

# mipjunior<sup>®</sup>

DIGITAL SERVICES  
INSTRUCTIONS FOR ADMIN USERS\*



# \*ADMIN DEFINITION:

Administrator of your MIPJUNIOR online account is the first registered person of your company.

They have all entitlements to purchase services in the ESHOP (content credits), they can upload content in the screening library and set up your company page.

They can also add secondary ADMINS (unlimited) in your company hub page online to share their rights with other colleagues for account set up.

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1. Timeline until MIPJUNIOR

2. Update your company profile

And find companies attending  
MIPJUNIOR

3. Update your participant profile

And find participants attending  
MIPJUNIOR

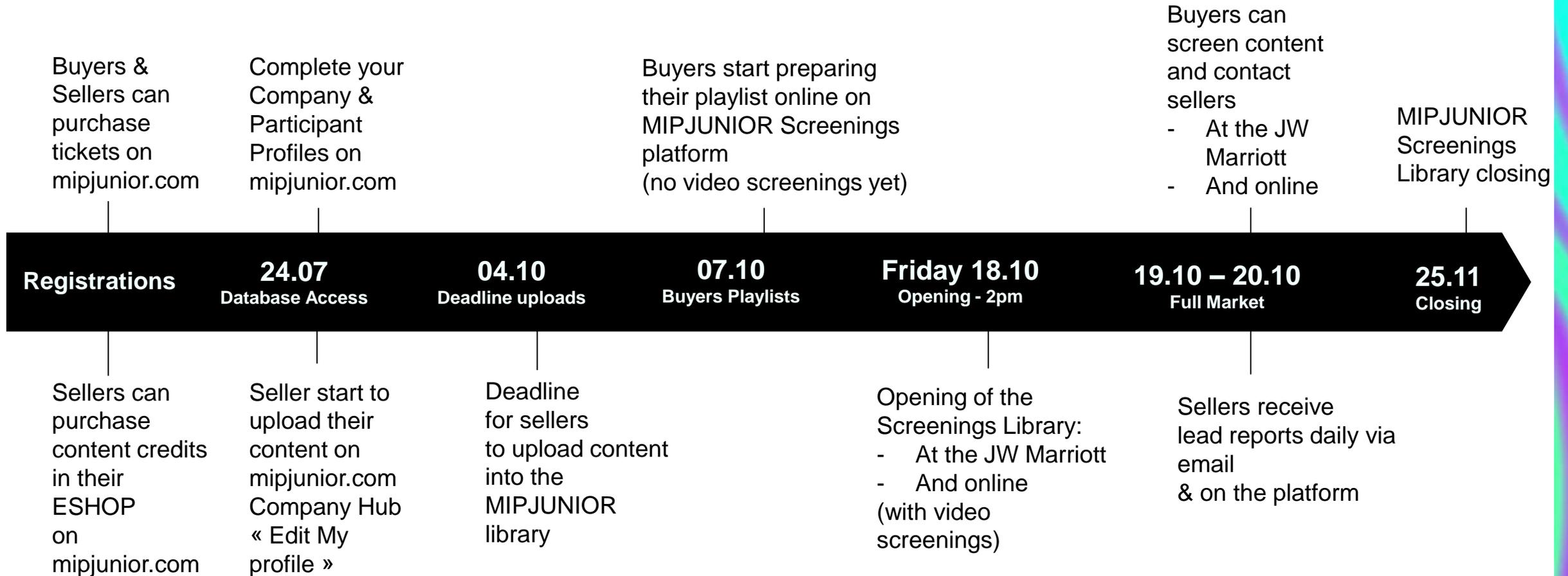
4. RX Lead Manager mobile App

5. MIPJUNIOR Screenings Library  
for buyers & sellers

6. MIPJUNIOR Screenings Library  
content credits prices & purchases

7. MIPJUNIOR Screenings Library  
content uploads guide

# TABLE OF CONTENT



Get 20% DISCOUNT on programmes  
by purchasing 3 programmes or more in the ESHOP on mipjunior.com

# COMPANY PROFILE

Click on “Edit my profile” in your “Company Hub” or in the top right menu “My Company”.

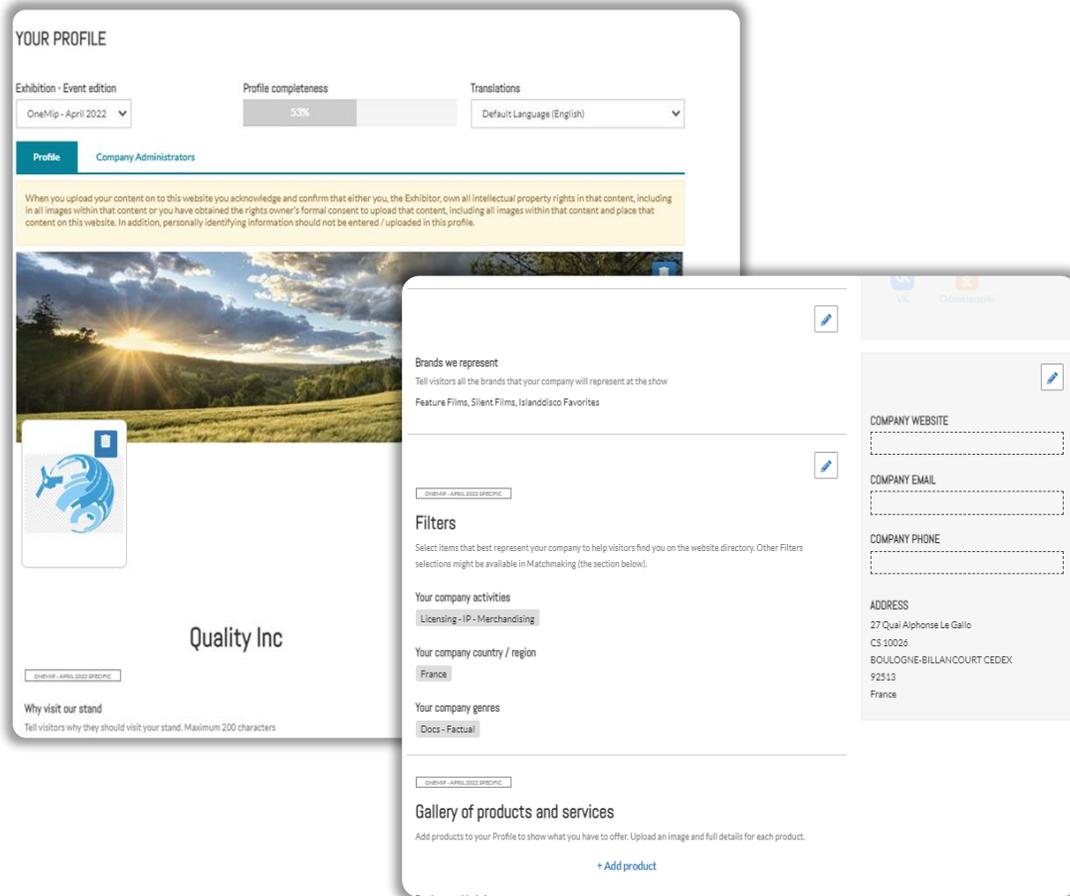
Then update your company profile by clicking on the pen icon button on each section

You can add:

- »»» Your logo (recommended size 180x180px , max. 1MB)
- »»» Your banner (recommended size 600x150px, max 1MB)
- »»» Your company description and contact info
- »»» Your company content genre
- »»» Projects & programmes (see next page)
- »»» Documents (PDF format, max size 5 MB per file)
- »»» Your sponsored category if you have a GOLD package (Limited upgrades available )
- »»» Other ADMINS : add your colleagues as admins as well so they can also upload content in the library

## IMPORTANT:

Please be as comprehensive and accurate as possible when setting up your company details so participants can easily find you in our listings.



# COMPANY DIRECTORY

Same email (login) & same password for mipcom.com and mipjunior.com (if you are registered to both)

Find out which companies are showcasing content in the MIPJUNIOR screening library

Find your best targets using the filtering options

MIPCOM MIPTV MIP CANCUN

mipjunior 14-15 October 2023 Cannes, France

Access MIPCOM Hello

My Hub Companies Participants Screenings Library Sessions Speakers

## MIPJunior Company Directory

Search exhibitors

102 Exhibitor(s)

Filters

Features

- Without content (96)
- With content (1)

Networking

- Companies I follow

Company activities

- Content distribution - media rights (1)

Company content genre

555

WITH CONTENT

Animaj

WITHOUT CONTENT

ANNETTE VAN DUREN AGENCY

Enter any keywords to find your targets.

Add a participant to you favourites list called "My Network & Plan" (Heart icon on top)

Quick link to company details

Tag displayed on companies showcasing content in the MIPJUNIOR Screenings Library

# PARTICIPANT PROFILE

Click in top right menu under your name on **“My Profile”**.

Then update your personal profile **by clicking on the pen icon button on each section**

You should add:

- ››› **MANDATORY FOR BADGE : YOUR PHOTO**
- ››› (recommended size 180\*180px, max 1MB)
- ››› Your job function and more details about your activity
- ››› Links to your social media profiles (Twitter & LinkedIn)
- ››› Your contact details are displayed by default. Click on the pen picture, then “Change” to hide your email & phone.

## IMPORTANT:

Please be as comprehensive and accurate as possible when setting up your personal page so other participants can easily find you in our listings

**Peter EVANS**  
Marketing director  
QUALITY SARL

**About Peter**  
Marketing director at Quality 3 Sarl for 4 years, living in France

Contact information:  
sre.edehx@gmail.com  
+683850823

Social media links:  
Twitter LinkedIn

Select items that best represent your company to help visitors to find you through searching the participant directory.

Your main activity  
the selected item will be used in filter  
Producer

Participant activities?

Your country / region

# PARTICIPANTS DIRECTORY

MIPCOM MIPTV MIP CANCUN



14-15 October 2023  
Cannes, France



Access MIPCOM



Hello, Aurélien

My Hub Companies Participants Screenings Library Sessions Speakers

## MIPJunior Participants Directory

Search participants



Last name (A-Z)



108 Participant(s)

### Filters

#### Features

- Buyers (35)
- Visitors (49)

#### Participant job function

- Content creation - right holders (20)
- Content distribution-media rights (14)
- Content sourcing-commissioning (8)
- Financing & investors (1)
- Others (2)

#### Countries covered

- All countries (28)
- Asia (2)



### Allocate 1

test Visitor  
Mercury GBS Test Cinco  
United States

Created 11th Jul

allocate1@mailinator.com

Add to My Network

Send a message



### Allocate 10

test Visitor  
Mercury GBS Test Cinco  
United States

Created 11th Jul

allocate10@mailinator.com

Add to My Network

Send a message

### Allocate 11

Add to My Network

### Filters

- Filter participants by
- buyers/visitors status,
  - job function,
  - content genre of expertise,
  - countries, etc...

Search by job title, first and last names and company name

### Sort by:

- A-Z
- Z-A
- Newest
- **Recently updated!!**

Option to add a participant to "My Network & Plan" (favourites)

# PARTICIPANT PROFILE

Click in top right menu under your name on **“My Profile”**.

Then update your personal profile **by clicking on the pen icon button on each section**

You should add:

- ››› **MANDATORY FOR BADGE : YOUR PHOTO**
- ››› (recommended size 180\*180px, max 1MB)
- ››› Your job function and more details about your activity
- ››› Links to your social media profiles (Twitter & LinkedIn)
- ››› Your contact details are displayed by default. Click on the pen picture, then “Change” to hide your email & phone.

## IMPORTANT:

Please be as comprehensive and accurate as possible when setting up your personal page so other participants can easily find you in our listings

**Peter EVANS**  
Marketing director  
QUALITY SARL

Upload picture  
Formats: jpg, png, gif  
Max file size: 1MB  
Minimum: 180\*180px

About Peter  
Marketing director at Quality 3 Sarl for 4 years, living in France

e.edehx@gmail.com  
83850823

Twitter LinkedIn

Select items that best represent your company to help visitors to find you through searching the participant directory.

Your main activity  
the selected item will be used in filter  
Producer

Participant activities?

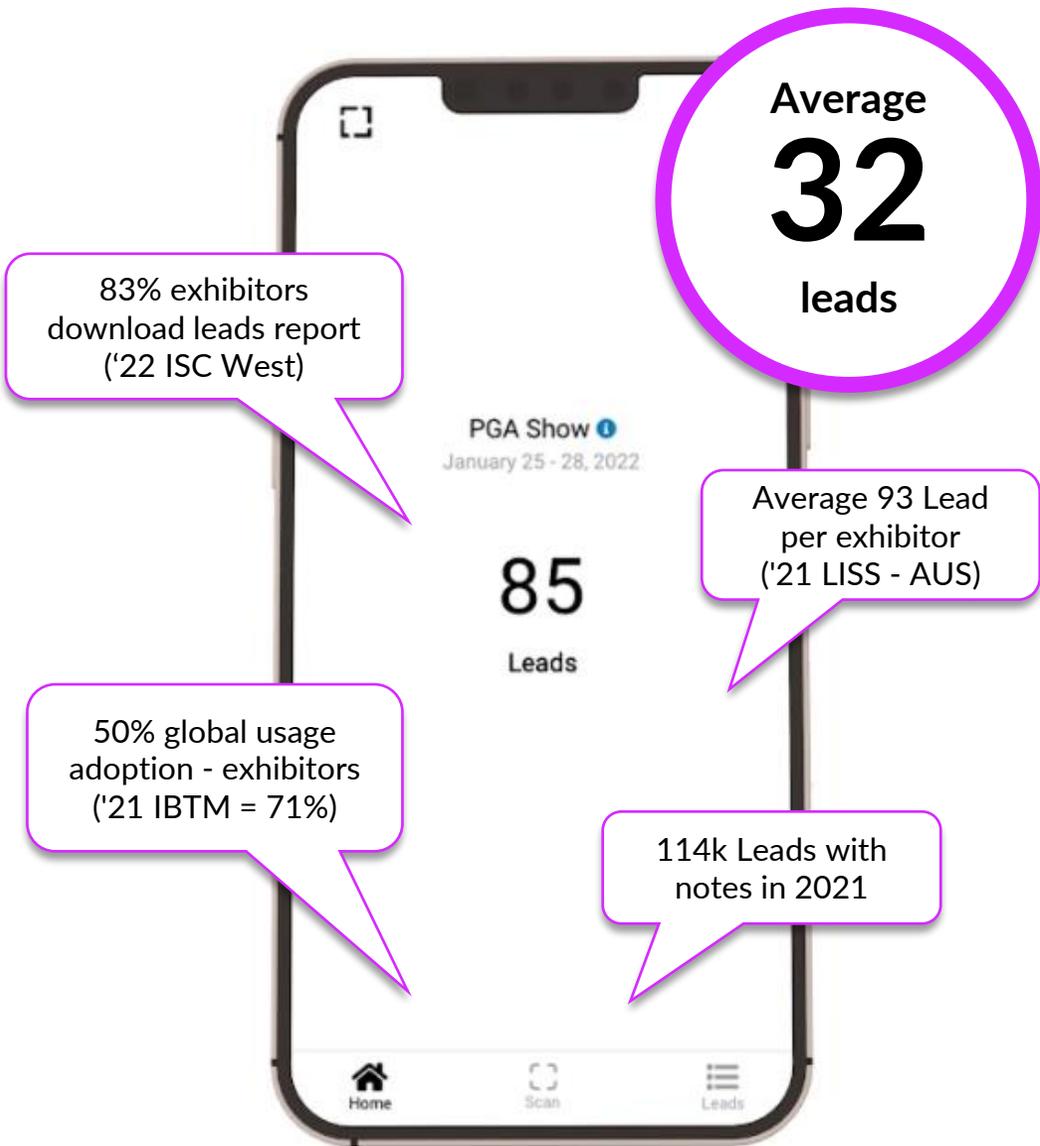
Your country / region

# RX LEAD MANAGER CAPTURE

Your mobile app to scan badges at MIPJUNIOR

**Capture, qualify, deliver high quality leads**

- >>> Unlimited user access for your company
- >>> Enriched data base with all visitor profile information
- >>> Database available anytime during/after the show
- >>> Customizable questions for your leads
- >>> Online lead capture on [mipjunior.com](https://mipjunior.com)



# RX LEAD MANAGER

## Before the market

### 1. Download the RX Lead Manager App

### 2. Use your company access code

*Sent by email to your company 2 weeks before the show and also available on your company hub*

### 3. Log in to RX Lead Manager

*Using your full name and the company access code. Share your code with your sales team so they can use their own device to capture the contact information*

## During the market

### 1. Scan badges by clicking on the icon

*Hover your device camera over the visitor badge QR code*

### 2. Rate your leads and add comments

*You can edit, add further notes and adjust your lead scoring*

### 3. Follow your lead on each device

*The company admin can download the global leads report at anytime*

## After the market

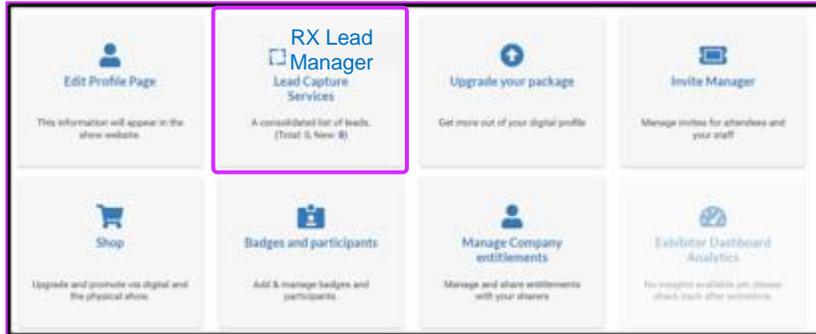
### 1. Open the end of show email

*Access your lead report via a direct link, you can download an excel file with all the details. The link is also available in the Emperia welcome email and the exhibitor hub*

### 2. Use the collected information

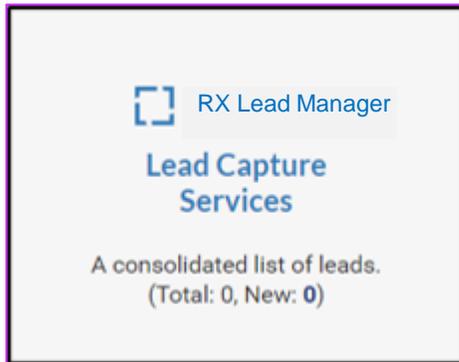
*Keep in touch to follow up, send quote, or any information and increase your ROI*

# RX LEAD MANAGER

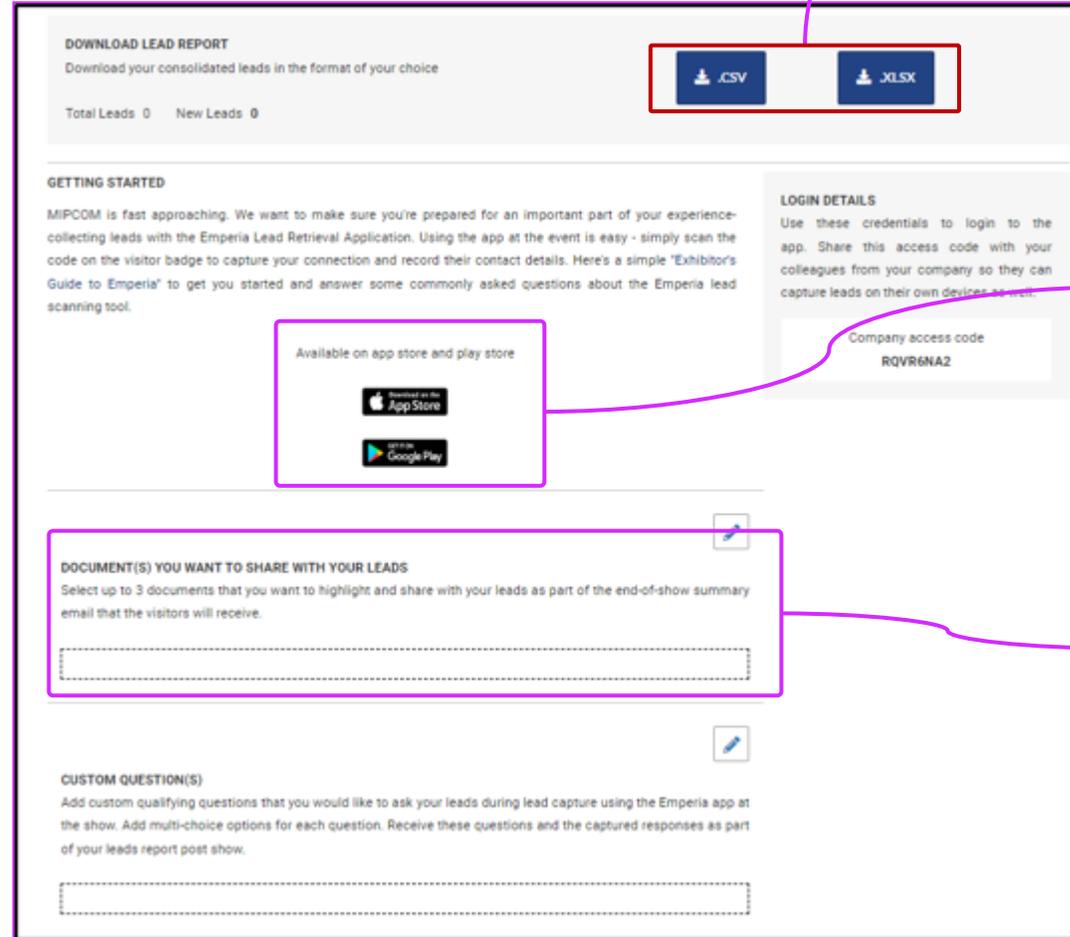


A grid of eight management options:

- Edit Profile Page**: This information will appear in the show website.
- RX Lead Manager Lead Capture Services**: A consolidated list of leads. (Total: 0, New: 0)
- Upgrade your package**: Get more out of your digital profile.
- Invite Manager**: Manage invites for attendees and your staff.
- Shop**: Upgrade and promote via digital and the physical show.
- Badges and participants**: Add & manage badges and participants.
- Manage Company entitlements**: Manage and share entitlements with your shares.
- Exhibitor Dashboard Analytics**: No insights available yet. Please check back after activation.



**RX Lead Manager**  
**Lead Capture Services**  
A consolidated list of leads.  
(Total: 0, New: 0)



**DOWNLOAD LEAD REPORT**  
Download your consolidated leads in the format of your choice

Total Leads 0    New Leads 0

**GETTING STARTED**  
MIPCOM is fast approaching. We want to make sure you're prepared for an important part of your experience - collecting leads with the Emperia Lead Retrieval Application. Using the app at the event is easy - simply scan the code on the visitor badge to capture your connection and record their contact details. Here's a simple "Exhibitor's Guide to Emperia" to get you started and answer some commonly asked questions about the Emperia lead scanning tool.

**LOGIN DETAILS**  
Use these credentials to login to the app. Share this access code with your colleagues from your company so they can capture leads on their own devices as well.

Company access code  
RQVR6NA2

Available on app store and play store

**DOCUMENT(S) YOU WANT TO SHARE WITH YOUR LEADS**  
Select up to 3 documents that you want to highlight and share with your leads as part of the end-of-show summary email that the visitors will receive.

**CUSTOM QUESTION(S)**  
Add custom qualifying questions that you would like to ask your leads during lead capture using the Emperia app at the show. Add multi-choice options for each question. Receive these questions and the captured responses as part of your leads report post show.

Download your leads report

Download the mobile app to scan visitors badges on site

Select documents you want to share with your leads with the end-of-show summary email that visitors will receive

# MIPJUNIOR SCREENINGS LIBRARY

## For Buyers

- ››› Once registered to MIPJUNIOR (ticket purchased), Buyers will get an invitation via email to access MIPJUNIOR Screenings Library in early October so they can start preparing their playlist.
- ››› They will also receive instructions on how to use the dedicated MIPJUNIOR Screenings Library & how to use mipjunior.com platform prior to the event.

**Please note that the login and password to access the Screenings Library are the same as for MIPCOM & MIPJUNIOR account.**

- ››› While preparing their playlist, buyers will not be allowed to screen any videos yet, but only check-out and preselect contents within the full catalogue.

# MIPJUNIOR SCREENINGS LIBRARY

## For Buyers

- >>> On FRIDAY 18 October at 2p.m., the MIPJUNIOR Screenings Library will open on-site at the JW Marriott in Cannes as well as online. Buyers will be able to screen MIPJUNIOR catalogue of projects & programmes:
- >>> on-site in a dedicated screening room with 150 screening booths
- >>> online via the dedicated <http://www.screening.mipjunior.com> platform .
- >>> Buyers will also be able to continue screening online after MIPJUNIOR until 25 November.
- >>> Buyers' viewing reports will be sent daily via email and can also be downloaded at any time from the MIPJUNIOR Screenings Library.
- >>> Buyers can contact sellers via the MIPJUNIOR Screenings Library (contact button) and will automatically send them leads when screening their contents.
- >>> Buyers can take notes and save them when screening a content within the platform

# MIPJUNIOR SCREENINGS LIBRARY

## For Sellers (ADMIN)

- >>> Once registered (ticket purchased), Sellers will receive instructions on how to use mipjunior.com platform to purchased content credits and how to use the dedicated MIPJUNIOR Screenings Library to upload their content prior the event.
- >>> From 24 July ADMINS sellers can buy content credits for MIPJUNIOR content upload via the E-SHOP on mipjunior.com “company hub”
- >>> Then ADMIN sellers can upload MIPJUNIOR content directly on the MIPJUNIOR Screenings Library using their credits
- >>> 4 October: Deadline for sellers to upload and update their projects and programmes via mipjunior.com platform for MIPJUNIOR Screenings Library
- >>> **IMPORTANT : Add as many other admins as you like in your company page among your registered colleagues so they can help purchasing credits & uploading content into the library**

# MIPJUNIOR SCREENINGS LIBRARY

## For Sellers (ADMIN)

- ››› Sellers will have access to buyers' information if buyers contact them or screen their content. All participant & company details are on mipjunior.com platform.
- ››› Sellers can download their lead report at any time from their account on the Screenings Library until 25 November
- ››› The lead report will also be sent via email automatically every day to the sellers' contact list.

**Please note that the login and password for this dedicated Screenings Library are the same as for MIPJUNIOR and MIPCOM account.**

- ››› Lead data includes screening date, duration, if content was in playlist/favorites, buyers' profile, and more.
- ››› The lead reports will allow sellers and buyers to arrange meetings during MIPJUNIOR, MIPCOM and after the events

# MIPJUNIOR SCREENINGS LIBRARY PRICES

ADMIN Sellers can buy content packages for MIPJUNIOR Screenings Library directly via the E-Shop on the company hub on mipjunior.com platform

	1	2	3
<b>PROJECT</b>	<b>70€</b>	<b>70€</b>	<b>70€</b>
<b>PROGRAMME</b>	<b>255€</b>	<b>255€</b>	<b>DISCOUNT!</b>

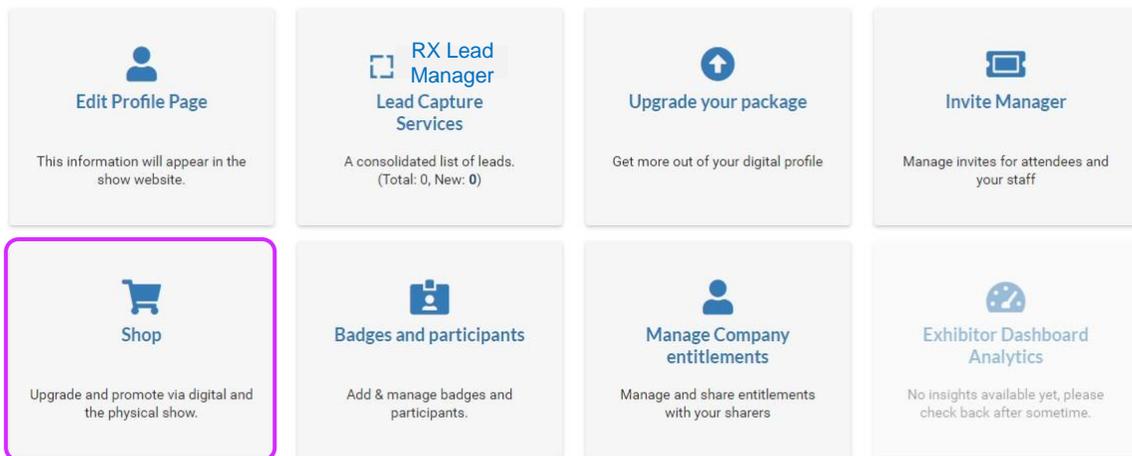
Get 20% OFF on 3 programmes or more in the ESHOP on mipjunior.com  
3 programmes = 765€ = 612 euros!!

# MIPJUNIOR SCREENINGS LIBRARY

## Buy Content Credits (Sellers)

ONLY ADMINS can buy credits and upload content !!  
Add as many account administrators registered colleagues as you want in your company hub

You need to buy content credits in order to upload programmes and projects in MIPJUNIOR Screenings Library:



»»» Go to your company hub and click on the e-shop section

»»» Once you arrive on the e-shop, select the content you want to buy

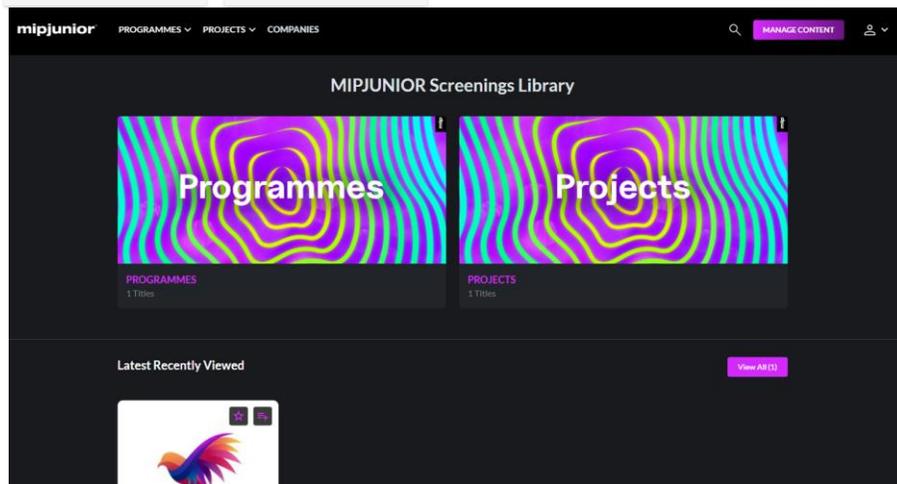
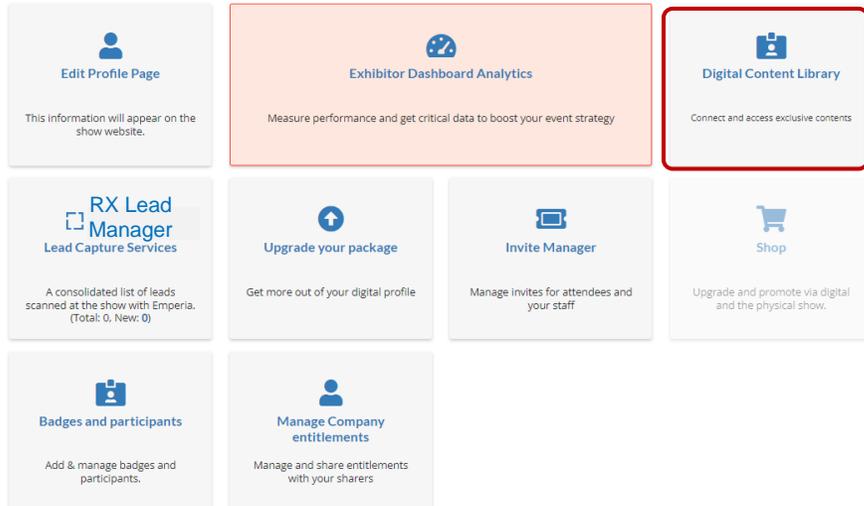
»»» Project: €70

»»» Programme: €255

Get 20% OFF on 3 programmes or more 3 programmes = 765€ = 612 euros!!

# MIPJUNIOR SCREENINGS LIBRARY

## Content Uploads Guidelines (Sellers ADMIN)



➤➤➤ Go to your MIPJUNIOR.com account (activation email sent after your registration)

➤➤➤ Select “Company hub” in the top menu

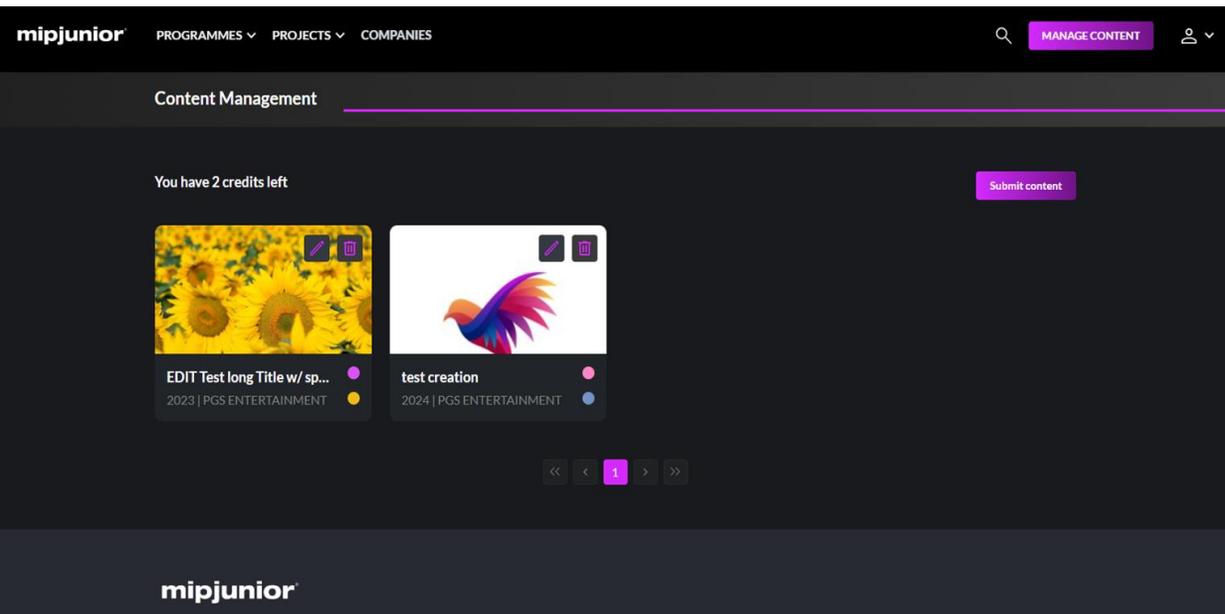
➤➤➤ Click on “Digital Content Library” square and you will be redirected on the MIPJUNIOR Screenings Library Homepage

# MIPJUNIOR SCREENINGS LIBRARY

## Content Uploads Guidelines (Sellers ADMIN)



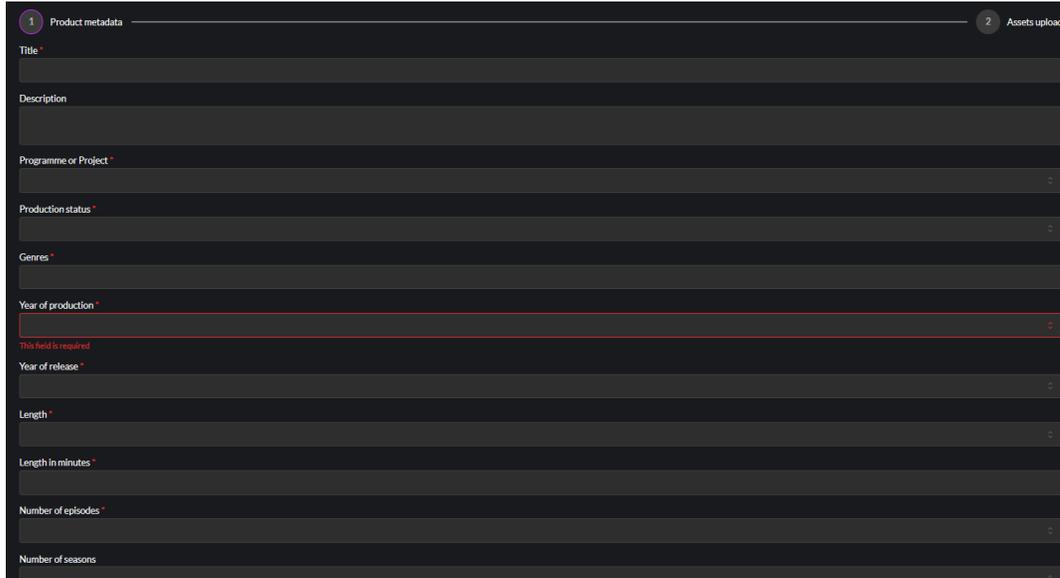
»»» Click on “manage content” on the top right menu of the home page



»»» On the “content management” page, you will be able to see how many credit you have left (1), the content you already uploaded (2), and upload new content (3)

# MIPJUNIOR SCREENINGS LIBRARY

## Content Uploads Guidelines (Sellers ADMIN)



The screenshot displays a dark-themed web form for content uploads. At the top, there are two tabs: '1 Product metadata' (active) and '2 Assets upload'. The form contains several input fields, each with a red asterisk indicating it is mandatory. The fields are: Title, Description, Programme or Project, Production status, Genres, Year of production (with a red error message 'This field is required'), Year of release, Length, Length in minutes, Number of episodes, and Number of seasons. Each field has a small downward arrow icon on the right side, suggesting a dropdown menu.

- »»» Once you click on 'Submit content' please fill out the "product metadata" form.
- »»» Guidelines for the image is high-quality image in landscape orientation and approx. 16:9 ratio
- »»» Guidelines for the video is .mpg .mpeg .m4v .mp4 .mov .webm .mkv format, max. 8GB. (see more details on how to upload a video on the next slide
- »»» Fields with a star (\*) are mandatory.

### IMPORTANT:

Try to be as accurate as possible when filling in the synopsis in your descriptions, and all attached data. We have enhanced filter and searching capabilities that will be used by buyers to find content based on their acquisition strategy.

# MIPJUNIOR SCREENINGS LIBRARY

## Content Uploads Guidelines (Sellers ADMIN)

Once you have finished to complete the “product metadata” form, click on the “submit content” button at the bottom right to go the next step : “Assets Upload”

**Your content needs a key art image, upload a high-quality image in landscape orientation and approx. 16:9 ratio**

**Upload any complimentary document to your video (optional)**

**You can choose a file from your computer by clicking on “Upload video file”  
As of today, following formats are supported: .mpg .mpeg .m4v .mp4 .mov .webm .mkv format, max. 8GB**

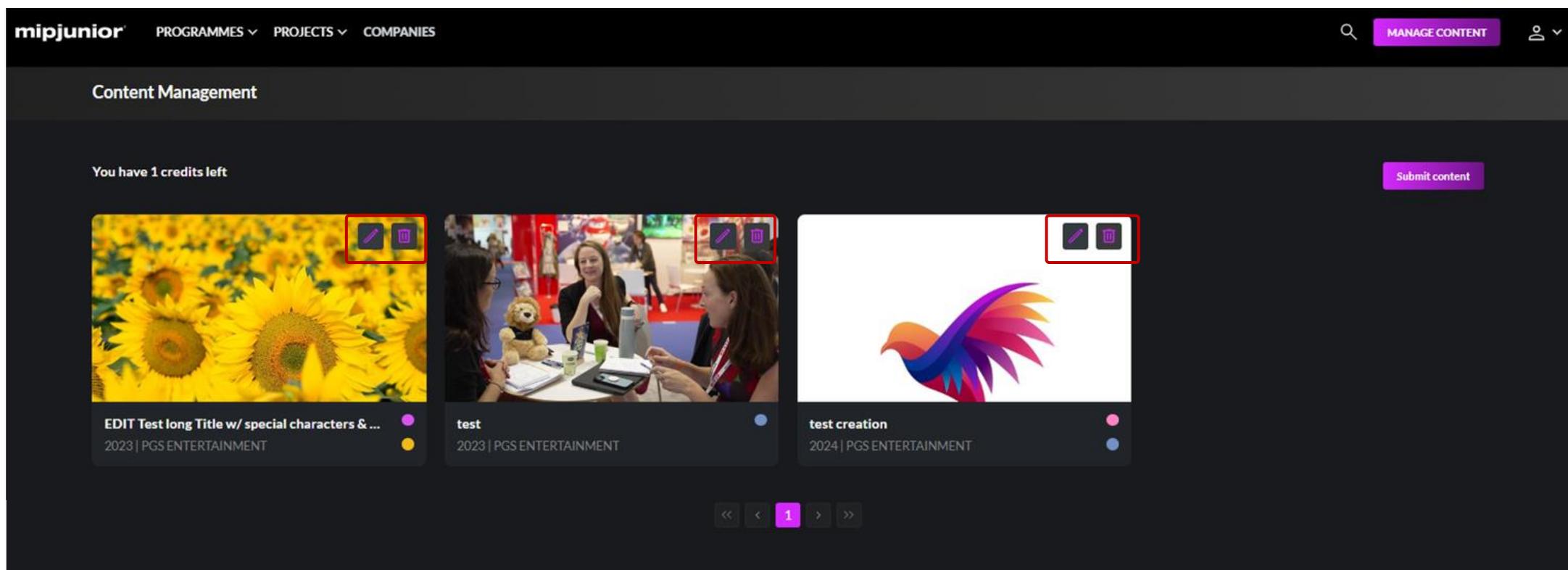
**Click here to come back on the previous page and edit the “product metadata” form**

**Wait until video loading bar is full to click ‘done’**

# MIPJUNIOR SCREENINGS LIBRARY

## Content Uploads Guidelines (Sellers ADMIN)

You can come back at anytime on the Content Management page to edit your contents that are already uploaded by using the pen icon or delete them with the bin icon.



The screenshot displays the MIPJunior Content Management interface. At the top, the navigation bar includes the MIPJunior logo, menu items for PROGRAMMES, PROJECTS, and COMPANIES, a search icon, a MANAGE CONTENT button, and a user profile icon. The main heading is "Content Management". Below this, a status message reads "You have 1 credits left" and a "Submit content" button is visible. Three content items are shown in a grid:

- Item 1:** A thumbnail of sunflowers. The title is "EDIT Test long Title w/ special characters & ...". It is associated with "2023 | PGS ENTERTAINMENT". A red box highlights the edit (pen) and delete (bin) icons in the top right corner.
- Item 2:** A thumbnail of people at a table. The title is "test". It is associated with "2023 | PGS ENTERTAINMENT". A red box highlights the edit (pen) and delete (bin) icons in the top right corner.
- Item 3:** A thumbnail of a colorful bird logo. The title is "test creation". It is associated with "2024 | PGS ENTERTAINMENT". A red box highlights the edit (pen) and delete (bin) icons in the top right corner.

At the bottom of the interface, there is a pagination control showing a series of arrows and the number "1" in a highlighted box, indicating the current page.

# Thank you

## Need any Assistance

Contact our Customer Helpdesk :

- **By phone** : (+33) 1 47 56 51 00 - Our telephone service is open from Monday to Friday, 9am to 6pm CET.
- **By form**
- **Read the FAQ**
- **T. +33 (0)6 00 00 00 00**

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**mipjunior**

JW Marriott:  
Cannes, France

**18 → 20**  
**OCT. 2024**