



## **SPECIAL DIGITAL ISSUE: OFF TO AN ELECTRIFYING START AND ENCOURAGING NUMBERS**

The Neuchâtel International Fantastic Film Festival (NIFFF) has started its special digital issue (3 - 11 July) on an encouraging note. Audience members have so far favoured multi passes (80% of purchases), which is a testament to their faithfulness during this very special festival. The festival keep in touch with festival-goers in real time through our digital ecosystem, and particularly via the NIFFF app, launched the day before opening night. The NIFFF app allows to stream the NIFFF TV show, to follow the festival news in real time, and to take part in challenges that are growing more and more popular through word of mouth. The films in our programme all seem to be favourites - the race for the RTS Audience award continues!

The NIFFF TV project is progressively building up its audience. It has now over 1,000 views and several hundred people follow the show daily on its various channels. The NIFFF team tries out things and must adapt to a new reality while keeping contact with the audience through social networks, the mobile app, or its website - now with a chat box! This daily event recreates the atmosphere of its physical counterpart while dealing with brand new questions in a constantly evolving environment.

The show gave birth to beautiful discussions and interactions. Of note are the interviews with directors Luca Guadagnino (**SUSPIRIA**), speaking from the comfort of his car, and Eli Roth (**HOSTEL, HEMLOCK GROVE**) as part of the Fantastique 20 20 20 retrospective. Also, the live and remote interviews with Turkish director Emre Akay presenting the world premiere of **AV THE HUNT**, and with the team behind **POISSONSEXE**: Olivier Babinet and Gustave Kervern. The show is built around the NIFFF's DNA and has the festival's mix of offbeat humour and demanding artistic expectations.

The first 3 replays are now online and available with English subtitles. NIFFF TV continues every night at 9 p.m. until July 11th on all of the festival's channels ([niff.ch](http://niff.ch), the NIFFF app and Facebook).

### **NIFFF TV: A LOT OF SURPRISES AHEAD**

The show will welcome prestigious guests, such as actor Max Hubacher, protagonist of Heimat Horror **SCHLAF**. Director Michael Venus and co-star Gro Swantje Kohlhof will join him live from a remote location (10.07). One of our shows will be dedicated to the web series **BÂTARDS**, born from the **FANTASTIC WEB CONTEST** co-organised by the NIFFF and the RTS, and which production was halted due to the pandemic (08.07). **NIFFF EXTENDED** will give the floor to special effects studio **UNION VFX**, who offers innovative solutions for the film industry to continue working during, for exemple, a pandemic (10.07). Finally, our team now counts Philippe Congiusti and his offbeat **NiFFFiFilm** segment!

The NIFFF TV programme is available 24 hours before each show. Stay tuned!

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