

# F.A.Q.

## WHAT IS THE MIPFORMATS INTERNATIONAL PITCH?

The MIPFormats International Pitch is the most recognised international pitching competition for creators and producers of innovative concepts for new and original, non-scripted entertainment formats,

Pitch your idea to format experts and leading commissioning editors who will join the stage to offer advice and commentary on the ideas pitched.

The 10<sup>th</sup> annual MIPFormats, the discovery showcase for the global formats community, will run in Cannes on 6-7 April 2019, ahead of MIPTV (8-11 April 2019).

## 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 Form](#) and agreeing to the MIPFormats International Pitch 2019 Rules and Regulations by 13 February 2019.

- ✔ You will be requested in the online Pitch Entry Form to upload your pitch presentation – a WORD (2 pages max.), PDF, or on a PowerPoint document) including:
- ✔ 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
- ✔ 2mn Elevator Pitch: a video of the creator pitching the format is required
- ✔ Any additional materials will be welcome but is not necessary for the first round of submissions.

A sizzle reel will be required only for the finalists who will pitch 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?

- > **13 December 2018** : The call for entries opens online
- > **13 February 2019** : Deadline for entries
- > **5 April 2019** : Rehearsal meeting for the finalists. The presence of a representative of the finalist projects is required in order to prepare the live pitch. The rehearsal meeting is mandatory. Final date and time will be confirmed.
- > **6 April 2019** : Finalists pitching at MIPFormats, Palais des Festivals, Cannes



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## WHAT IS THE SELECTION PROCESS?

The MIPFormats International Pitch is managed by Reed MIDEM, submitted projects will be reviewed by an international Jury of Buyers and Commissioners. Five Finalists will be selected to pitch their project on the MIPFormats stage on Saturday 6 April.

## 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/late-March on the MIPFormats website and will be notified in writing by Reed MIDEM early March.

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

- ✓ Visibility during the on-stage pitching in Cannes during MIPFormats 2019
- ✓ Visibility in MIPFormats 2019 communication and marketing tools (official conference programme, MIPFormats website and social networks)
- ✓ Organised meeting with the Jury members in Cannes

## 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
- ✓ 1 free entrance to MIPFormats and MIPTV 2020
- ✓ Cash Prize of €5,000 offered by La Fabrique des Formats and Natixis



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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](http://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](http://www.frapa.org).

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



ANY QUESTION? CONTACT  
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