

FAQ

MIPJunior Project Pitch



WHAT IS THE MIPJUNIOR PROJECT PITCH?

The MIPJunior Project Pitch is a unique competition to highlight new kids TV projects with the greatest potential open to all creators and producers looking for financing their projects in development.

This is a unique opportunity to be spotted at an international level and meet key decision makers looking for creative talent and innovative content and find commissioning partners.

The MIPJunior Project Pitch takes place during **MIPJunior**, the leading showcase for kids programming (**12-13 October 2019**), ahead of **MIPCOM** (**14-17 October 2019**).

WHAT ARE THE CRITERIA FOR SELECTION?

Selection will be based on the following criteria:

- Entertainment content targeting kids & teen audiences (all genres)
- Creativity & Originality in storytelling techniques, characters, look, story and themes
- Worldwide appeal
- Potential for TV and multi-platform brand extension
- Early stage to In development projects

HOW DO I ENTER THE COMPETITION?

The call for entries is open to MIPJunior delegates who have submitted a project “**Early Stage**” & “**In development**” in the [MIPJunior Screenings Library](#):

1. Go to screenings.my-mip.com. Log in using your email address and password. These are the same details as for the MIPJunior online database.
2. Upload your text and visual to submit a project and tick “MIPJunior Project Pitch” in the section *Pitch & Matchmaking Events*.
3. Upload your video (optional for project) – check the “*video upload – technical specifications*” for this. The system will automatically encode your file.
For projects without videos, please select the mention: “*no video available for this content in the Screenings Library.*”
4. Preview and approve your content for market.

All submissions should be made in English.

For questions related to the MIPJunior Screenings Library, please contact Carole Ollerdisen at carole.ollerdisen@reedmidem.com

Make sure you read carefully the MIPJunior Project Pitch Terms & Conditions.

WHAT ARE THE KEY DATES AND DEADLINES?

- MIPJunior Project Pitch call for entries opens: **2 July 2019**
- Deadline for entries: **10 September 2019**
- Project holders informed about their selection: **End of September 2019**

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- Official announcement: **End of September 2019**
- Technical and preparatory meeting: **To be scheduled from Friday 11 October 2019 (afternoon, exact time to be confirmed), JW Marriott Hotel, Cannes**
- Pitching session: **Saturday 12 or Sunday 13 October 2019 (exact time & date to be confirmed), JW Marriott Hotel, Cannes**

IS THERE ANY COST TO APPLY?

You must be registered to MIPJunior to submit a project. More information regarding MIPJunior registration fee is available [here](#).

To submit a project, there is an additional fee of 65€.

For a company coming for the 1st time at MIPJunior, please contact mipvisitors@reedmidem.com.

HOW MANY TIMES CAN I APPLY?

You can submit as many projects to the MIPJunior Project Pitch as you submit into the [MIPJunior Screenings Library](#).

WHAT IS THE SELECTION PROCESS?

The MIPJunior Project Pitch is managed by Reed MIDEM and its kids entertainment industry partners.

International experts from the kids entertainment industry will select 5 finalists.

The 5 finalists will pitch live on the MIPJunior stage, JW Marriott Cannes, on Saturday 12 or Sunday 13 October 2019.

The live Pitch language is English.

A sizzle reel or a mood board of maximum 90'' is mandatory for those projects that are selected for the live Pitch.

A Jury made of international programming executives will select the winner.

WHAT WILL I GET IF I AM SELECTED AS A FINALIST FOR THE LIVE PITCH AT MIPJUNIOR?

- Visibility during the onstage pitching in Cannes during MIPJunior 2019
- Visibility in MIPJunior communication and marketing tools (MIPJunior website, social media and onsite conference advertisement)

WHAT WILL I GET IF I WIN THE LIVE PITCH AT MIPJUNIOR?

- Editorial coverage in the MIPCOM daily news, on the MIPJunior website and MIPBlog
- 1 free entrance to MIPJunior 2020
- 1 free project registration in the [MIPJunior Screenings Library](#) in 2020

WHO DO I CONTACT IF I HAVE QUESTIONS RELATED TO THE MIPJUNIOR PROJECT PITCH?

Please send an email to Cécile Gavet at cecile.gavet@reedmidem.com