyle Culture Center* (*Community BIFF)
- Selections: 278
 - Official Selection: 224 films from 63 countries
 - World + International Premiere: 99 films
 - World Premiere: 86 films
 - International Premiere: 13 films
 - Community BIFF: 54 films

2. Total Attendance

- Film Festival: 145,238 (Occupied seats: approximately 84%)
- Community BIFF: 4,853 (Occupied seats: 76%)
- BIFF Everywhere: 5,514

3. Program Events

- 12 Open Talk
- 13 Outdoor Greeting
- 4 Special Talk
- 4 Actors' House
- 3 Master Class
- 1 Hand-Printing Ceremony
- 6 Talk-to-Talk
- 3 Short Film, Long Chat
- 303 Guest Visit (GV)



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4. Asian Contents & Film Market Summary

- Total Visitors: 26,435 (Exhibition Visitors: 20,586, Event Visitors: 5,849)
- Market Badges: A total of 52 countries, 1,031 companies, 2,644 participants
- Exhibitors: A total of 30 countries, 275 companies
- Asian Project Market (APM) Meetings: 706
- Busan Story Market Meetings: 970
- Platform BUSAN Participants: A total of 28 countries, 174 participants
- Producer Hub Participants: A total of 123 participants from 19 countries

5. Busan International Film Festival Guests

- **Total Guests: 6,911**
 - Domestic Festival Guests: 2,176
 - International Festival Guests: 889
 - Domestic ACFM Guests: 1,466
 - International ACFM Guests: 1,178
 - Cinephile Guests: 1,202
- ※ Excluding visitors & press members



II. Awards

1. New Currents Award

[Winner 1] *The Land of Morning Calm* | PARK Ri-woong | Korea

Jury Comment: *The Land of Morning Calm* demonstrates Park Ri-woong's impressive storytelling skills and ability for subtle emotional depth. The film explores the personal struggles of its characters while shedding light on the hardships of a rural coastal community. Through precise, deliberate pacing, Park navigates themes of economic uncertainty, loss, xenophobia, and societal prejudice, creating a narrative that never falters. The ensemble cast delivers terrific performances, portraying layered characters with nuance, while Park brings clarity to their inner turmoil and the broader social issues, resulting in a powerful, resonant drama.

[Winner 2] *MA – Cry of Silence* | The MAW NAING | Myanmar/ Korea/ Singapore/ France/ Norway/ Qatar

Jury Comment: *MA – Cry of Silence* is honored for its courageous portrayal of resistance to historical and ongoing political challenges under Myanmar's political junta. Poetic and contemplative, using precise language and a clear understanding of the economy of means, the film illustrates both individual and collective awakening of female factory workers in solidarity and resistance in the face of being confined to an oppressive system and brutal working conditions. The Maw Naing's film powerfully advocates for human rights and dignity under pressure in a repressive regime, serving as an urgent call to action.

* New Currents Award Juries

- Jury President: Mohammad RASOULOOF (Iran / Director)

- Jury Members: LEE Myung-Se (Korea / Director)

ZHOU Dongyu (China / Actor)

Kani KUSRUTI (India / Actor)

Vanja KALUDJERIC (Croatia / Festival Director, International Film Festival Rotterdam)



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2. KIM Jiseok Award

[Winner 1] Village Rockstars 2 | Rima DAS | India / Singapore

Jury Comment: An honest poetic expression of everyday life, showing the harmony between nature and mankind through the struggles and gaze of a young girl.

[Winner 2] Yen and Ai-LEE | Tom LIN Shu-Yu | Taiwan

Jury Comment: An unfinished and bold portrayal of a traumatic mother and daughter relationship with powerful, beautiful performances

*** KIM Jiseok Award Juries**

- Jury Members: Christian JEUNE (France / Director of Film Department, Cannes Film Festival)

Prasanna VITHANAGE (Sri Lanka / Director)

SHIN Suwon (Korea / Director)

3. BIFF Mecenat Award

[Winner 1] Works and Days | PARK Minsoo, AHN Kearnhyung | Korea

Jury Comment: The Best Korean Documentary award in the Wide Angle section is presented to a film that is a cinematic portrait of our collective anxiety in the face of machines replacing humanity.

[Winner 2] Another Home | Frankie SIN | Taiwan/ Hong Kong, China/ France

Jury Comment: The award for Best Documentary in the Wide Angle section is presented to a film that captures the spirit of a society in a state of revolution within the context of everyday life.

*** BIFF Mecenat Award Juries**

- Jury Members: Mohsen MAKHMALBAF (Iran / Director)

FUJIOKA Asako (Japan / Director, DD Center)

LEE Soojung (Korea / Director)



4. Sonje Award

[Winner 1] Yurim | SONG Jiseo | Korea

Jury Comment: In contrast to other short films that resemble Korean TV dramas, this film presented a profound contemplation on its structure as a short film, particularly in how it captures the actors through the camera and the deliberate choices of what to frame and what to exclude. The film delicately explores the themes of familial connections, fate and choice, and that the power to change our perspectives lies within ourselves. The world surrounding the two women resonates deeply, both emotionally and viscerally.

[Winner 2] A Garden in Winter | Eléonore MAHMOUDIAN, MATSUI Hiroshi | Japan/
France

Jury Comment: This intricately crafted work beautifully captures the intersections of cultures, exuding a sense of wonder and softness. It illustrates a new form of relationship, where diverse individuals can unite towards a common goal without encountering. At the film's final moments, it eloquently delivers the miraculous and beautiful instant through the language of cinema. A feeling of tranquility, reminiscent of the awe one feels while gazing at a river's gentle flow, infuses the entire film.

* Sonje Award Juries

- Jury Members: LIM Daehyung (Korea / Director)

Constance TSANG (United States / Director)

YAMANAKA Yoko (Japan / Director)

5. Actors of the Year

[Actors of the Year - Male] YOO Lee-ha | The Final Semester | Korea

Jury Comment: *The Final Semester* brings close to the audience the joys and sorrows of young laborers in Korea. The film delicately dissolves into the narrative the emotions of Chang-woo, Woo-jae, and Seong-min, cheering on and comforting our young friends who are entering the real world for the first time.

Actor Yoo Lee-ha managed to subtly portray the character of Chang-woo as a teenager becoming a breadwinner in today's society. His manner of acting through his eyes and



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through word duly conveyed to the audience the troubles he was facing, and also his internal struggles. By showing how the character adapts to each setting of the workplace, school and home, Yoo Lee-ha through Chang-woo managed to represent how teenagers feel at the brink of graduating high school. I look forward to his acting, which shows a good balance of emotion - not too much, not too little.

[Actors of the Year - Female] PARK Seoyun | Humming | Korea

Jury Comment: There are some childhood friends who you just cannot forget, even after not seeing them for so long, you remember ever so vividly their voice, their expression, their body language. And their feelings and mood. When an actor portrays a character, the message or the story might fade away in the audience's mind over time, but if the character's feelings can linger with the audience. It is as if the actor were to gift to the audience a new friend. Although I know the character is fictional, I feel as though I have made a new friend, Mi-jeong, through the actor. Congratulations for the award, Park Seoyun!

*** Actors of the Year Juries**

- Jury Members: KIM Sunyoung (Korea / Actor)
RYU Junyeol (Korea / Actor)

6. KB New Currents Audience Award

[Winner] The Land of Morning Calm | PARK Ri-woong | Korea

7. Flash Forward Audience Award

**[Winner] Memories of a Burning Body | Antonella SUDASASSI FURNISS | Costa Rica/
Spain**



8. Documentary Audience Award

[Winner] [K-Number](#) | [JO Seyoung](#) | [Korea](#)

9. FIPRESCI Award

[Winner] [Tale of the Land](#) | [Loeloe HENDRA](#) | [Indonesia/ Philippines/ Taiwan/ Qatar](#)

Jury Comment: The winning film employs mesmerizing visual language to address the pressing issues of the broken harmony between humans and nature. By incorporating references to traditional culture, it transforms its story into a globally relatable message about the future. The International Federation of Film Critics (FIPRESCI) prize is awarded to the film *Tale of the Land* by Loeloe HENDRA.

* FIPRESCI Award Juries

- Jury Members: Teréz Vincze (Hungary / Film Critic)
WANG Hsin (Taiwan / Writer, Critic)
RHEE Souewon (Korea / Film Critic)

10. NETPAC Award

[Winner] [The Land of Morning Calm](#) | [PARK Ri-woong](#) | [Korea](#)

Jury Comment: The film portrays the theme of discrimination faced by immigrant women in marriage in a broad and engaging way, well-crafted through a distinctive style. By the end, it leaves viewers with a sense of hope, reminding us of the importance of kindness and being good neighbors. It is a heartfelt thank-you for this uplifting reminder.

* NETPAC Award Juries

- Jury Members: IGARASHI Kohei (Japan / Director)
Herman VAN EYKEN (Belgium / Director)
KIM Miyoung (Korea / Director)



11. DGK PLUS M Award

[Winner 1] *The Final Semester* | LEE Ran-hee | Korea

Jury Comment: *The Final Semester* is a piece that takes a step towards the world that we aspire for, leaping over dangerous obstacles that exist everywhere. The vision of the director which portrays not only the main characters but all the actors in a resilient manner gives us courage to step forward in the rough place that is the world. I send applause to the director, staff and actors who have created a work shining with courage and growth.

[Winner 2] *Red Nails* | HWANG Seulgi | Korea

Jury Comment: A debut feature which possesses the power to move the audience through subtlety and nuance. Hwang Seulgi's delicate directing stands out as the ordinary characters craft compelling drama from their minimalistic relationships. We look forward to the forthcoming work of Director Hwang, who evokes empathy through the art of restraint.

* DGK PLUS M Award Juries

- Jury Members: KIM Lokkyoung (Korea/ Director)
- LEE Dong-eun (Korea/ Director)
- LEE Hojae (Korea/ Director)

12. CGV Award

[Winner] *Fragment* | KIM Sung-yoon | Korea

Jury Comment: *Fragment* is a film that makes the audience contemplate upon who the real victim is, honing in on the family left behind in a murder case instead of focusing on the murderer and victim. For the well-structured story and fresh view as to how we can look at relationships, and anticipation for the director's next project, this film has been selected as the recipient of the CGV Award.



13. KBS Independent Film Award

[Winner] *The Final Semester* | LEE Ran-hee | Korea

Jury Comment: We have yet to learn that the existence, which responds naturally when called, comes with obligations and responsibilities once we step into the outside world. *The Final Semester* serves as an excellent guide for young newcomers, gently navigating their way as they experience society. This work was unanimously selected by the jury.

*** KBS Independent Film Award Juries**

- Jury Members: JUNG Sung-il (Korea/ Film Critic, Director)
- CHOI Kookhee (Korea/ Director)
- AN Eunmi (Korea/ Producer)

14. CGK Award

[Winner] *Waterdrop* | KANG Jongsu, Cinematographer | Korea

Jury Comment: The cinematographic language of *Waterdrop* expresses desire and anxiety beyond hope in a rough-textured yet at the same time delicate manner. The light was tuned long and short according to main character Su-yeon's state of mind and location, and the camera movement was bold and challenging, bringing harmony between solid shadow and light of hope. Though not all of the selections could receive the award, they were brilliant works that duly prove the cinematographers' passion and contemplation. I hope many works from the New Currents and Korean Cinema Today sections will be able to meet the audience in cinemas.

Lastly, we would like to thank Aputure Korea and ARRI Korea for the sponsorship.

*** CGK Award Juries**

- Jury Members: PARK Junghun (Korea, Director of Photography)
- SUNG Seungtaek (Korea, Director of Photography)
- JUNG Grim (Korea, Director of Photography)



15. Critic b Award

[Winner] Insert | LEE Jong-su | Korea

Jury Comment: *Insert* introduces a fresh vitality and rhythm that have been rare in recent cinema. Director Lee Jong-su skillfully builds upon the eccentric humor and bold timing seen in his previous works, while steering the characters in unpredictable directions. We hope this film can invigorate Korean cinema.

* Critic b Award Juries

- Jury Members: KIM Young-gwang (Korea, Critic)
- HAN Changwook (Korea, Critic)
- HAM Yoonjeong (Korea, Critic)

16. Chorokbaem Media Award

[Winner 1] Waterdrop | CHOI Jongyong | Korea

Jury Comment: Through the suspense created by unexpected dialogues, the sharp yet nuanced directing challenges adults who mistake the children’s resilience to survive for cunning, provoking deeper questions about the nature of protection and responsibility. The depth in the performance of actors who played Su-yeon and Seon-yul is another element that adds astonishment to the film.

[Winner 2] Fragment | KIM Sung-yoon | Korea

Jury Comment: The film’s sense of stability was impressive; it brought out the story’s power to its maximum capacity. Instead of defining victim versus murderer, the film focused on the turmoil of emotion which happens within that relationship, and that resilient race was especially powerful. I also look forward to the three actors who showed good harmony in this film.



17. Watcha Short Award

[Winner] [Lost Target](#) | [KIM Dongeun](#) | [Korea](#)

Jury Comment: This work stands out for the director's exceptional talent for directly conveying the protagonist's dilemma to the audience. The archery scene, which could have easily come across as static, is instead transformed into a gripping experience through the compelling script and sophisticated editing, leaving a lasting impact.

18. Songwon Citizen Critics' Award

[Winner] [The Final Semester](#) | [LEE Ran-hee](#) | [Korea](#)

Jury Comment: *The Last Semester* tackles a relatable story through characters facing an important transition period in their lives. While the theme has its weight, the director manages to relay this in a calm and humorous manner. The direction and photography which walk alongside the actors, while also maintaining distance, makes the audience look forward to the characters' tomorrow as they steady on through a string of hardships.

19. Busan Cinephile Award

[Winner] [No Other Land](#) | [Basel ADRA](#), [Hamdan BALLAL](#), [Yuval ABRAHAM](#), [Rachel SZOR](#) | [Palestine/ Nepal](#)

Jury Comment: This film depicts the small Palestinian village of Masafer Yatta, where residents have been stripped of their right to live. As suggested by the title *No Other Land*, not only the film depicts the story of residents who have lost their village, but also implies that in the face of ongoing threats of war, there is no longer land of safety. We all hope for a better life. Reflecting on their deprivation of the right to envision a future, we have chosen this work as the winner for capturing what should not be forgotten.



III. Final Report

1. The Film Festival Remains Resilient, Proven by the High Seat

Occupancy

A total of 278 official selections (including 54 from Community BIFF) were screened 633 times, resulting in a seat occupancy rate of 84% and drew a total audience of 145,238, a significant increase from last year. This marks the highest seat occupancy in the festival's history, even surpassing pre-pandemic years when over 300 films were featured. It was a year that reminded the festival's essential yet important role in showcasing great films at great venues to the so-called BIFF ambassadors who visit BIFF every year and to anyone who loves cinema.

2. Domestic and International Filmmakers and Actors to Shine the Festival

Director Kurosawa Kiyoshi, this year's Asian Filmmaker of the Year Award winner, and director Miguel Gomes whose entire features were presented through Special Program in Focus and also participated in Master Class, along with esteemed directors Patricia Mazuy, Ann Hui, Leos Carax, and Jia Zhang-Ke were among the distinguished guests. These directors joined with the audience through various events including film screenings. Actor Matsushige Yutaka, who can now be addressed as a director, joined the festival alongside actors Zhou Dongyu and Kani Kusruti who both joined as New Currents jury members. Actors Kim Sunyoung and Ryu Junyeol also joined the festival as the jury members of the Actor of the Year Award. These and many other filmmakers and actors from around the world shined the Busan International Film Festival.



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3. More Diverse Events, Forums, and Actors' House

The Open Talk kicked off with the opening film *Uprising* and concluded with director Leos Carax of *It's Not Me* and actor Ryu Junyeol. This year's festival offered an expanded lineup of events, including Open Talk, Outdoor Greeting, Master Class, Special Talk, and also the reinstated Talk-to-Talk and Short Film, Long Chat. In total 46 events were held—15 more than last year—along with 303 GV sessions, creating more opportunities for filmmakers and audiences to connect. Notably, forums hosted by The E&M/DMP Studios, CJ ENM, Netflix provided filmmakers with practical industry insights. In its fourth year, Actors' House welcomed stars such as Sul Kyung-gu, Park Boyoung, Hwang Jung-min, and Chun Woo-hee, who shared candid stories behind-the-scene.

4. Enhanced Services with Daily Publications and Shuttle Operations for Guests and Attendees

To provide more content and information to all festival visitors, the Korean and English daily magazine was relaunched for the first time in five years. Guest shuttles and a guest lounge also operated to provide convenient transportation and active networking for festival guests. Busan International Film Festival's culture project 'p!tt', first introduced in 2022, expanded the visitor lounge to offer a welcoming space for visitors to relax. Additionally, the merchandise shop featured special BIFF Ambassador merchandise and the 'At the Theater' package, offering audiences even more ways to enjoy the festival.

5. A Film Festival Unfolding Right by Myself: For Future Audiences, in the Heart of a Vibrant Square

This year marks the 7th anniversary of Community BIFF, a film festival crafted by the audience. With pride in being the only festival curated by its viewers, audience programmers are selected through open recruitment and voting. During the GV and talk sessions, film quizzes, reviews, and Q&As from the audience were displayed on the theater screen. One unforgettable moment was when Epik High performed the final two songs of



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their film live in front of the screen, alongside the audience. In that instant, the theater was transformed into a concert hall, creating an immersive experience. While Community BIFF has always charmed audiences with its intimate, barrier-free atmosphere that brings artists and attendees closer together, this year's festival elevated that connection to new heights. The energy surged beyond mere warmth, drawing massive crowds to Nampo-dong Square, creating a vibrant, unforgettable experience for all who gathered.

6. Cinema on the Waves: A Rolling Ocean of Films from Sunset Viewpoints to the Airport

Now in its fourth year, BIFF Everywhere is a community-friendly festival that boldly expanded its reach to every corner of the region. Despite challenges like frequent rain and strong winds, which postponed the Sunsetfountain of Dreams event in Dadaepo, and changing screening venues from Domoheon and Hoedong Reservoir waterfront deck to indoors, no events were canceled. Alice Ko, the actor from *Someday or One Day*, engaged with the audience under an umbrella, receiving enthusiastic cheers. Sunset hotspots like Hwangnyeongsan in Yeonje-gu and Dadaepo in Saha-gu added to the experience with pre-screening performances, while architectural highlights like Berry Berry Good Bongsan Center and Domoheon captivated visitors. Additionally, venues like Domoheon and Millak Waterfront Park garnered praise for their sign language interpretation provided by the Korea Association of the Deaf, and both Gimhae International Airport and the National Assembly Hall in Yeouido joined the celebration for the second year in a row.

7. The Powerhouse of Innovation: Asian Contents & Film Market

This year's Asian Contents & Film Market saw record-breaking success, with 2,644 participants from 52 countries and a total of 26,435 visitors, a 37% increase from last year. The newly launched Producer Hub attracted 123 producers from 19 countries, fostering dynamic networking opportunities. The event, featuring Korea as 'Focus Country', was supported by participation from the Korean Film Council and partner organizations from



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seven countries, marking a successful debut. In the sales market, 275 sellers and 563 buyers engaged in active content trading, while the Asian Project Market and Busan Story Market hosted 1,676 business meetings. The ACFM conference, which more than doubled in size compared to last year, received widespread praise, particularly for its AI conference which vitalized the market with its fresh, innovative ideas and energy. This year, ACFM achieved both quantitative and qualitative growth.

8. New Attempts Reflecting Global Trends, ACA & G.OTT Awards

The Asia Contents Awards & Global OTT Awards (ACA & G.OTT Awards) showcased diverse and innovative initiatives, reflecting the global content market trends. Introducing a Best Original Song category expanded the award categories, while the People's Choice Award enhanced audience participation and set the awards apart. ACA & G.OTT Awards took place with 11 competitive categories and 4 invited categories, where the renowned director Wong Kar-wai's first TV series, *Blossoms Shanghai*, won Best Creative, and its lead actor Hu Ge took home the Best Lead Actor (Male), making it a double winner. Ariel Lin from *Imperfect Us* won the Best Lead Actor (Female), and "Learn to Live Again", the original soundtrack of *Imperfect Us*, became the first winner of the newly established Best Original Song. Additionally, *Boyhood* won Best OTT Original, and Ahn Jaehong and Yeom Hye-ran from *Mask Girl* won Best Supporting Actor (Male) and (Female), respectively. Byeon Woo-seok and Kim Hyeyoon from *Lovely Runner* swept the People's Choice Award, proving the strength of Korean content.

2025 Busan International Film Festival Period Notice

- ▶ The 30th Busan International Film Festival | Sept 17 (Wed) – Sept 26 (Fri)
- ▶ The 20th Asian Contents & Film Market | Sept 20 (Sat) – Sept 23(Tues)



IV. Program Report

i . CHANEL X BIFF Asian Film Academy

1. Program Report

- Period: Sept 22 (Sun) – Oct 11 (Fri) (20 days)
- Key Participants: 3 faculty members, 8 instructors, 23 fellows, 7 alumni, 4 JIMFA Scholarship Recipients
- Participating Nations: 13 countries (Cambodia; China; Hong Kong, China; India; Iran; Lebanon; Myanmar; Nepal; Pakistan; Philippines; Taiwan; Thailand; Vietnam)
- Faculty
 - Dean: ZHANG Lu (Director / China)
 - Directing Mentor: Kamila ANDINI (Director / Indonesia)
 - Cinematography Mentor: URATA Hideho (Cinematographer / Japan)

2. Main Programs

① Short Film Production & Screening

- *Lust House* | DCP | 5min | Color
- *A Gift That You've Left* | DCP | 5min | Color
- *The Artist* | DCP | 5min | B&W
- *A Nice Night* | DCP | 5min | Color
- *Visitor* | DCP | 7min | Color
- *Nomads by the Sea* | DCP | 6min | Color
- *Errands* | DCP | 2min | Color
- *Last Days of Us* | DCP | 6min | Color

② Clinic & Mentoring

- Script Development (Script Doctor KIM Hee-Jung)
- ALEXA35 Technical Walk Through and Hands-on & ARRI ECS Ecosystem Hands-on (ARRI Specialist LOW Yi Ci)
- Camera Hands-on Training (Cinematography Mentor URATA Hideho)



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- Special Training on Set Equipment (Technical Supervisor CHO Heedae)
- Production Design Clinic (Production Designer AN Ji-hye)
- Editing Clinic (Editor Steve M. CHOE)
- Film Scoring Clinic (Film Composer KIM Dong-wook)
- Sound Clinic (Sound Designer HAN Myung-hwan, Sound Designer & Foley Artist KIM Yong-kook)
- DI Clinic (Technical Supervisor CHO Heedae)
- Dean's Mentoring (Director ZHANG Lu)
- 1:1 Screenwriting Mentoring (Script Doctor KIM Hee-Jung)

③ Lecture

- Cinematography Lecture I & II (Cinematography Mentor URATA Hideho)
- Editing Lecture (Editor Steve M. CHOE)
- DI Lecture (Technical Supervisor CHO Heedae)
- Directing Actors Lecture (Director Kamila ANDINI)
- Production Design Lecture (Production Designer AN Ji-hye)
- Sound Lecture (Sound Designer HAN Myung-hwan)
- Foley Lecture (Sound Designer & Foley Artist KIM Yong-kook)
- Film Scoring Lecture (Film Composer KIM Dong-wook)
- Screenwriting Lecture (Script Doctor KIM Hee-Jung)

④ Faculty Film Screening

- Director ZHANG Lu | *Fukuoka* (2019)
- Director Kamila ANDINI | *Before, Now & Then* (2022)
- Cinematographer URATA Hideho | *Plan 75* (2022)

⑤ Dean Master Class

- Director ZHANG Lu Master Class



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- ⑥ MPA-BAFA Film Workshop: Bridge to Hollywood
 - Special Lecture: Schuyler WEISS
 - Film Project Pitch Workshop conducted in collaboration with Motion Picture Association (MPA)
 - Film Project Pitch Workshop Judges: Stephen JENNER (Vice President), Schuyler WEISS (Producer), Thomas Kim (Filmmaker)

- ⑦ CHANEL X BIFF Asian Film Academy Network
 - Alumni Networking Dinner

3. 2024 CHANEL X BIFF Asian Film Academy Award Recipients

- ① CHANEL X BAFA Promising Filmmaker Award
 - Recipient: Annie SONG (China)
 - Recipient: Sein Lyan TUN (Myanmar)
 - Special Mention: YEUNG Kinglun (Hong Kong, China)

- ② ARRI Award
 - Recipient: Cara Danying CAO (China)
 - Recipient: Farzad SHAHAB (Iran)
 - Recipient: Geia DE VERA (Philippines)
 - Recipient: Jethro JAMON (Philippines)
 - Recipient: NIU Hsien-Yu (Taiwan)
 - Recipient: Ujjal Bastakoti (Nepal)
 - Recipient: VU Hoang Trieu (Vietnam)
 - Recipient: Zaher JUREIDINI (Lebanon)

- ③ MPA Award
 - Recipient (1st Place): Aakash CHHABRA (India)
 - Recipient (2nd Place): Sein Lyan TUN (Myanmar), TRAN Hoang Ha (Vietnam)



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ii. Community BIFF

Community BIFF is a space for diverse experimentation and free exchange that uses films validated by the audience as a medium to change the way people view the world. This year's keywords were 'Future,' 'Pungnyu' (a term meaning refined elegance or artistic appreciation), and 'Youth.' With sci-fi films, AI, and new media, the festival explored the future of cinema and humanity, creating an exciting platform where future audiences could enjoy 'Pungnyu' and dream big. The 'Blind Cinema' event, in which audiences watched two films curated by literary critic Shin Hyoung-cheol and director Jung Sung-il back-to-back without prior information, was met with high praise for its honest discussions and excellent interpretations. Even after a full six hours, a 30-minute fan service session followed due to the overwhelming response. Students from the Convergence Arts College at Chugye University for the Arts, with which an Industry-Academic cooperation agreement was established, participated under the name 'BeMate,' offering passionate and dedicated support in publicity and monitoring efforts.

The increased subsidy budget and active support from local governments, along with collaboration and love calls from various institutions such as the Busan Cultural Foundation, the Directors Guild of Korea, Busan Museum of Movies, Federation of Busan Science and Technology, and Sangji Architects, made this possible. Actors Ahn Jaehong and Director Chang Hang-jun of *Rebound*, Director Lee Joon-ik and Actor Lee Joon-gi of *King and the Clown*, Director Choi Dong-hoon and Actor Ryu Junyeol of *Tazza: The High Rollers* and *Alienoid Parts 1 & 2*, Director Yoon Je-kyoon and Actor Chung Sung-hwa of *Hero*, Director Kim Jeewoon, Music Director Mowg, Director Koo Hyesun, Director Sohn Suhyun, Actor Kim Jae-hwa, Actor Hong Kyung, Actor Park Kyuree, Zookeeper Kang Cherwon, Epik High, Actor Cho Jinwoong at the 29th BIFF Eve event, Genius Lee Seung-guk, and NewJeansNim, along with other professionals from various cultural fields, became friends with the audience at theaters and public spaces, cheering each other on, sharing empathy, creating bonds, and building lasting memories.



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1. Community BIFF Summary

- Date: Oct 3 (Thurs) – Oct 6 (Sun)
- Venue: MEGABOX Busan Theater, Busan Museum of Movies, Hansung 1918, Nampo-dong BIFF Square

2. Main Program Events

- Program
 - Screenings: 54 films (38 features, 16 shorts)
 - Number of Screenings: 47
 - GVs: 26 / Performances: 8 / Talks: 10
 - Guests: About 100
 - Participants: 4,853 participants (occupancy rate: 76%)

- Community BIFF Road (Nampo-dong BIFF Square/BIFF Road Program)
 - Outdoor Screenings: 9
 - Outdoor Events: 12 (Performances: 2, GV: 5, Outdoor Greetings: 5, Talks: 2)
 - Events: 3 (29th BIFF Eve, Opening Ceremony live streaming, Nampo Finale)
 - Experience Booths: 8
 - Promotional Booths: 2
 - Participants: 13,662

- Main Overview
 - Screening Programs: Request Cinema, Community BIFF Collection, Blind Cinema, All Day Cinema, Master Talk, Happy-Go-Lucky Night, Cine-Kids
 - Outdoor Programs: Outdoor Screenings / Events (GV, Talk, Performance, Outdoor Greeting and etc.), Nampo Finale
 - Experience Programs: Citizen Video Production Experience, Character Village in Collaboration with the Federation of Busan Science and Technology (T-shirt Making), Favorite Moru Doll Making, Today's Lucky Game, Tasty Moment in Films (Food Tasting),



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2-11 October 2024**

My Personal Collection (Keyring Making), Become a Movie Star, Hidden Fun in Films (Film Quiz), Golden Time in Movies (CPR Training), Where's this place? (Film Location), Island of Memories (Beads Craft Making)



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iii. BIFF Everywhere

BIFF Everywhere is a symbolic event that showcases the evolution of the festival spreading into everyday life. This year, with the theme of 'Connect', which links regions, cultures, generations, and the future, the festival discovered unique locations in Busan. It embraced even the unpredictable weather, turning it into part of the outdoor event's unique charm and enhancing the overall spectacle. Thanks to active support from district offices, Hwangnyeongsan Mt. Beacon Park (Yeonje-gu) and Dadaepo Sunsetfountain of Dreams (Saha-gu) captured the essence of BIFF Everywhere where sunsets, performances, night views, and cinema harmonized beautifully. At Millak Waterfront Park, the Taiwanese actor Alice Ko from *Someday or One Day* and the screen floating on the water captivated attention, while Domoheon (Suyeong-gu) achieved a barrier-free film festival with sign language interpretation. Locations such as Hoedong Reservoir (Geumjeong-gu) and the Berry Berry Good Bongsan Center (Yeongdo-gu), featuring stunning natural landscapes and popular hotspots, heightened the romance of autumn nights at the festival with Busan's unique scenery, sparking excitement and buzz on social media. This year, the festival even extended its reach beyond Busan to places like Gimhae International Airport's international terminal (Gangseo-gu) and the National Assembly Member's Office Building (Yeouido).

BIFF Everywhere aimed to establish the fundamental cultural right for everyone to enjoy and engage with films. It offered a diverse array of genres, including music, sports, comedy, romance, coming-of-age, animation, short films and many more, alongside special events featuring guest speakers. In particular, Village Filmmaking program which brought filmmaking closer to citizens, where they could produce and document community films. In its fourth year alongside BIFF Everywhere, Village Filmmaking resulted in the production of seven short films and four making documentaries since June. The program focused on empowering individuals from culturally marginalized groups, including migrant women, people with disabilities, and the elderly, to engage in creative culture. Many participants, previously unfamiliar with filmmaking, were captivated by the cinema, sparking hopes that this will become a driving force for the development of local cinema, propelling Busan toward becoming a city of cinema without language barriers. Through



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BIFF Everywhere, the Busan citizens immersed themselves in the waves of cinema at every corner of Busan.

1. BIFF Everywhere Summary

- Date: Oct 4 (Fri) – Oct 10 (Thurs), 7 days
- Venue: 8 venues in Busan, 1 venue in Seoul, total 9 venues
 - Gangseo-gu Gimhae International Airport International Terminal Secured Area
 - Geumjeong-gu Hoedong Reservoir
 - Gijang-gun Gori Sports and Culture Center
 - Saha-gu Dadaepo Sunsetfountain of Dreams
 - Suyeong-gu Domoheon (Busan Open Event Hall)
 - Suyeong-gu Millak Waterfront Park
 - Yeonje-gu Hwangnyeongsan Mt. Beacon Fire Station Outdoor Park
 - Yeongdo-gu Berry Berry Good Bongsan Center
 - Seoul National Assembly Member's Office Building
- Programs:
 - Total Selections: 15 (10 features, 5 short films)
 - Screenings: 27 (bundle screenings count as one session)
 - GV and other events: 12 (Including the performance by Baek A)
- Attendance: 5,514 people

2. Village Filmmaking Project

- Attendance: 7 teams, total 45 people ※ Excluding 7 mentoring directors and 4 making documentary directors
- Date: June – October, about 5 months
- Screenings: Twice in Oct 4 (Fri), at MEGABOX Busan Theater 2, GV of the participants and mentors (film directors)
- Organizers: Busan International Film Festival BIFF Everywhere, Busan Cinema Center UNESCO Creative City of Film Busan
- Cooperation: Busan Gender Equality and Family Lifelong Education Institute, Busanjinngu Multicultural Family Support Center



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○ Programs:

- Number of Works: Total 11 films: 7 short films (2 from Busan Citizen University, 1 each from Busanjingu Multicultural Family Support Center, Laonnuri, Busan Brain Lesion Welfare Center, Seo-gu, Buk-gu), 4 making documentaries



iv. Asian Contents & Film Market (ACFM)

The 2024 Asian Contents & Film Market achieved a record-breaking success with **a total of 26,435 attendees over four days (20,586 visitors to the exhibition and 5,849 event participants)**. This marks an increase of **7,166 people, or 37.2%**, compared to the 2023 event, which recorded 19,269 attendees (15,400 exhibition visitors and 3,869 event participants).

This year, 2,644 registrants from 1,031 companies across 52 countries registered for the market badge, which is a rise of 3 countries, 113 companies, and 165 registrants (6.7%) from last year's 2,479 registrants, 918 companies across 49 countries. Additionally, 275 companies from 30 countries, including 22 online participants, took part as exhibitors, and 563 buyers from 383 companies engaged in active content trading. The newly established Producer Hub, with Korea selected as this year's 'Focus Country', made a remarkable debut, fueled by the diverse collaboration and support of seven partner organizations, including the co-host Korean Film Council. Emerging directors and veteran producers engaged in active networking, sharing projects and insights from different countries. Notably, PGK achieved major milestones, including signing MOUs with Indonesia, Hong Kong (China), and Brazil. The AI Conference attracted a large audience and also was highly praised for incorporating fresh and innovative ideas, receiving many positive feedbacks for adding new energy to the market.

1. Asian Contents & Film Market Summary

- Total Visitors: 26,435 (Exhibition Visitors: 20,586, Event Visitors: 5,849)
- Market Badges: 52 countries, 1,031 companies, 2,644 participants.
- Sales Booths: 275 companies from 30 countries
 - Pavilions from European and Asian countries, including Italy, the United Kingdom, Hong Kong (China), and Thailand, were established.
 - 33 Newly joined companies
- Online Screenings
 - Market Screening: 138 films from 16 countries and 51 companies (17 market premieres)
 - Official Festival Selections: 97 Films



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2. Asian Project Market (APM)

- 30 selections from 17 countries
- APM Project showcase: 196 Attendees
- Business Meetings: 706
- 142 Companies, 156 Participants
- APM Awards: 12 Categories, 11 Awardees (2 newly launched awards)



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○ APM 2024 Awards Winners

Award	Project Title	Director	Producer	Country/ Region
Busan Award	Kingdom of the Insomniacs	KANG Bo	XIE Meng	China
ONE COOL Award	Life Redo List	SOTOYAMA Bunji	IDE Yoko	Japan
CJ ENM Award	Levitating	Wregas BHANUTEJA	Siera TAMIHARDJA TAN Si En Patrice NEZAN	Indonesia/ Singapore/ France
TAICCA Award	Until That Day	MATSUNAGA Daishi	OGAWA Shinji NISHIKAWA Asako CHANG Sanling	Japan/ Taiwan
VIPO Award	Crocodile Rock	Kirsten TAN	TAN Si En	Singapore/ United States
Red Sea Film Fund Award	Making a Sea	Lin Htet AUNG	Mai MEKSAWAN	Myanmar/ Thailand
ArteKino International Award	Hum	Don Josephus Raphael EBLAHAN	Hannah SCHIERBEEK Alemberg ANG	Philippines/ United States
Songwon Award	The Birds	SOHN Hyun-lok	JO Su-jin	Korea
KB Award	Hellfire Academy	SHIN Aga	PARK Doohee CHOI Chan	Korea
ARRI Award	90 Meters	NAKAGAWA Shun	TSUJIMOTO Tamako UTAGAWA Yasushi	Japan
Kongchak Studio Award	Leg	Shokir KHOLIKOV	Aigerim SATYBALDY Paolo Maria SPINA Silvana SANTAMARIA Johann CHAPELAN	Kazakhstan/ Italy/ Germany/ France
Sørfond Award	Hum	Don Josephus Raphael EBLAHAN	Hannah SCHIERBEEK Alemberg ANG	Philippines/ United States



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3. Busan Story Market (BSM)

- Business meeting: 970 meetings
- Total Participants: 157 companies, 207 participants
- Booths by 15 organizations and companies from 3 countries
 - MOU with Taiwan Creative Content Agency (TAICCA) and Korea Creative Content Agency
 - 2 original French IP to be included for the first time
 - Munhakdongne Publishing Group, All That Story and more participated as booths
 - Participation of related domestic and international organizations (Taiwan Creative Content Agency, Visual Industry Promotion Organization, Korea Creative Content Agency, Gyeonggi Content Agency, Jeju Contents Agency and more)

4. Asian Cinema Fund (ACF)

- 3 Asian Cinema Funds (Script Development Fund, Post-production Fund, Asian Network of Documentary (AND) Fund) to support a total of 13 works
- Busan International Film Festival World Premiere screening (4 Post-Production Fund selections, 2 AND Fund selections)
- Independent feature film *Making a Sea*, supported by Script Development Fund, won the Red Sea Film Fund Award at APM 2024 Awards.

5. Platform BUSAN

- 28 countries, 174 participants
- Sessions such as co-production case study, Producer's Talk, Documentary Talk, Film Fund Talk and more provided practical support for independent filmmakers



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by sharing real-world knowledge on film production, directing, co-production, and funding.

- Networking programs to facilitate communication between emerging independent filmmakers.
- Programs co-hosted with collaborative organizations such as the Malaysian Development Lab for Fiction Feature Films (mylab), European Film Promotion (EFP), Ties That Bind (TTB) and more

6. Producer Hub

- 19 countries, 123 participants
- Focus Country: Korea
- Co-host: Korean Film Council (KO-PICK Showcase)
- Partner Organizations: Taiwan Creative Content Agency, Visual Industry Promotion Organization, Film Development Council of the Philippines, Cultural and Creative Industries Development Agency, Directorate General for Cinema/Cinecitta, Busan Film Commission, Association of Indonesian Film Producers

7. Market Conference and Industry Programs

- 5,849 participants in a total of 52 events
- 28 conferences (6 AI conferences, 2 OTT conferences, 9 guest conferences, 11 pitchings), 2,820 attendees
- 9 Producer Hub programs, 704 attendees
- 9 Platform BUSAN programs, 930 attendees
- 7 Networking & Receptions, 1395 attendees



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v. Asia Contents Awards & Global OTT Awards

- Held at the BIFF Theatre of the Busan Cinema Center, gathering a total of 2,857 audience admissions
- Evolved into a global content festivity in collaboration with the International Streaming Festival, co-hosted by the Ministry of Science and ICT and the Busan Metropolitan City.
- The awards spanned 15 categories, celebrating 23 outstanding works and individuals. From 201 submissions across 16 countries, 41 entries from 10 nations were nominated.

1. Asia Contents Awards & Global OTT Awards Final Report Statistics

- Date: Oct 6 (Sun), 18:00 KST, 2024
- Venue: BIFF Theatre, Busan Cinema Center



2. Asia Contents Awards & Global OTT Awards Winners

NO	Category	Receipient
1	Best Creative	<i>Blossoms Shanghai</i>
2	Best OTT Original	<i>Boyhood</i>
3	Best Asian Contents	<i>1286</i>
4	Best Reality & Variety	<i>2 Faces</i>
		<i>Jinny's Kitchen 2</i>
5	Best Director	Kamila ANDINI, Ifa ISFANSYAH, <i>Cigarette Girl</i>
6	Best Writer	JU Hwa-mi, <i>THE ATYPICAL FAMILY</i>
7	Best Lead Actor (Male)	HU Ge, <i>Blossoms Shanghai</i>
8	Best Lead Actor (Female)	Ariel LIN, <i>Imperfect Us</i>
9	Best Supporting Actor (Male)	AHN Jaehong, <i>Mask Girl</i>
10	Best Supporting Actor (Female)	YEOM Hye-ran, <i>Mask Girl</i>
11	Best Newcomer Actor (Male)	CHAE Jong-hyeop, <i>Eye Love You</i>
		KIM Yo-han, <i>A Killer Paradox</i>
12	Best Newcomer Actor (Female)	NIMURA Sawa, <i>SHUT UP</i>
13	Best Visual Effects	<i>Parasyte: The Grey</i>
14	Best Original Song	Learn to Live Again - Tanya CHUA, <i>Imperfect Us</i>
15	Creative Beyond Border	<i>Shaman : Whispers from the dead</i>
16	New Technology	KOCOWA
17	Rising Star of the Year	Anson KONG, <i>Warriors Within 2</i>
		JO Yoonsu, <i>The Tyrant</i>
		MIYOSHI Ayaka, <i>Globe-Trotter Travel Guidebook</i>
18	People's Choice Award	BYEON Woo-seok, <i>Lovely Runner</i>
		KIM Hyeyoon, <i>Lovely Runner</i>