

# F.A.Q.

**miptv**

# MIPDRAMA 2021

## Digital edition

### What is MIPDrama?

MIPDrama is the annual premium showcase of the most anticipated high-end drama series (all genres including Comedy), providing international buyers an exclusive first look at a curated selection of upcoming drama series at early-stage of production.

All producers and distributors, with upcoming high-end scripted series at early stages of production, who wish to be considered are invited to apply here.

### What will happen during the digital edition?

The 6<sup>th</sup> edition of this unique screening event will run on Friday 9 April 2021 on MIPTV digital platform.

Up to 8 carefully curated upcoming drama series will be screened during an exclusive online event to registered leading acquisition executives and commissioners.

The selected series will be introduced by a single host.

The creative teams attached to each project will not be asked to present it during the event.

At the end of the screening event, buyers will be invited to vote for their « Coup de Cœur ».

### What are the criteria for selection ?

The drama series will be selected based on their writing and production value, originality and worldwide appeal by the Reed MIDEM's Editorial Team.

To qualify, eligible programmes must be:

- > an upcoming new high-end drama series in early stages of production
- > 100% financed
- > never presented before at a festival/market or to buyers prior to MIPDrama, nor presented to Canneseries 2021.
- > in its first season (returning seasons are not eligible)

## How do I apply?

The applicant must:

- > Complete in English the [online Entry Form](#) by **5 February 2021**
- > Provide a three to five minute sizzle reel (trailer, opening scene or assemblage of emblematic scenes) subtitled in English with the online Entry Form
- > Hold exclusive copyright ownership on the material properties submitted
- > **IF SELECTED** Commit to provide an exclusive 10 to 12 minute preview [final duration and tech specs to be confirmed by Reed Midem] by 22 March 2021 to be presented at MIPDrama 2021. It must be an assemblage of scenes , subtitled in English. No trailer or promo reel will be accepted.

We ask you to please read the [MIPDrama 2021 Terms & Conditions](#) prior to submission.

Please note the videos that will be screened online must meet the technical specifications provided by Reed MIDEM.

## How do I provide the sizzle reel for the call for entries?

**Only streaming links will be accepted** (ex: YouTube, Vimeo, etc...) and have to be entered on the [online Entry Form](#). Please specify if login and passwords are necessary.

No downloadable videos will be considered.

The limit duration is three to five minutes.

The resolution cannot be lower than 960x720.

For non-English speaking series, the sizzle reel has to be subtitled in English.

## How much does it cost to apply?

There is no cost to submit a programme to be presented during MIPDrama.

However, all companies retained in the Official Selection need to be registered to MIPTV.

## What are the key dates and deadlines?

- > Deadline for submissions: **Friday 5 February 2021**
- > Selected programmes confirmation: **Late February 2021**
- > Official Selection public announcement: **Early March 2021**
- > Deadline to provide an exclusive 10 -12 minutes preview\*: **Monday 22 March 2021**

\*Exact final duration to be confirmed by Reed Midem

- > MIPDrama, Online Event: **Friday 9 April 2021**

## What is the selection process?

The drama series will be selected on their writing and production value, their originality and their worldwide appeal:

**1.** All submitted programmes will be reviewed by Reed MIDEM's Editorial Team. Only applications that meet the conditions of participation, as specified in the Terms and Conditions, will be considered.

Up to 8 programmes will be selected to be presented during MIPDrama on Friday 9 April 2021.

**2.** The Applicant will be informed of the selection of his/her programme by email by Reed MIDEM at the end of February 2021.

## When the selected programmes will be announced?

The Official Selection will be announced early-March 2021 and the applicants will be notified by email by Reed MIDEM late February 2021.

## What will I get if my programme is selected?

The selected programmes will be promoted in all communication tools related to MIPDrama 2021 and will be screened at MIPDrama on **Friday 9 April 2021**.

The selected programmes are eligible to the Buyers « Coup de Cœur ».

## Who will attend MIPDrama?

MIPDrama is an event gathering leading acquisition executives.

All people attending need to be registered for MIPTV.

## Who do I contact if I have questions related to MIPDrama?

Please send an email to Myriam Laville, Conference Coordinator :  
[myriam.laville@reedmidem.com](mailto:myriam.laville@reedmidem.com)