

Rules and Regulations

Would You Buy This?

An initiative by



Contents

1	Subject of agreement	3
2	Selection process.....	3
3	General conditions of participation	3
4	Formal criteria.....	3
5	Services.....	4
6	Applicable law	4
7	Final provisions.....	4
8	Submission deadline	4

1 Subject of agreement

Kurzfilmtage presents the event Would You Buy This?. It offers short film directors an opportunity to present the first three minutes of a current project to experts who work in acquisitions, sales, and distribution. Prominent industry representatives watch the clips and assess the films' market potential. The event simulates a realistic situation in the film industry, demonstrating how professionals evaluate films submitted to them.

2 Selection process

The call for submissions is typically announced two months in advance.

A team of Kurzfilmtage representatives selects a maximum of five film clips for participation. Projects must be selected unanimously.

The decisions are irreversible and are typically communicated to applicants two weeks prior to the event. Applicants are not entitled to a statement of reasons.

3 General conditions of participation

Applications must be submitted in English and contain the following:

- Bio-/filmography
- Film in the original English language or with English subtitles (during the event, only the first three minutes of the film will be screened)*

*via **Download-Link** from Vimeo, WeTransfer, or another filesharing platform

4 Formal criteria

The event is open to Swiss and international productions – fiction, documentary, animation, and experimental films – that have not yet been released or that are in the early phase of distribution. Rough cuts and works in progress are also eligible.

Applicants must have made at least one short film that was screened publicly (cinema, television, or festival).

5 Services

The services consist of:

- Participation in the public event Would You Buy This?, during which short film directors receive feedback on the market potential of their films from experts who work in acquisitions, sales, and distribution.

The event is held on Saturday, 7 November 2026, at blue Cinema Maxx, Kesselhaus Winterthur. In-person attendance is mandatory. Travel costs and meals are not covered.

6 Applicable law

These Terms & Conditions are subject to Swiss law exclusively. This provision applies to all agreements entered into under this document and any supplements. The place of jurisdiction is Zurich, Canton of Zurich.

7 Closing provisions

These Terms & Conditions are effective on 15 July 2026.

8 Submission deadline

The application must be submitted exclusively via the link on the website and no later than 1 October 2026, 23:59.