mipjunior®

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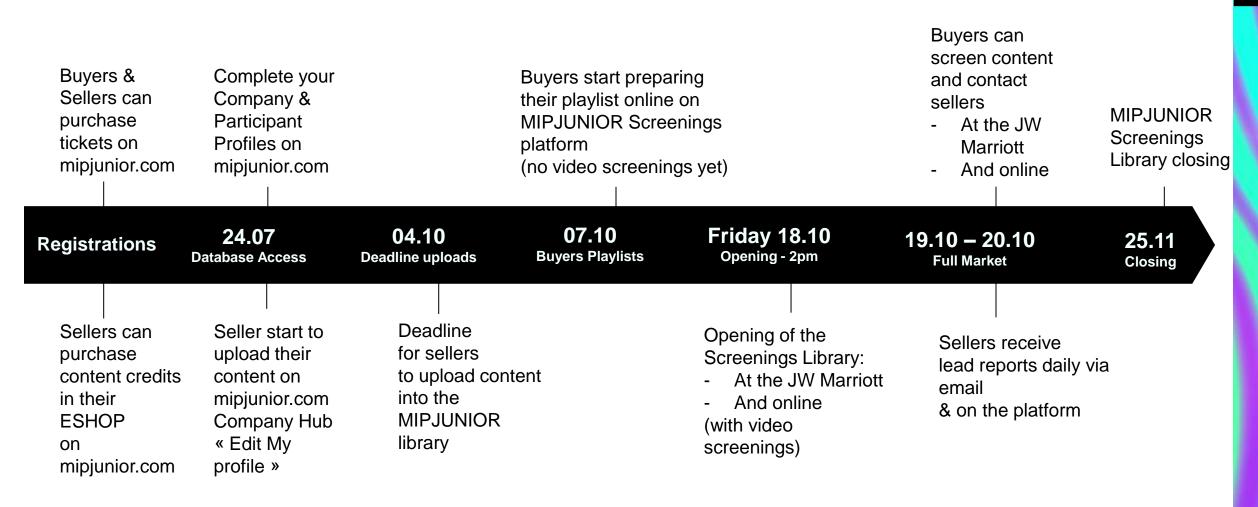
They can also add secondary ADMINS (unlimited) in your company hub page online to share their rights with other colleagues for account set up.

mipjunior®

TABLE OF CONTENT

mipjunior®

TABLE OF CONTENT

Buyers &
Sellers can
purchase
tickets on
mipjunior.com

Complete your
Company &
Participant
Profiles on
mipjunior.com

Buyers start preparing
their playlist online on
MIPJUNIOR Screenings
platform
(no video screenings yet)

Buyers can
screen content
and contact
sellers
- At the JW
  Marriott
- And online

MIPJUNIOR
Screenings
Library closing

Registrations   **24.07**   **04.10**   **07.10**   **Friday 18.10**   **19.10 – 20.10**   **25.11**
Database Access   Deadline uploads   Buyers Playlists   Opening - 2pm   Full Market   Closing

Sellers can
purchase
content credits
in their
ESHOP
on
mipjunior.com

Seller start to
upload their
content on
mipjunior.com
Company Hub
« Edit My
profile »

Deadline
for sellers
to upload content
into the
MIPJUNIOR
library

Opening of the
Screenings Library:
- At the JW Marriott
- And online
(with video
screenings)

Sellers receive
lead reports daily via
email
& on the platform

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

mipjunior®

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.
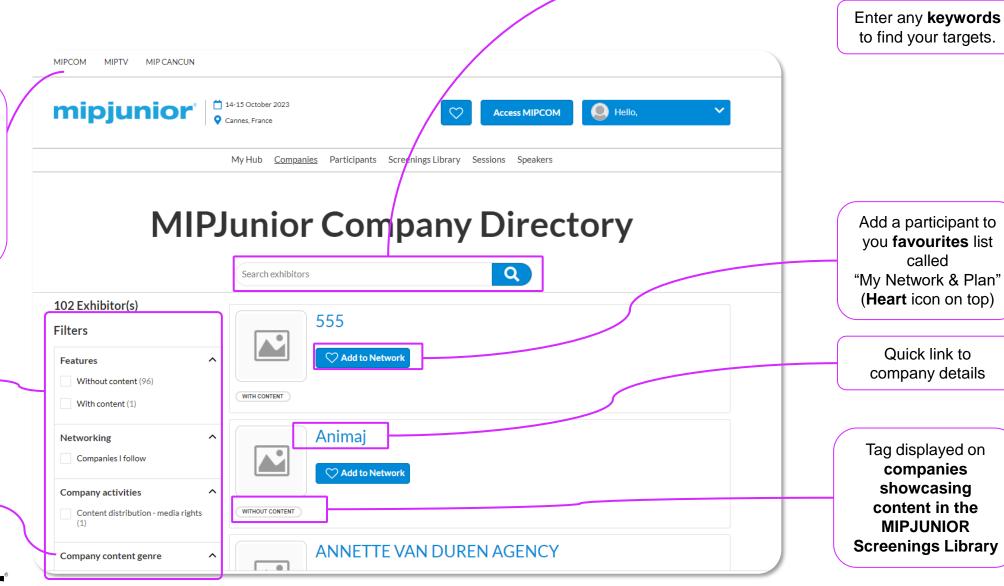
mipjunior®

COMPANY DIRECTORY

Enter any **keywords** to find your targets.

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

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

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

Find your best targets using the **filtering options**

Quick link to company details

Tag displayed on **companies showcasing content in the MIPJUNIOR Screenings Library**

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
♡ Add to Network
WITH CONTENT

Animaj
♡ Add to Network
WITHOUT CONTENT

ANNETTE VAN DUREN AGENCY

mipjunior

PARTICIPANT PROFILE

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

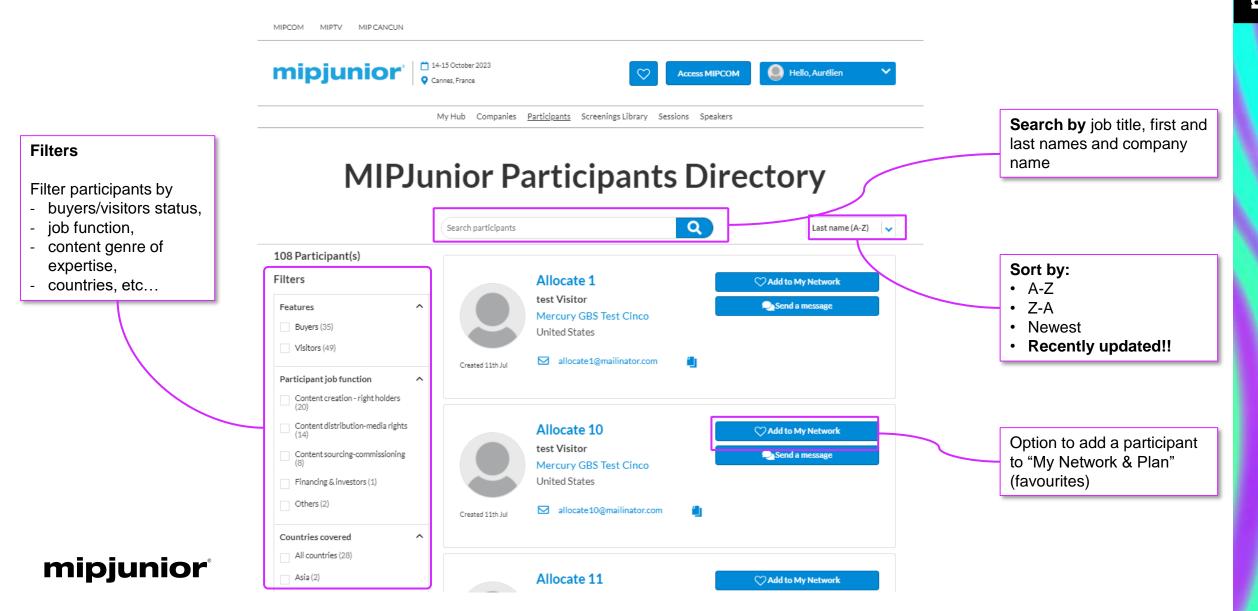Then update your personal profile **by clicking on the pen icon button on each section**
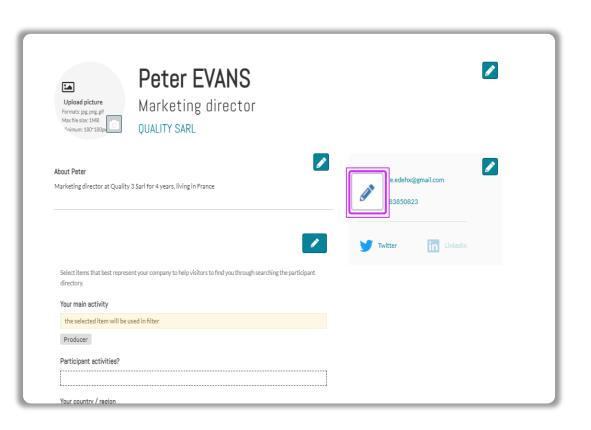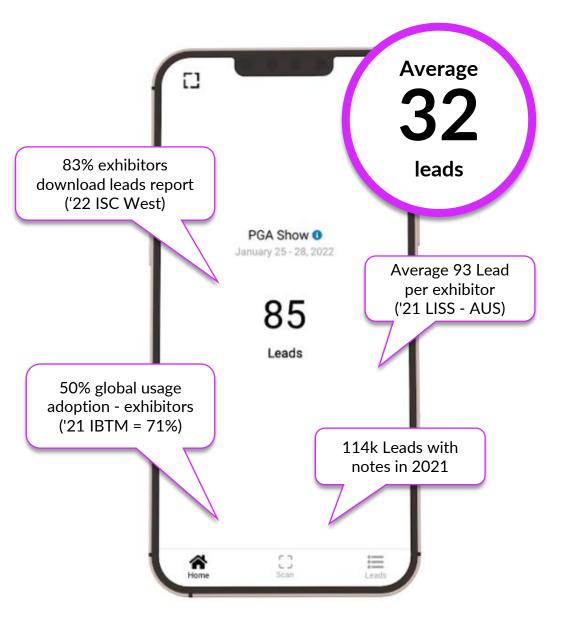
You should add:

>>> **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

mipjunior®

PARTICIPANTS DIRECTORY

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

mipjunior®

Average
32
leads

83% exhibitors download leads report ('22 ISC West)

PGA Show ℹ
January 25 - 28, 2022

85
Leads

Average 93 Lead per exhibitor ('21 LISS - AUS)

50% global usage adoption - exhibitors ('21 IBTM = 71%)

114k Leads with notes in 2021

Home   Scan   Leads

mipjunior®

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

mip®

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

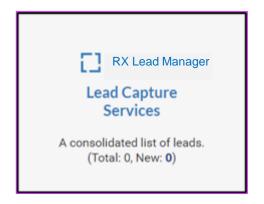## After the market

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
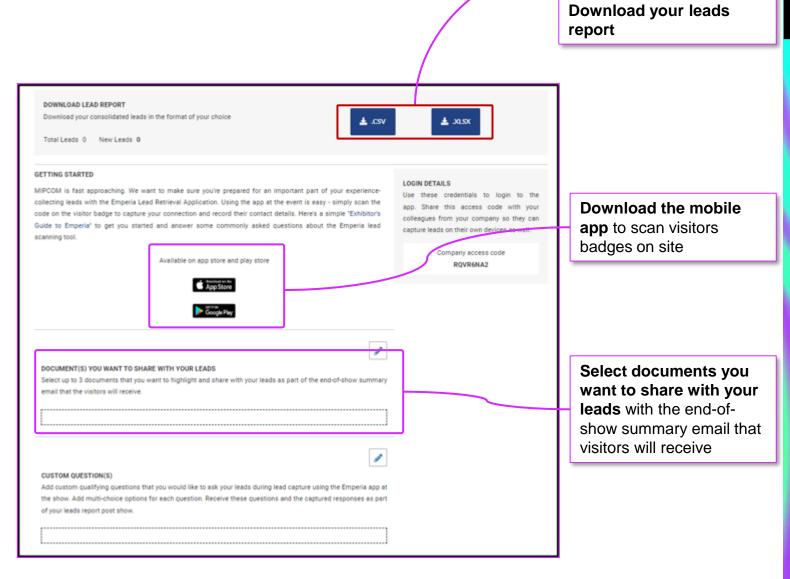
2. Use the collected information
Keep in touch to follow up, send quote, or any information and increase your ROI

mipjunior®

RX LEAD MANAGER

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®

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®

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®

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®

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
PROJECT	**70€**	**70€**	**70€**
PROGRAMME	**255€**	**255€**	**DISCOUNT!**

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

mipjunior®

MIPJUNIOR SCREENINGS LIBRARY
Buy Content Credits (Sellers)

ONLY ADMINS can buy credits and upload content !!

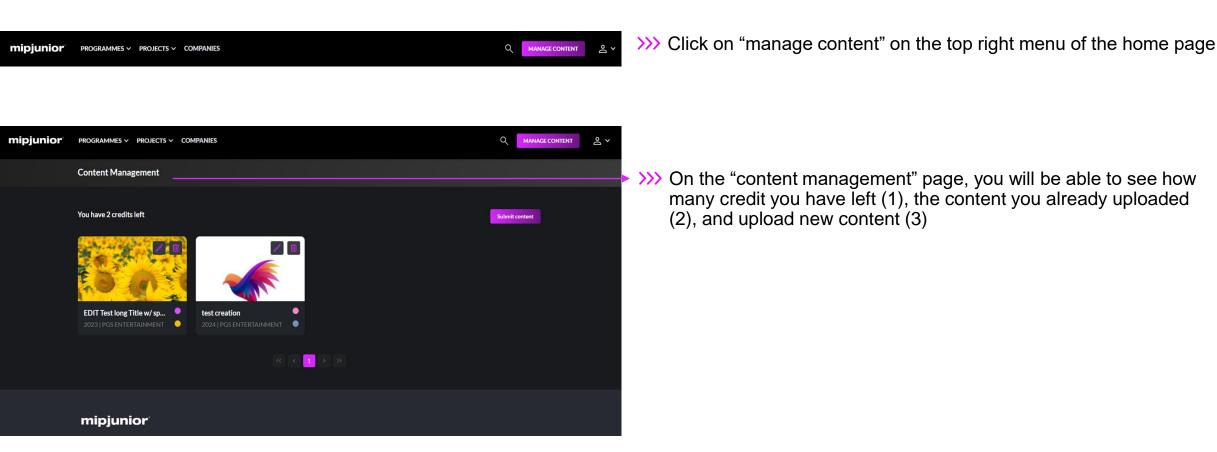Add as many account administrators registered colleagues as you want in your company hub

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)

>>> 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 buttom right to go the next step : "Assets Upload"
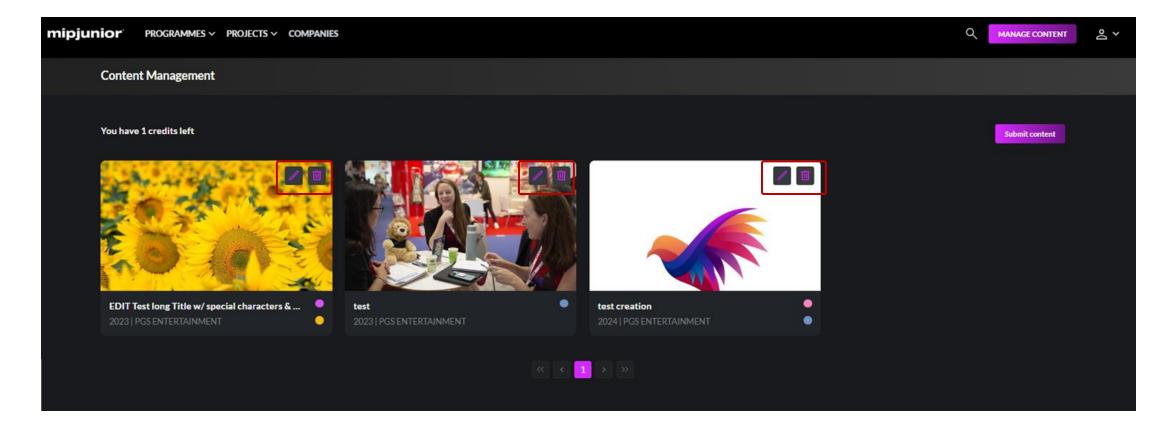

Your content needs a key art image, upload a high-quality image in landscape orientation and approx. 16:9 ratio

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

Wait until video loading bar is full to click 'done'
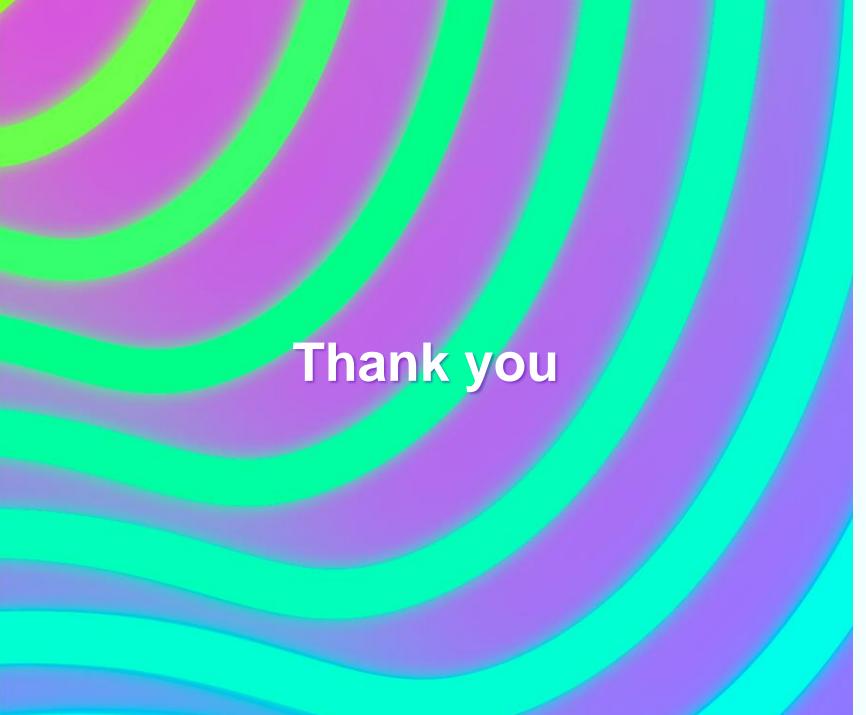
Click here to come back on the previous page and edit the "product metadata" form

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.

Thank you

Need any Assitance

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

mipjunior®

JW Marriott:
Cannes, France

18 → 20
OCT. 2024

Built by
RX
In the business of
building businesses