

ITEM 1: SUBJECT

RX France, a company organised in the legal form of a société par actions simplifiée (simplified joint stock company) with a share capital of 90 000 000 € having its registered office at 52 Quai Dion Bouton 92800 Puteaux, registered with the Nanterre Commerce and Companies Registry under the number B 662 003 557, is the official organiser of MIPJUNIOR Pitch.

The MIPJUNIOR Pitch **PRESCHOOL (3-6)** 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, taking place during **MIPJUNIOR (18-20 October 2024), at the JW Marriott, Cannes, France.**

This event is organised by RX France.

The aims of the MIPJUNIOR Pitch **PRESCHOOL (3-6)** are to promote creative talent and innovative content and encourage business with international key decision makers.

ITEM 2: PARTICIPATION & CALL FOR ENTRIES

2.1 CRITERIA OF PARTICIPATION

The MIPJUNIOR Pitch is open to all creators and producers from around the world (under the banner of a company or not) to present their new PRESCHOOL projects. To qualify, an eligible project must be:

1. Still looking for financing, i.e. "Early Stage" (0 to 25% financed) and "In Development" (25 to 75% financed).
2. In its first season (returning seasons are not eligible)
3. Never pitched before at a festival/market or to buyers prior to MIPJUNIOR 2024.
4. Worldwide rights still available

For the pre-selection, submit your project by:

1. filling out the "MIPJUNIOR Pitch online form" no later than **30 August 2024** (the "Entry Deadline").
2. All submissions should be made in English.

Incomplete or late entries may be disqualified by ruling of RX France.

RX France will not be responsible for late, lost, damaged, incomplete or ineligible Pitch Entries.

The 5 Finalists will be offered one free registration for MIPJUNIOR 2024. Additional registrations will need to be paid for MIPJUNIOR 2024.

By submitting a project for the MIPJUNIOR Pitch PRESCHOOL (3-6), applying companies must:

- Acknowledge they must come to MIPJUNIOR (18-20 October 2024) in Cannes and present a sizzle reel or a mood board of maximum 90" as part of the live pitch in case the project is selected.
- Confirm their availability to pitch in English their project on the MIPJUNIOR stage on **20 October 2024** if they are selected as Finalist.

- Acknowledge they must be in Cannes on **18 October 2024** to attend a preparatory and mandatory technical meeting. Exact schedule will be confirmed by RX France to all Finalists at the announcement of the selection.
- Agree to be bound by the Terms and Conditions. Applicants agree that any failure to abide by any term and condition contained in the Terms and Conditions may result in the disqualification of the applicant's Pitch Entry. Applicants acknowledge that all rulings of RX France and all decisions of the Jury shall be binding and final.
- Warrant that the Pitch Entry is the original work of the applicant, that the applicant has the right and authority to submit and present the Pitch Entry, and that the applicant's Pitch Entry does not infringe upon or violate any copyright, trademark, right of privacy or right of publicity or any other right of any kind or nature of any person or entity. If RX France has reason to believe that a Pitch Entry contains any material that may infringe upon or violate any right or law, such Pitch Entry may be disqualified by ruling of RX France. If a Pitch Entry is disqualified for such reasons, no refund of the Registration Fee will be granted.
- Acknowledge that their Pitch Entry is submitted voluntarily. Applicants recognize the possibility that elements of their Pitch Entry may be identical or similar to material which has or may come from or is developed by other sources to RX France; its affiliates, personnel (including, without limitation, employees, officers, directors); the members of the Jury. Applicants understand and agree that a Recipient's use of such other material containing elements identical or similar to those contained in the submitted Pitch Entry shall not entitle the applicant to any compensation, if a Recipient has an independent legal right to use such other material which is not derived from the applicant, either because such elements were not new, or were not originated by the applicant, or are in the public domain, or were or may be independently created by any other person.
- Guarantee that their Pitch Entry does not contain third party copyrighted materials, images or music without they first obtain all necessary licenses, clearances, releases and/or permissions. Applicants who do not hold copyright ownership of the Pitch Entry or any elements contained within must obtain written consent and agreement from the rights owner to be bound by the Terms and Conditions and at RX France's request, must be able to provide a copy of such written consent and agreement from the rights owner. Applicants will hold RX France harmless from and against any risk of claims or actions by third parties, both during and after the performance of the Agreement on the grounds of an infringement of their rights, in particular as regards the intellectual property rights in the elements supplied by the Applicants under the terms of the Agreement. To this end, the Applicant hereby agrees to hold RX France harmless from and against any claim, of any kind whatsoever, issued by one of its employees, workers or third parties. In the event that proceedings are issued against RX France, all duties, costs, fees and damages that it may be ordered to pay shall be borne by the Applicant only.

2.2 CONDITIONS OF PARTICIPATION

Correct entry information is the responsibility of the applicant. RX France is not liable for any incorrect listings that are the result of incorrect information provided by the applicant. Applicants

Terms & Conditions

warrant that all of the information provided, including the information provided during the application and the credits for creators and producers, are true and correct and have been verified by all parties involved. If any information is found to be incorrect, the Pitch Entry may be disqualified by ruling of RX France.

RX France reserves the right to reject any Pitch Entry should its content be perceived, as deliberately interfering with honor and human dignity, with anyone's rights, pornographic, racist, provocative, discriminatory, or violent, or as having commercial or promotional aim, for the benefit of a company. RX France reserves its rights in case of any infringement of this kind.

ITEM 3: PRIVACY AND DATA POLICY

RX France collects participants' personal data by the present document or during participation of the event (attended places or events, services operated) in accordance with the following provisions and the Privacy Policy (<https://privacy.reedexpo.com/en-gb.html>). This data is processed electronically by RX France for the purposes for the purposes of carrying out its contractual obligations (notably customer's data base management, access to the online participants' database, events, services and ticketing management, invoicing and cash collection management) and promoting its activity.

Such data is stored for a maximum duration of 10 years,

This data may be transmitted to recipients, some of whom are located outside the European Union, while benefiting from the applicable data protection regulations and notably the GDPR regulation

This personal data can be:

- Integrated into the online database available to Participants to enable them to prepare the event, promote their business and schedule their business appointments within the event. In this respect, Participants undertake not to use the data for any other purposes. The Organiser reserves the right to stop by any means any disturbance caused by any forbidden use of personal data.
- Communicated to third parties that have entered into contracts with the Organiser, in particular the companies of the Reed Elsevier group, service providers and partners of the Organiser, who can be located all over the world
- Communicated to Participants, such as speakers, sponsors, exhibitors, who can be located all over the world to carry out commercial prospecting.
- Used on all distribution and promotional media in connection with the relevant event including over the internet.
- As a data controller, the Organiser has implemented and maintains appropriate technical and organisational measures in such a manner that its processing of personal data meets the requirements of French and European Data Protection Laws and in particular GDPR.
- Participants may exercise their right to access, obtain, correct and oppose the use of their personal data, to the extent that such data is processed solely by the Organiser, by writing to Privacy Centre webform

(<https://privacy.reedexpo.com/en-gb/privacy-centre.html>). In case of unsatisfied answer to Participants' request, Participants may raise a complaint before the French National Data Protection Authority (Commission Nationale Informatique et Libertés or CNIL) www.cnil.fr

ITEM 4: SELECTION PROCESS

All eligible Pitch Entries received will undergo a selection round of judging based on the criteria of:

- Entertainment content **targeting PRESCHOOL (3-6) 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
- Early stage (0% to 25% financed) to In development (from 25% to 75% financed) projects
- Awareness about the importance of meaningful content for PRESCHOOL audiences (Diversity & Inclusion, Mental Health, Sustainability)

The selected projects will also have to be:

- Well written with a clear statement of the viability of the project
- New and original concepts which have not been commissioned or released yet and for which the worldwide rights are still available.

Submitted projects will be reviewed by an international Jury of experts from the Kids Industry.

Five Finalists (the jury may slightly vary this number, depending on projects) will be selected to pitch their project on the MIPJUNIOR stage.

The Finalists will be informed of their selection around mid-September and an official announcement will be made by end of September.

The selection decisions are final and without appeal. The Finalist agrees not to challenge the selection decisions on any ground. The Finalists shall ensure that any and all rights for their Pitch Entries are available at such time.

Only Finalists will have the right to present and pitch their selected project at this live pitching event onsite in front of an audience of accredited buyers, commissioners, and distributors.

The Finalist(s) accordingly authorises RX France to use his/her name and likeness and if necessary, that of its representative(s) present during MIPJUNIOR Pitch public session.

ITEM 5: THE GAIN

All finalists will get:

- 1 Free registration to MIPJUNIOR 2024
- Visibility during the on-stage pitching in Cannes during MIPJUNIOR 2024
- Visibility in MIPJUNIOR 2024 communication and marketing tools (official conference programme, MIPJUNIOR website and social networks)

The winner will get:

- Editorial coverage on the MIPJUNIOR website and MIPBlog
- 1 free registration to MIPJUNIOR 2025

ITEM 6: CLAIMS

The act of submitting a Pitch Entry implies that the applicant has accepted and agreed to be bound by these Terms and Conditions. RX France reserves the right to change, modify or amend the Terms and Conditions at any time.

Applicants agree to defend, indemnify, and hold the Recipients harmless from and against any and all claims, liabilities, damages, losses or expenses arising out of the applicant's breach of any warranties set forth in the Terms and Conditions, including, without limitation, any claims based on the infringement or violation of any copyright, trademark, right of privacy or right of publicity.

If for any reason the MIPJUNIOR Pitch **PRESCHOOL (3-6)** is interrupted, delayed or cancelled or cannot be completed as planned, RX France reserves the right to postpone, suspend or terminate the MIPJUNIOR Pitch 2024.

If any provision of the Rules is declared invalid or unenforceable, all other provisions shall remain in effect.

If an applicant fails to comply with any term and condition contained in the Rules, the applicant's Pitch Entry may be disqualified by ruling of RX France.

The Rules shall be construed under and governed by French law.

APPLICANTS EXPRESSLY ACKNOWLEDGE AND AGREE THAT THE COURTS WHICH HAVE JURISDICTION OVER RX FRANCE'S REGISTERED OFFICES WILL BE SOLELY COMPETENT TO RULE ON ANY DISPUTE ARISING IN CONNECTION WITH THE CONTENT OR THE ENFORCEMENT OF THE RULES.