

F.A.Q. Creative Talent Pitch

WHAT IS THE CREATIVE TALENT PITCH?

As the scripted short form strategy is shifting amongst non-linear platforms, from a logic of episode duration and target audience, to a logic of IP quest and talent nurturing – the revamped *Drama Short Form Series Pitch* becomes the **CREATIVE TALENT PITCH**.

The **Creative Talent Pitch** is open to independent creators and producers to present an original scripted and serialized creative concept from a diverse range of delivery media (web series, social media stories, podcast, game, YouTube channel, etc.) to be developed and/or adapted to different scripted series formats.

The **Creative Talent Pitch** is a unique opportunity for producers, linear and non-linear buyers and commissioners, distributors, talent agents and brands to spot fresh ideas, connect with new creative talent and develop bold content.

The Creative Talent 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?

- > Applicants seeking international partners for development and funding of their original concept
- > Independent creator and/or producer with a previous scripted project produced and/or broadcast on any platform
- > Scripted projects from all genres (drama, comedy, period drama, dramedy, crime/thriller, sci-fi, horror, etc.). Docu-series and animation series are not eligible for the selection.
- > Original concept and/or IP which have not been commissioned yet. If the concept has been self-produced and independently released such as web series, social media stories, scripted video game, podcast series... its license and format adaptation rights are still available worldwide
- > The project must not have been presented at a public pitching session 6 months before In Development to be part of the Official Selection

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WHAT ARE THE CRITERIA FOR SELECTION?

Selection will be based on the following criteria:

- ✓ Original idea sustainability
- ✓ Creator's artistic connection with the project
- ✓ Potential for the original concept to become a scripted series with multi-format adaptation and/or multi platform extension
- ✓ Creative, innovative, visionary storytelling
- ✓ Production value
- ✓ International appeal

HOW DO I SUBMIT MY PROJECT?

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

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

- ✓ A short synopsis
- ✓ A motivation letter
- ✓ Bible (concept, synopsis, logline, premise, arena, main characters, story arch and ending – 10 pages max.)
- ✓ Story treatment sample and/or dialogues (10 pages max.)
- ✓ Link to a 3' max proof of content (mood board, sizzle reel, podcast episode, gaming demo, etc.)

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 Creative Talent 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.

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WHAT IS THE SELECTION PROCESS?

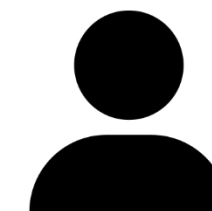
Shortlisted projects from Reed MIDEM's pre-selection committee will be reviewed by a Jury of international industry experts from development, to IP sourcing, commissioning and/or talent building.

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

WHAT WILL I GET IF I AM SELECTED AS A FINALIST OF THE CREATIVE TALENT 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
- ✓ SerienCamp will provide a complimentary badge to one producer from the Official Selection of the Creative Talent Pitch to attend SerienCamp Conference taking place in Munich in November 2020.

CONTACT



ANY QUESTION? CONTACT

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