

**For Immediate Release**

### **WCSFP Unveils First Look at Congress '25 Program**

World Congress of Science and Factual Producers (WCSFP) has released an early look at its 2025 program, offering a preview of sessions that capture both the challenges and opportunities facing the global factual industry during a period of rapid transformation.

Among the first sessions announced are **“AI’s Got Talent: Today’s Tools, Tomorrow’s Storytellers,”** diving into how artificial intelligence is reshaping production, and **“Congress Deep Dive: An Industry in Turmoil—What’s Next?”**, which examines how producers are navigating a rapidly changing factual landscape. **“Where’s the Controversy? Factual Programming Goes on Trial”** challenges the trend of risk-averse programming while **“One Language, Many Stories: Co-Production in Spanish-Speaking Markets”** explores how cross-border partnerships are unlocking new funding, audiences, and creative opportunities. Plus, **“What’s the Buzz”** returns with a showcase of standout new productions for 2025. Confirmed companies taking part include **Arrow Media, SVT, Albatross World Sales, Grifa Films, France Télévisions, CBC/Radio-Canada, National Geographic,** and **BBC Studios Science Unit.** The full program will be unveiled in the coming weeks ahead of Congress in Rio this December 8-11.

This year’s Congress will bring together producers, broadcasters, funders, commissioners and innovators from around the world for in-depth discussions on the forces impacting factual storytelling today – from AI and digital innovation to scientific discovery, historical reinterpretation, fresh approaches to humor and creativity in natural history, and new models of collaboration.

“Amid uncertainty and change, what stands out are the new opportunities emerging for the industry,” said Paul Lewis, Conference Director of WCSFP. “This year’s program embraces the energy and diversity of the global factual community, innovative funding models, creative partnerships, and bold storytelling strategies that are redefining how factual content reaches audiences around the world.”

The preview follows the announcement of three headline speakers leading the 33rd edition. **Derek Muller**, creator of **Veritasium**, one of the world’s largest and most influential science YouTube channels, will deliver a keynote on how creators are reshaping factual storytelling and audience engagement. Joining from Los Angeles, **Kevin Allocca**, **Global Director of Culture and Trends at YouTube**, will share insights into the forces driving global viewing habits and platform innovation. Rounding out the lineup, **Mariana van Zeller**, acclaimed journalist and executive producer of the Emmy Award-winning **National Geographic** series *Trafficked*, will offer a first-hand perspective on the challenges and rewards of immersive investigative reporting.

Bringing together the world’s leading factual producers, creators, and decision makers, Congress '25 offers a space to connect, collaborate, and create what comes next. Registration for the December 8-11 Congress in Rio is now open at [www.wcsfp.com](http://www.wcsfp.com).

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**World Congress of Science and Factual Producers** is a not-for-profit, member-driven organization dedicated to celebrating the best in factual filmmaking, digital production and the wider industry. WCSFP is the place where science, history and natural history content creators and executives gather to share, explore and reveal how advancements within these industries are communicated to the world. Past Congresses have been held in such cities as Marrakesh, Morocco (2024), Seattle, USA (2023), Glasgow, UK (2022); Tokyo, Japan (2019); Brisbane, Australia (2018); San Francisco, USA (2017); Stockholm, Sweden (2016); Vienna, Austria (2015); Hong Kong



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(2014); Montreal, Canada (2013); Washington, D.C., USA (2012); Paris, France (2011); Dresden, Germany (2010); Melbourne, Australia (2009); Florence, Italy (2008); New York, USA (2007); and others. It is administered by a board of directors and an elected editorial committee that deals primarily with editorial matters. WCSFP is managed by Documentary Campus. For more information, visit <http://www.wcsfp.com>.

Congress '25 is proudly hosted by the Rio Secretariat of Science, Technology and Innovation (SMCT) with support from Rio de Janeiro's Mayor's Office, and participation from members of the local media, culture and scientific community, including Grifa Filmes, Instituto Serrapilheira, LatAm Content Meeting, Rio Market, TV Brasil and more.

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