

F.A.Q.

Kids Series Pitch

WHAT IS THE KIDS SERIES PITCH?

The **Kids Series Pitch** presents the most promising projects from creators and producers of animation and live action series to meet kids' growing appetite for innovative content.

The Kids Series Pitch is open to all creators and producers from around the world (under the banner of a company or not) to present their new and original kids animation and live action projects looking for international creative and financing partners.

The Kids Series Pitch takes place during MIPTV (30 March-2 April 2020) as part of In Development, The Gateway to International Financing & Strategic Partnerships, in the Palais des Festivals, Cannes.

WHO CAN APPLY?

- › Producers seeking international partners and funding for this specific project
- › Required experience: the producer submitting a project must have been involved in the production of at least one kids/tween/teen animated or live-action series
- › New and original concepts which have not been commissioned or released yet and for which the worldwide rights are still available
- › The project must not have been presented at a public pitching session 6 months before In Development to be part of the Official Selection

WHAT ARE THE CRITERIA FOR SELECTION?

Selection will be based on the following criteria:

- ✓ High quality storytelling
- ✓ Original, creative and innovative concept
- ✓ Universal values and international appeal
- ✓ Potential for longevity and returning seasons
- ✓ Well written with a clear statement of the viability of the project
- ✓ Entertainment content targeting kids & teen audiences

HOW DO I SUBMIT MY PROJECT?

Submit your project by completing in English the online [Pitch Entry Form](#) and agreeing to the 2020 Kids Series Pitch Terms and Conditions by 13 January 2020.

The elements below are required to take part in the selection process:

- ✓ Short synopsis
- ✓ A visual of the project
- ✓ Bible (synopsis, characters, locations – 5 pages max.)
- ✓ A sizzle reel (less than 2 min) or a moodboard

Once the finalists are informed about their selection, the applicants commit to confirm within the 2 following days that the material submitted for the application can be used for communications promoting the Kids Series Pitch.

By submitting a project, the applicant acknowledges he/she must come to MIPTV in Cannes and present a video of up to 90” as part of the live pitch, in case the project is selected.

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HOW MANY TIMES CAN I APPLY?

Each company or independent creator/producer can submit up to 1 project.

IS THERE ANY COST TO APPLY?

No fee is required to enter a project in the competition.

DO I HAVE TO BE REGISTERED AT MIPTV TO ENTER THE PITCHING COMPETITION?

No, to submit your project, it is not required to be registered at MIPTV but you can be expected to be contacted by a Reed MIDEM Representative.

WHAT ARE THE KEY DATES AND DEADLINES?

- > **25 November 2019** : The call for entries opens online
- > **13 January 2020** : Deadline for entries
- > **By mid-February**: Finalists informed about their selection
- > **By end of February**: Official announcement of the Finalists
- > **Maybe held from Sunday 29 March 2020**: Technical meeting for the finalists. The presence of a representative of the finalist projects is required in order to prepare the live pitch. The technical meeting is mandatory. Final date and time will be confirmed soon.
- > **Between 30 March to 2 April 2020**: Finalists pitching at MIPTV, Palais des Festivals, Cannes. Final date and time to be confirmed soon.

WHAT IS THE SELECTION PROCESS?

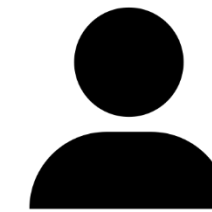
Submitted projects will be reviewed by a Jury of international experts from the kids entertainment industry.

5 finalists will be selected to pitch their project on the MIPTV stage in front of a panel of kids entertainment experts. Reed MIDEM reserves the right to change the number of finalists.

WHAT WILL I GET IF I AM SELECTED AS A FINALIST OF THE KIDS SERIES PITCH?

- ✓ Visibility during the on-stage pitching in Cannes during MIPTV 2020
- ✓ Visibility in MIPTV 2020 communication and marketing tools (official conference programme, MIPTV website and social media)
- ✓ Organised one-to-one meetings with the Jury members in Cannes

CONTACT



ANY QUESTION? CONTACT
[CECILE GAVET](mailto:cecile.gavet@reedmidem.com)
cecile.gavet@reedmidem.com