

WHAT IS THE EVENT “MIPJUNIOR PITCH?”

The MIPJUNIOR Pitch **KIDS-TWEENS (6-12)** is evolving to reflect the fast-changing Kids landscape.

This international competition is open to **creators of bold and original IPs for children**, with the greatest potential **for TV and/or digital & Streaming platforms** - whether these IPs are completely new or originated from social media, gaming, books, e-books, podcasts or other. Finalists will have the opportunity to pitch in front of a panel of top commissioners and licensing experts at MIPJUNIOR 2025.

The MIPJUNIOR Pitch **KIDS-TWEENS (6-12)** will take place during MIPJUNIOR (**11-12 October 2025**), at the Palais des Festivals, Cannes, France.

WHAT ARE THE CRITERIA FOR MIPJUNIOR PITCH PRESCOOL (3-6)?

The pre-selection of **KIDS-TWEENS (6-12)** projects will be based on the following criteria:

- Adapted for TV & streaming platforms
- 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 (6-12)** audiences (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 & Conditions of the MIPJUNIOR Pitch **KIDS-TWEENS (6-12)**, 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 2025 (additional registrations will need to be paid).
4. You must be available to come to Cannes for the rehearsal taking place on Friday 10 October in the afternoon **and/or** Saturday 11 October end of the afternoon, and to pitch on stage on Sunday 12 October 2025.
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 Pitch **KIDS-TWEENS (6-12)** call for entries opens: **2 June 2025**
- Final deadline for entries: **21 August 2025**
- Project holders informed about their selection: **Mid-September 2025**
- Official announcement: **Late September 2025**
- Preparatory and mandatory technical meeting: To be scheduled on **Friday 10 October in the afternoon and/or Saturday 11 October end of the afternoon** (exact time to be confirmed), Palais des Festivals, Cannes, France
- Pitching session: **Sunday 12 October 2025** (exact time to be confirmed), Palais des Festivals, Cannes, France

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 2025 (more information regarding MIPJUNIOR registration fee is available [here](#)).

WHAT IS THE SELECTION PROCESS?

The MIPJUNIOR Pitch **KIDS-TWEENS (6-12)** is managed by RX France and its kids' entertainment industry partners. A Jury made of international decision-makers and experts will select the 5 finalists & winner on the basis of the below criteria:

- Adapted for TV & streaming platforms
- 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 (6-12)** audiences
- 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 WILL THE FINALISTS BE ANNOUNCED?

The **5 finalists** who have been selected to participate in the Live Pitch will be announced by RX GLOBAL **by Late September** on the **MIPJUNIOR website** and will be notified by **Mid-September** 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 2025
- 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 receive a trophy.

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

- Editorial coverage on the MIPJUNIOR website
- 1 free entrance to MIPJUNIOR 2026

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

Please send an email to: Sophie LI (sophie.li@rxglobal.com).