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WHAT IS THE MIPFORMATS INTERNATIONAL PITCH?

MIPFormats International Pitch 2020 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, non-scripted entertainment formats.

This year MIPFormats International Pitch joins forces with Hunan TV - International Biu Project.

Hunan TV is a renowned entertainment content producer and broadcaster based in China. Boasting almost 30 in-house production studios and teams, it has successfully maintained a leading position in the Chinese television market for over 22 consecutive years in terms of both ratings and advertising revenues. By expanding Biu Projects, a successful practice of content incubation and pilot production system, to the international level, Hunan TV aims to find the next big thing both for China and the international markets.

Pitch your idea to format experts from Hunan TV and international leading broadcasters and turn your creativity into successful TV content.

Don't miss the opportunity to expose your greatest format concept on the international stage!

The 11th annual MIPFormats, the discovery showcase for the global formats community, will run in Cannes on 28-29 March 2020, ahead of MIPTV (30 March-2 April 2020).

WHO CAN APPLY?

The MIPFormats International 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, non-scripted entertainment formats

WHAT ARE THE CRITERIA FOR SELECTION?

Selection will be based on the following criteria:

- ☑ Creativity
- ☑ Originality
- ☑ Innovation
- ☑ Capacity of returning for multiple series

The selected projects will also have to be:

- ☑ Well structured, tightly formatted
- ☑ Fitting in the following genres of non-scripted formats: entertainment, factual entertainment, gameshows, and studio entertainment
- ☑ Potential to travel as a format to countries small and large
- ☑ Projects must be new and original format concepts which have not been commissioned or broadcast on linear television or non linear television yet and for which the worldwide format rights are still available

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HOW DO I SUBMIT MY PROJECT?

Submit your project by completing the [online Pitch Entry via our online platform](#) and agreeing to the MIPFormats International Pitch 2020 Rules and Regulations by 12 February 2020.

You will be requested in the online Pitch Entry to detail your Pitch Summary – it shall include:

- ☑ A detailed format description including an opening paragraph that summarises the format pitch or logline
- ☑ A realistic approach to shooting schedules, broadcaster budget, legal restraints
- ☑ A clear statement of the target audience and a view on where the format would fit in the broadcast schedule
- ☑ A biography/filmography of the producer
- ☑ A 2mn video (streaming link only) of the creator in front of the camera pitching the format
- ☑ Any additional materials will be welcome but not necessary for the first round of submissions.

A sizzle reel (streaming link only) will be required only for those 10 projects that are shortlisted from which the judges will select the final projects to be pitched onsite at MIPFormats.

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.

HOW MANY TIMES CAN I APPLY?

Each company can submit up to 2 projects.

IS THERE ANY COST TO APPLY?

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

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

No, to enter the pitching competition, it is not required to be registered at MIPFormats. You will need to be registered if you are selected as a finalist to pitch onsite.

WHAT ARE THE KEY DATES AND DEADLINES?

- > The call for entries opens online: 12 December 2019
- > Deadline for entries: 12 February 2020
- > Finalists pitching at MIPFormats, Palais des Festivals, Cannes: Saturday 28 March 2020
- > Rehearsal meeting for the finalists: Prior to the event – to be confirmed by Reed Midem.

The presence of finalist is required in order to prepare the live pitch. The rehearsal meeting is mandatory. Final date and time will be confirmed mid-March.

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WHAT IS THE SELECTION PROCESS?

The first round of judging will be led by senior executives from Hunan TV and Reed MIDEM or its representative(s). A shortlist of 10 projects will then be presented to an international Jury of Buyers and Commissioners. A sizzle reel will be required from those projects. In this pre-selection round of judging, five Pitch Entries will be selected by the Judges to proceed to the final round of the MIPFormats International Pitch 2020.

WHEN THE FINALISTS WILL BE ANNOUNCED?

The 5 finalists who have been selected to participate in the Live Pitch will be announced by Reed MIDEM by mid March on the MIPFormats website and will be notified in writing by Reed MIDEM.

WHAT DO I NEED TO DO IF I AM SELECTED?

A sizzle reel will be required for those 5 finalists who will be pitching onsite at MIPFormats. 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. The winner will be encouraged to further develop and refine the sizzle reel into a pitch trailer for a better chance to launch the format in China.

WHAT WILL I GET IF I AM SELECTED AS A FINALIST FOR THE LIVE PITCH AT MIPFORMATS?

- ✔ Visibility during the onstage pitching in Cannes during MIPFormats 2020
- ✔ Visibility in MIPFormats communication and marketing tools (official conference programme, MIPFormats website and social networks)
- ✔ A complimentary cultural exchange tour package of \$10,000 to China will be organized and sponsored for each finalist by Hunan TV, within three months from the event, including visits to local productions and studios, meetings with the channel's management, and seminars with Hunan TV's senior executive producers for mutual understanding and cooperation purposes.

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

- ✔ Editorial coverage in the MIPTV daily news, on the MIPFormats website and MIPBlog
- ✔ First Prize Winner: the Winner will receive five thousand US dollars cash prize (\$5,000) to develop and enhance its idea
- ✔ People's choice award: a complimentary registration for MIPFormats and MIPTV 2021

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HOW CAN I PROTECT MY IDEA BY ATTENDING THE MIPFORMATS INTERNATIONAL PITCH?

As you may know, copyright law will not protect a mere idea as such. It is only the original expression of your idea that can be protected. In principle, any one is free to take mere ideas, themes, facts, styles and techniques as these items are not considered copyrightable, and, therefore, belong to the public domain. Ideas are free as the air, as they say. It is not the idea behind a format concept that is protected – only the original expression of the idea can be a valid copyright protected work that can be owned by its creators and protected against copying. In other words, if you come up with a format concept, you cannot stop someone else from copying the general idea behind your format concept – you must be able to show that they actually copied more than just that general idea, that they copied something that presented an original expression of that idea. That original expression is likely to be something written, acted, played, sung, painted, drawn, sculpted, designed, filmed – something that is expressed in a perceptible form. To attract copyright, this something must be original. The greater the originality, the more protection you can expect. Where the act of creation has led to a work that is obviously a novel and unique creation, the copyright will be treated as relatively “thick”. Where the act of creation is minor – as in the adaptation or compilation of earlier work – the copyright will be seen as comparatively “thin”.

Sure, ideas are stolen – it does happen. Having said that, you may think the best protection of your ideas against theft is to hide your ideas away and never pitch them to anybody. However, as justified as your desire to protect your ideas against theft may be, if you’ll never pitch it, you’ll never sell it – and your project will never get made. A creator who wants to prevent anybody from seeing an idea and therefore never pitches it ends up nowhere. No pitch, no deal.

Pitching your format concept at a pitching event can be a great opportunity for you to find potential partners with whom you can develop your project. Compared with usual face to face meetings, pitching to a broader audience may very well help you to protect your format concept as peers in the trade who will be watching your pitch will see that this is yours – and hence you may establish some proof of ownership. No copier who was in the audience and saw your pitch may defend an act of plagiarism by saying that he didn’t know about your format concept.

Obviously there is not one method which will protect yourself against plagiarism, but a few suggestions can be put forward:

- ☑ **Make your format concept distinctive:** The more detailed, the better. The more you develop and elaborate your format concept, the more it is expressed in detail, the easier it is to protect it against copying. Even when a bunch of ideas are somewhat similar to one another as they are just referring to certain trends or genres, the more detailed they are, the more unique they become. Most buyers will take the view that ideas are just a dime a dozen, what is really valuable is how you develop and execute your ideas.
- ☑ **Do proper research:** You can only conquer the market if you really have an innovative concept, something with a unique twist providing for originality which allows it to stand out – and not just a stereotypical idea that is well known from other formats within the genre. If the novelty of your concept suffers because of similar formats which have already hit the market, it is hard to stand out from the crowd. True innovation is hard to find, so be honest with yourself: Is your format concept really the kind of original and innovative concept with a commercial value that has to be paid for? If you have true innovation at hand, and if you are confident that you’ll deliver a great pitch, you will have success selling it.
- ☑ **Number and date all your creative materials that you’ve prepared for the pitch, name the creators and include a copyright notice (©), and register your creative materials with FRAPA or another acknowledged registration service before submitting it to the MIPFormats Pitch.** Today, the entire registration process can be handled online. For more information, please see www.frapa.org.

We recommend you register your creative material through FRAPA prior to submitting to the MIPFormats International Pitch competition. For more information about FRAPA and its format registry, please see www.frapa.org.

None of the above should be taken as a substitute for legal advice



ANY QUESTION?
CONTACT [LISE GIURIATO](mailto:lise.giuriato@mipformats.com)