

# FAQ

## What is the MIPJunior IP Pitch?

The MIPJunior IP Pitch is a unique competition dedicated to producers and creators of children's content to source original IP ideas from the book & gaming industry.

The MIPJunior IP Pitch competition takes place during MIPJunior, the world's leading kids entertainment industry event (13-14 October 2018), ahead of MIPCOM (15-18 October 2018).

## What are the criteria for selection?

Selection will be based on the following criteria:

- Potential to develop entertainment content targeting kids & teen audiences
- Potential to be developed and aired to international audiences
- Originality and overall appeal in storytelling techniques, characters, look, story and themes

## How do I enter the competition?

The call for entries is open to MIPJunior delegates who have submitted an IP in the MIPJunior Screenings Library:

1. Go to [screenings.my-mip.com](http://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 photo to submit a project and tick "MIPJunior IP Pitch" in the section *Pitch & Matchmaking Events*.
3. Upload your video (optional for IPs) – check the "video upload – technical specifications" for this. The system will automatically encode your file.  
For IPs 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](mailto:carole.ollerdisen@reedmidem.com)

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

## Is there any cost to apply?

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

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

For a company coming for the 1<sup>st</sup> time at MIPJunior, please contact [mipvisitors@reedmidem.com](mailto:mipvisitors@reedmidem.com).

## How many times can I apply?

You can submit as many IPs to the MIPJunior IP Pitch as you submit into the MIPJunior Screenings Library.

## What are the key dates and deadlines?

- Launch call for entries: 3 July 2018
- End of call for entries: 10 September 2018
- Finalists official announcement: End of September 2018
- Mandatory preparatory and technical meeting for the finalists, JW Marriott Cannes, Cannes: 12 or 13 October 2018
- Pitching session at MIPJunior, JW Marriott Cannes: 14 October 2018

## What is the selection process?

The MIPJunior IP Pitch competition 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 13 October 2018.

The live Pitch language is English.

A sizzle reel of maximum 90'' is strongly recommended for those IPs that are selected for the live Pitch.

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

## When the finalists will be announced?

The 5 finalists who have been selected to participate in the live Pitch will be announced by Reed MIDEM by the end of September on the MIPJunior website and will be notified by email by Reed MIDEM.

The non-selected projects will be notified by email by reed MIDEM.

### **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 2018
- 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 2019
- 1 free project registration in the MIPJunior Digital Library in 2019

### **Who do I contact if I have questions related to the MIPJunior IP Pitch competition?**

Please send an email to Cécile Gavet at [cecile.gavet@reedmidem.com](mailto:cecile.gavet@reedmidem.com)