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DIGITAL SERVICES
INSTRUCTIONS FOR ADMIN USERS
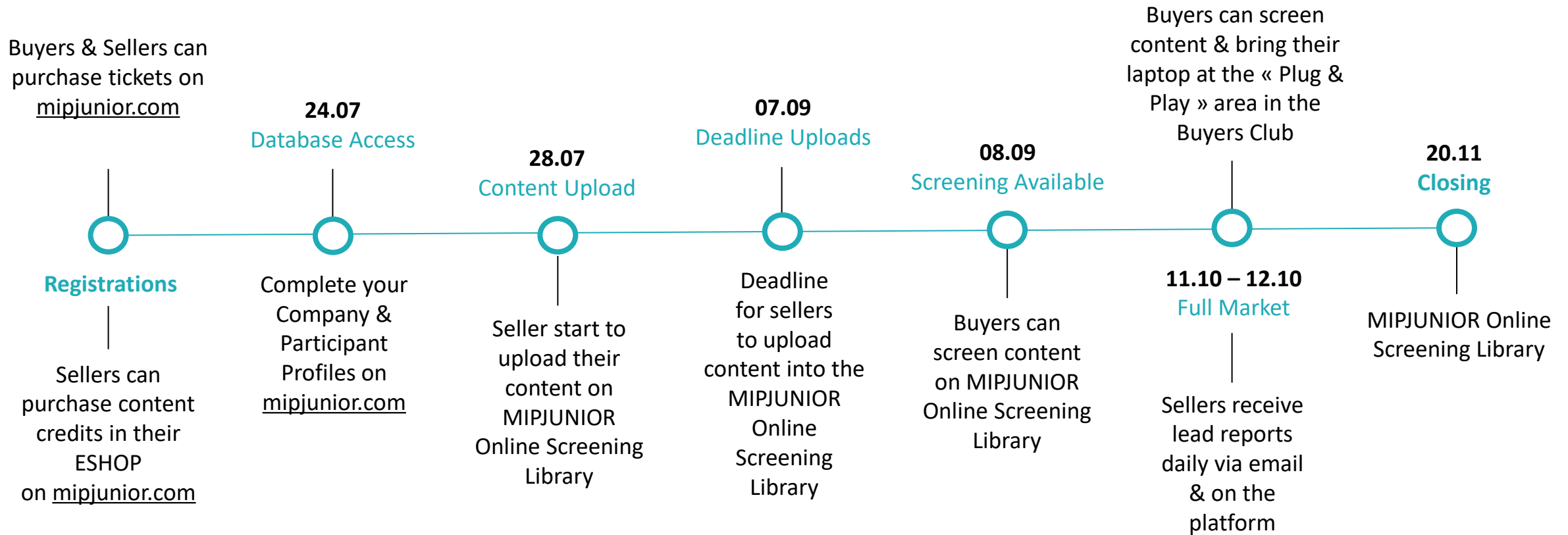
Built by RX — In the business of building businesses

11 – 12 OCT. 2025   Palais des Festivals, Cannes

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TABLE OF CONTENT

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1. 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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2. Timeline Until MIPJUNIOR

Buyers & Sellers can
purchase tickets on
mipjunior.com

24.07
Database Access

28.07
Content Upload

07.09
Deadline Uploads

08.09
Screening Available

Buyers can screen
content & bring their
laptop at the « Plug &
Play » area in the
Buyers Club

20.11
Closing

Registrations

Complete your
Company &
Participant
Profiles on
mipjunior.com

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

Seller start to
upload their
content on
MIPJUNIOR
Online Screening
Library

Deadline
for sellers
to upload
content into the
MIPJUNIOR
Online
Screening
Library

Buyers can
screen content
on MIPJUNIOR
Online Screening
Library

11.10 – 12.10
Full Market

Sellers receive
lead reports
daily via email
& on the
platform

MIPJUNIOR Online
Screening Library

❑ Buyers can screen content online after the event (until 20.11)
❑ Get **20% DISCOUNT** on programmes by purchasing 3 programmes or more in the ESHOP on mipjunior.com

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3. Your Company Profile

Only available for admins

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 should 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
- Documents (PDF format, max size 5 MB per file)
- Projects & programmes (see next page)

- If you have Gold Package, your sponsored category (Limited upgrades available)
- Other ADMINS, add your colleagues as admins as well so they can also upload content in the library

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

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3. Your Company Profile

COMPANY DIRECTORY

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

Filters

Find your best targets using the filtering options

Enter any keywords to find your targets

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

Quick link to company details

Tag displayed on companies showcasing content in the MIPJUNIOR Online Screening Library

4. Your Participant Profile

Click in top right menu under your name on "**My Profile**".
Then update your company profile **by clicking on the pen icon button on each section**

You should add:
- **Your photo MANDATORY FOR BADGE** (recommended size 180x180px , max. 1MB)
- Your job function and more details about your activity
- Links to your social media profiles (LinkedIn & X)
- Your contact details are displayed by default. Click on the pen picture, then "Change" to hide your email & phone.

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

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4. Your Participant Profile

PARTICIPANT DIRECTORY

Search by:
- Job title
- First and last names
- Company name

Sort by:
- A-Z
- Z-A
- Newest

Filters

Filter participants by:
- Buyers/visitors status
- Job function
- Content genre of expertise
- Countries

etc...

Option to "Add to My Network" (favourites)

Download your favorites in **PDF!**

5. MIPJUNIOR Online Screening Library

FOR BUYERS

❏ Once registered to MIPJUNIOR (ticket purchased), Buyers will get an **invitation via email** to access MIPJUNIOR Online Screening Library in **early September** to start screening content online.

❏ They will also receive instructions on how to use the dedicated **MIPJUNIOR Online Screening Library** & how to use mipjunior.com platform prior to the event.

Please note that the login & password to access the Online Screening Library are the same as for MIPCOM & MIPJUNIOR account.

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5. MIPJUNIOR Online Screening Library

FOR BUYERS

❑ Buyers will be able to screen MIPJUNIOR catalogue of projects & programmes:
   - on-site at the "*Plug & Play*" area in the **Buyers Club area**, where you can bring your computer
   - online via the dedicated www.screening.mipjunior.com platform from **8 September**

❑ Buyers will also be able to continue screening online after MIPJUNIOR **until 20 November**

❑ Buyers' viewing **reports will be sent daily** via email & can also be downloaded at any time from the MIPJUNIOR Online Screening Library

❑ Buyers can **contact sellers** via the MIPJUNIOR Online Screening Library (contact button) & will automatically send them leads when screening their contents

❑ Buyers can **take notes & save them** when screening a content within the platform

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5. MIPJUNIOR Online Screening Library

FOR SELLERS (ADMINS)

❑ Once registered (ticket purchased), Sellers will receive instructions on **how to use** mipjunior.com platform to purchased content credits & **how to use** the dedicated MIPJUNIOR Online Screening Library to **upload their content** prior the event

❑ From **28 July,** ADMINS sellers can **buy content credits** for MIPJUNIOR content upload via the **ESHOP** on mipjunior.com "Company Hub"

❑ Then ADMIN sellers can upload MIPJUNIOR content directly on the MIPJUNIOR Online Screening Library **using their credits**

❑ **7 September**: Deadline for sellers to upload, update their projects & programmes via mipjunior.com platform for MIPJUNIOR Online Screening 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

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5. MIPJUNIOR Online Screening Library

FOR SELLERS (ADMINS)

❑ 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 MIPJUNIOR Online Screening Library **until 20 November**

❑ The lead report will also be sent via email automatically every day to the sellers' contact list

❑ Lead data includes screening date, duration, if content was in playlist/favorites, buyers' profile & more

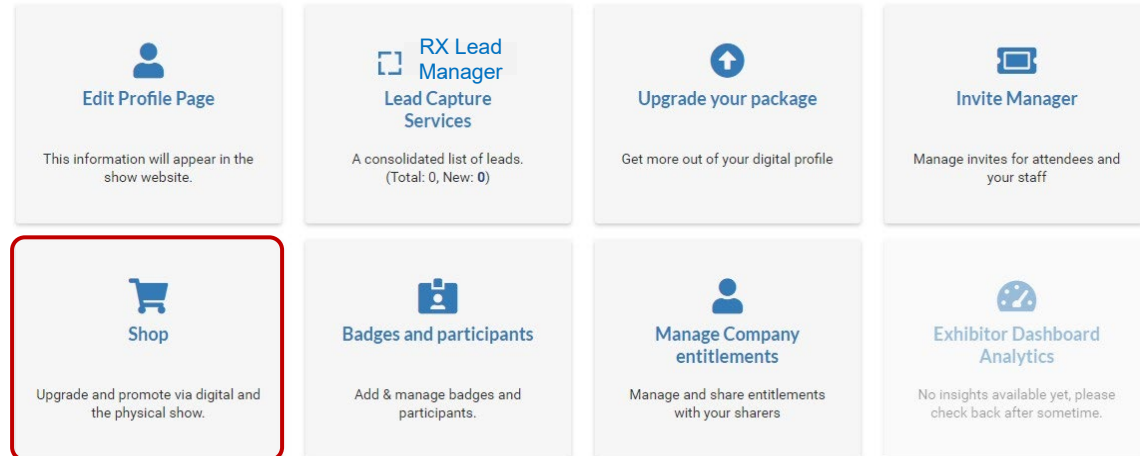❑ The lead reports will allow sellers and buyers to arrange meetings during MIPJUNIOR, MIPCOM & after the events

Please note that the login & password to access the Online Screening Library are the same as for MIPCOM & MIPJUNIOR account.

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6. MIPJUNIOR Online Screening Library

Buy Content Credits (SELLERS <u>ADMIN</u>)

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

|			
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 sharers	**Exhibitor Dashboard Analytics** No insights available yet, please check back after sometime.

You need to buy content credits in order to upload programmes & projects in MIPJUNIOR Online Screening Library:

- Once you arrive on the ESHOP, select the content you want to buy

- Project: **€50**
- Programme: **€170**

Get 20% OFF on 3 programmes or more,

3 programmes = 510€ -> **408 euros!!**

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7. MIPJUNIOR Online Screening Library
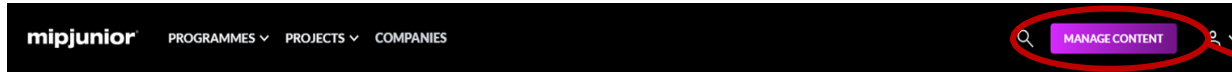
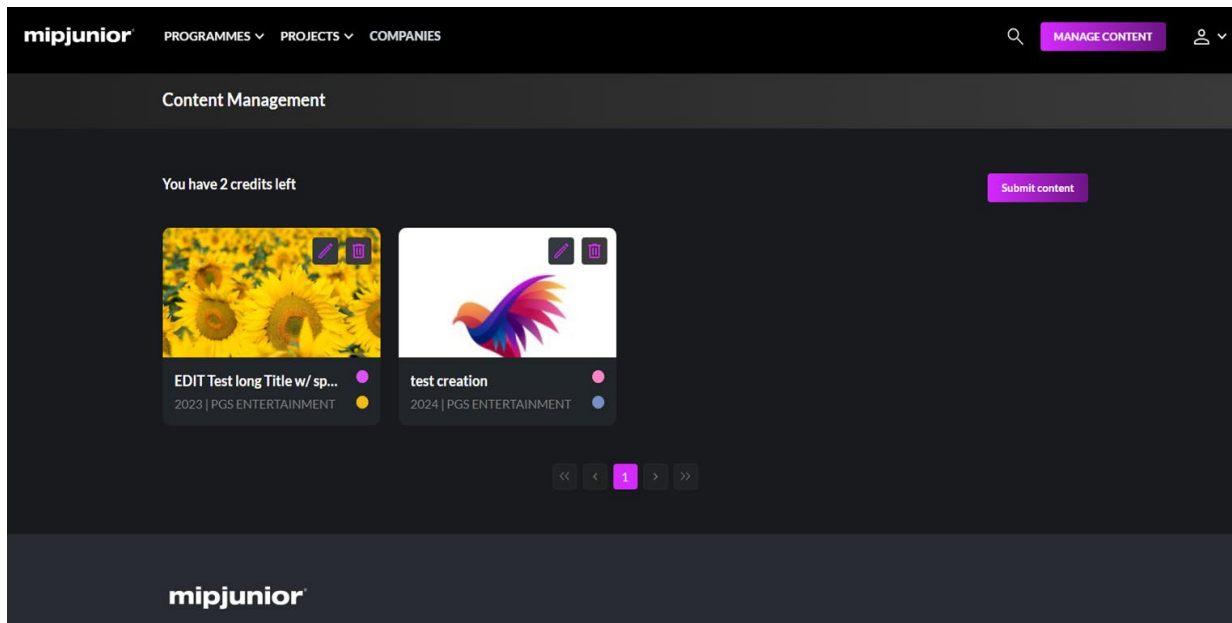*Content Uploads Guide (SELLERS <u>ADMIN</u>)*
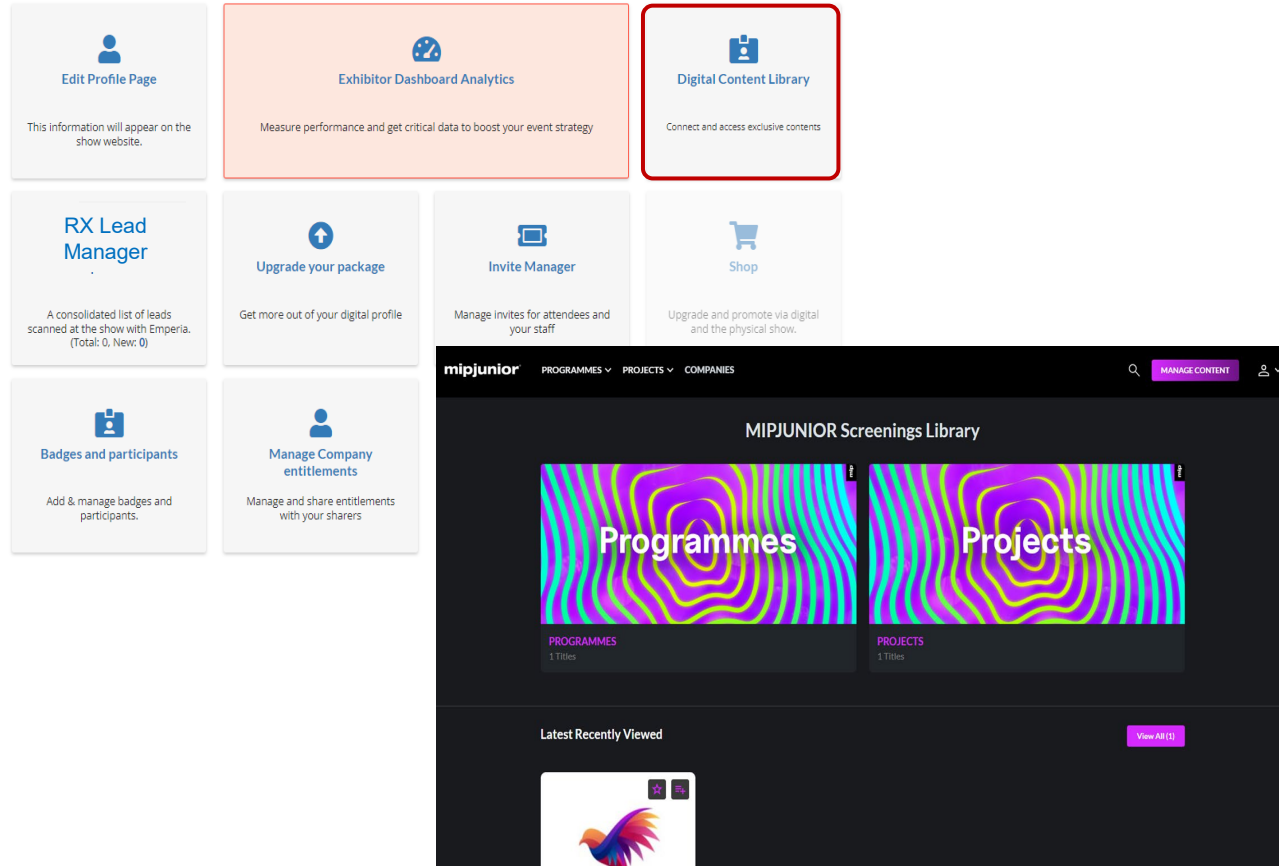
- Go to your MIPJUNIOR.com account (activation email sent after your registration)

- Select "Company hub" in the top menu

- Click on "Digital Content Library" square & you will be redirected on the MIPJUNIOR Online Screening Library Homepage

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7. MIPJUNIOR Online Screening Library

Content Uploads Guide (SELLERS <u>ADMIN</u>)

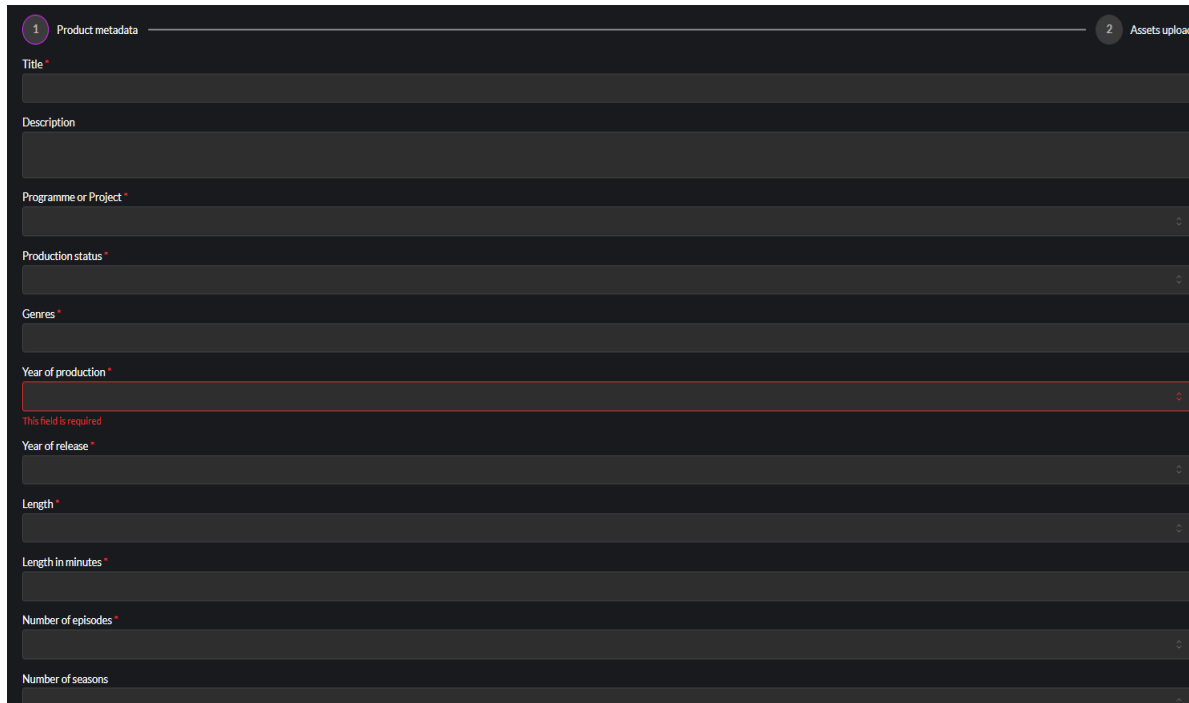Click on "manage content" on the top right menu of the home page

On the "content management" page, you will be able to:

- See how many credit you have left

- See the content you already uploaded

- Upload new content

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7. MIPJUNIOR Online Screening Library

Content Uploads Guide (SELLERS <u>ADMIN</u>)

- 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**

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

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7. MIPJUNIOR Online Screening Library

Content Uploads Guide (SELLERS <u>ADMIN</u>)

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*)

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'

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**
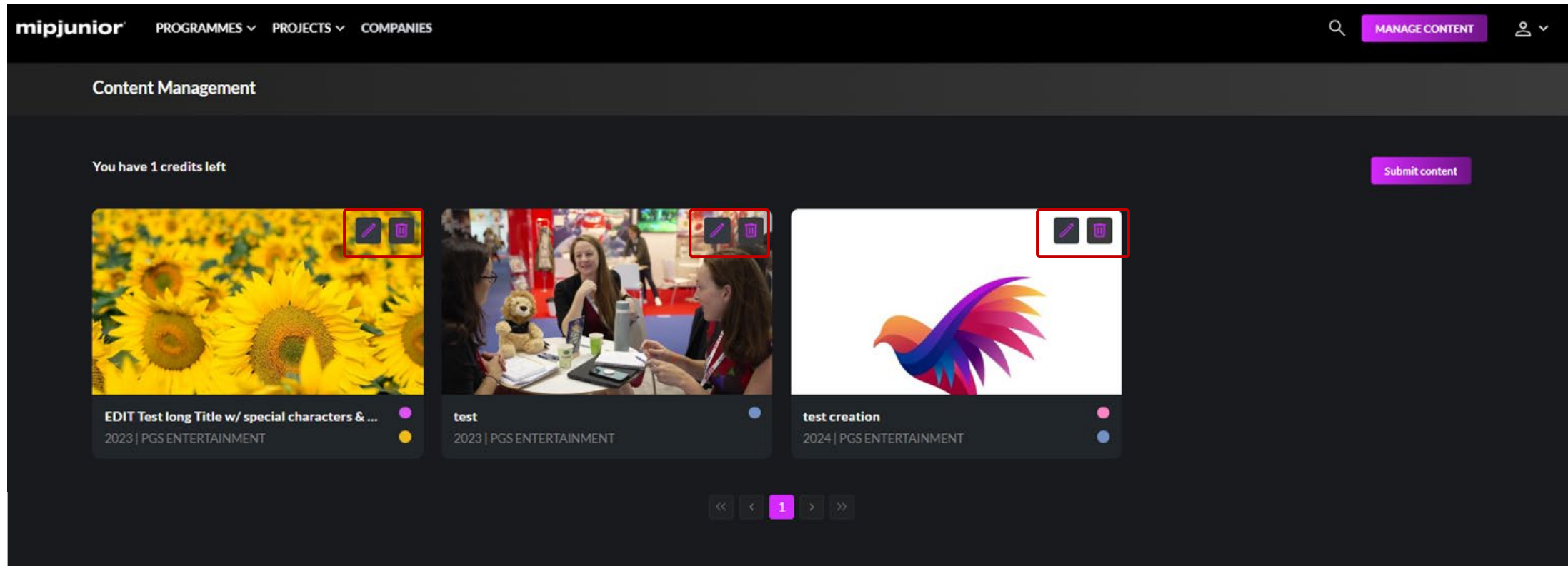
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7. MIPJUNIOR Online Screening Library

Content Uploads Guide (SELLERS <u>ADMIN</u>)

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.

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NEED ANY ASSISTANCE

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Contact our Customer Helpdesk :
- By phone : (+33) 1 47 56 51 01

Our telephone service is open from Monday to Friday, 9am to 6pm CET.

- By Form
- Read the FAQ

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In the business of building businesses