

MIPJUNIOR PITCH

KIDS/TWEENS (6-12) FAQ

WHAT IS THE EVENT “MIPJUNIOR PITCH?”

The MIPJUNIOR 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 early stage (0 to 25% financed) and in development (25 to 75% financed).

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.

The MIPJUNIOR KIDS/TWEENS (6-12) Pitch will take place during MIPJUNIOR (14-15 October 2023), in JW Marriott, Cannes, France.

WHAT ARE THE CRITERIA FOR MIPJUNIOR KIDS/TWEENS (6-12) PITCH PROJECT?

The pre-selection of **KIDS/TWEENS** 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/TWEENS (6-12)** 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
- Awareness about the importance of meaningful content for KIDS/TWEENS (Diversity & Inclusion, Mental Health, Sustainability)

HOW DO I ENTER THE COMPETITION?

The call for entry is open to all. To participate, you need to:

1. Read the Terms & Regulations of the **KIDS/TWEENS (6-12)** pitch, available [here](#) as well as this FAQ
2. Duly complete [this form in English](#)
3. If you are selected as a finalist, you will have a free registration to MIPJUNIOR 2023 (additional registrations will need to be paid).
4. You must be available to come to Cannes for the rehearsal taking place on Friday 13 October in the morning and to pitch on stage on Sunday 15 October 2023.
5. Present a sizzle reel or a mood board of maximum 90'' as part of the live pitch.
6. 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/TWEENS (6-12)** Pitch call for entries opens: **end of June**
- Final deadline for entries: **28 August 2023**
- Project holders informed about their selection: **Mid-September 2023**
- Official announcement: **End of September 2023**
- Technical and preparatory meeting: To be scheduled on **Friday 13 October 2023 in the morning** (exact time to be confirmed), JW Marriott, Cannes

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- Pitching session: **Sunday 15 October 2023** (exact time to be confirmed), JW Marriott, Cannes

IS THERE ANY COST TO APPLY?

You can submit a project with no cost. If you are selected as a finalist, you will have a free registration but if you are not, you will have to pay a registration if you want to come to MIPJUNIOR 2023 (more information regarding MIPJUNIOR registration fee is available [here](#)).

WHAT IS THE SELECTION PROCESS?

The MIPJUNIOR **KIDS/TWEENS (6-12)** 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 on the basis of the below criteria:

- Projects from Early stage (0% to 25% financed) to In development (from 25% to 75% financed)
- Entertainment content targeting **KIDS/TWEENS (6-12)** 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
- Consideration of Diversity & Inclusion
- Awareness about the importance of positive content for KIDS/TWEENS
- Concern for Sustainable Development

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?

- Free registration to MIPJUNIOR for one person
- Visibility during the onstage pitching in Cannes during MIPJUNIOR 2023
- Visibility in MIPJUNIOR communication and marketing tools (MIPJUNIOR Website, Social Media, MIPJUNIOR Preview Magazine)

HOW CAN I PREPARE MY PITCH SESSION IF I'M A FINALIST?

- Prepare a sizzle reel or a mood board of maximum 90''. 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.
- Each finalist will have 5min to pitch the project in front of the jury
- Then, you will have 3min of Q&A with the jury
- The winner will be announced at the end of the pitch session and will received a trophy

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

- Editorial coverage on the MIPJUNIOR website
- 1 free entrance to MIPJunior 2024

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

Please send an email to Djéné KABA (djene.kaba@rxglobal.com) **cc** Carole OLLERDISSEN (carole.ollerdisen@rxglobal.com)