

MIPJUNIOR PROJECT PITCH

Kids Age Group **FAQ**

WHAT IS THE EVENT “MIPJUNIOR PROJECT PITCH?”

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

MIPJunior Pitch event 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.

This year, 2 project Pitches will take place at MIPJunior:

- 1 dedicated to projects for **KIDS** age group on Saturday 15 October, 2022
- 1 dedicated to projects **TWEENS/TEENS** age group on Sunday 16 October, 2022

Projects from the same company & matching the appropriate age group can be submitted for both pitches.

WHAT ARE THE CRITERIA FOR MIPJunior KIDS PITCH PROJECT?

The Selection of **KIDS** projects will be based on the following criteria:

- Projects from Early stage (0% to 25% financed) to In development (from 25% to 75% financed)
- Entertainment content targeting **KIDS** audiences (all genres)
- Creativity & Originality in storytelling techniques, characters, look, story and themes
- Worldwide appeal
- Potential for TV and multi-platform brand extension
- Potential for licensing & merchandising

HOW DO I ENTER THE COMPETITION?

The call for entries is open to all registered MIPJunior delegates. To participate, you need to:

1. Register to MIPJunior
2. Read the Terms & Regulations of the **KIDS** project pitch, available [here](#) as well as this FAQ
3. Duly complete [this form in English](#)
4. If you are selected as a finalist, be able to come to Cannes for the rehearsal taking place on Friday 14 October beginning of the afternoon and to pitch on stage on Saturday 15 October, 2022. Pitch on stage will have to be done in English.

HOW MANY TIMES CAN I APPLY?

Each company can submit up to **3 projects**.

WHAT ARE THE KEY DATES AND DEADLINES?

- MIPJunior **KIDS** Project Pitch call for entries opens: **beginning of July**
- Final deadline for entries: **29 August 2022**
- Project holders informed about their selection: **Mid-September 2022**
- Official announcement: **End of September 2022**
- Technical and preparatory meeting: To be scheduled on **Friday 14 October 2022** (exact time to be confirmed), JW Marriott, Cannes
- Pitching session: **Saturday 15 October 2022** (exact time to be confirmed), JW Marriott, Cannes

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IS THERE ANY COST TO APPLY?

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](#).

WHAT IS THE SELECTION PROCESS?

The MIPJunior **KIDS** Project Pitch is managed by RX France and its kids' entertainment industry partners. A Jury made of international programming executives will select the 5 finalists & winner.

- The 5 finalists will pitch live on the MIPJunior stage, JW Marriott, Cannes on Saturday 15 October 2022 (exact time to be confirmed).

The live Pitch language is English.

A sizzle reel or a mood board of maximum 90'' is strongly recommended for those projects that are selected for the live Pitch. The **sizzle reel** does not need to be a fully graded, final trailer of the show but must demonstrate the essence of the show and its structure. It can be an interactive PowerPoint or feature filmed footage/short film/clips/stills.

WHEN THE FINALISTS WILL BE ANNOUNCED?

The **5 finalists** who have been selected to participate in the Live Pitch will be announced by RX GLOBAL by mid-September on the MIPJunior website and will be notified in writing by RX GLOBAL.

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 2022
- 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 OneMIP
- 1 free entrance to MIPJunior 2023

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

Please send an email to Carole OLLERDISSEN at carole.ollerdissen@rxglobal.com