

# MIPJUNIOR PROJECT PITCH

## FAQ

### 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 (**9-10 October 2021**), ahead of **MIPCOM (11-14 October 2021)**.

### 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 all MIPJunior delegates. To participate, you need to:

1. Read the Terms & Regulations of the project pitch, available [here](#) as well as this FAQ
2. Duly complete [this form](#)
3. Register for MIPJunior to be able to pitch onsite if you are selected

All submissions should be made in English.

If you have any questions regarding your submission, please contact [Hiba.elkinany@reedmidem.com](mailto:Hiba.elkinany@reedmidem.com)

### WHAT ARE THE KEY DATES AND DEADLINES?

- MIPJunior Project Pitch call for entries opens: **22 June 2021**
- Deadline for entries: **2 September 2021**
- Project holders informed about their selection: **Mid-September 2021**
- Official announcement: **End of September 2021**
- Technical and preparatory meeting: **To be scheduled on Friday 8 October 2021 (exact time to be confirmed), JW Marriott Hotel, Cannes**
- Pitching session: **Saturday 9 October 2021 (exact time to be confirmed), JW Marriott Hotel, Cannes**

### IS THERE ANY COST TO APPLY?

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You can submit a project with no cost; however you will have to register to MIPJunior **to pitch onsite if you are selected as a finalist**. More information regarding MIPJunior registration fee is available [here](#).

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

### 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 9 October 2021.**

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 2021
- Visibility in MIPJunior communication and marketing tools (MIPJunior Website, Social Media)

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

- Editorial coverage on the MIPJunior website and MIPBlog
- 1 free entrance to MIPJunior 2022
- 1 free project registration in the [MIPJunior Screenings Library](#) in 2022

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

Please send an email to Hiba EL KINANY at [hiba.elkinany@reedmidem.com](mailto:hiba.elkinany@reedmidem.com)