

# MIP Formats International Pitch

## FAQ

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### What is The MIPFormats International Pitch?

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

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**.

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

### 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.

### How do I enter the competition?

The call for entries is open to all:

- Submit your project by filling out the "[MIPFormats Project Pitch online form](#)"
- All submissions should be made in English.
- Make sure you read carefully the MIPFormats Project Pitch "Terms & Conditions" available in the formstack.
- Finalists will need to register at MIPTV 2022.

### Is there any cost to apply?

No cost to submit a project. However, if your project is shortlisted, your company / delegate must be registered at MIPTV 2022.

More information regarding MIPTV registration fee is available [here](#).

### How many times can I apply?

You can submit up to 3 projects to the MIPFormats Project Pitch

### What are the criteria for selection?

- 1) Projects submitted must :
  - o be new and original format concepts
  - o must have not yet been commissioned or broadcast on linear television or nonlinear television
  - o must have worldwide format rights still available.

- Fitting in the following genres of :
  - i. non-scripted formats: entertainment
  - ii. factual entertainment
  - iii. gameshows
  - iv. studio entertainment
  
- 2) Selection will be based on the following criteria:
  - Project well structured, tightly formatted
  - Project with potential to travel as a format to countries small and large
  - Project with creativity, originality & innovation
  - Capacity of returning for multiple series

### How do I submit my project?

Submit your project by completing the online Pitch Entry Form and agreeing to the MIPFormats International Project Pitch 2022 **Terms & conditions** by **15 February 2022**.

You will be requested in the online Pitch Entry Form to upload your **pitch presentation** through a doc WORD (2 pages max.), PDF, or PowerPoint including:

- A detailed format description including an opening paragraph that summarizes 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.

### What are the key dates and deadlines?

- The call for entries opens online: **2nd week of January 2022**
- Deadline for entries: **15 February 2022**
- Finalists announcement : **Mid March**
- Rehearsal meeting for the Pitch finalists might be **Monday 4 April 2022 (TBC)**
- Finalists pitch at MIPFormats, Palais des Festivals, Cannes: **Tuesday 5 April 2022**

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.

### What is the selection process?

A **sizzle reel** will be required for those 5 finalists who will to be 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. The winner will be encouraged to further develop and refine the sizzle reel into a pitch trailer as part of the development prize.

## When the finalists will be announced?

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

## 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 MIPTV 2022
- Visibility in MIPTV communication and marketing tools (official conference programme, MIPTV website and social networks)

## Who do I contact if I have questions related to my application?

Please send an email to: [conferencestv@rxglobal.com](mailto:conferencestv@rxglobal.com)

## How can I protect my idea by attending the 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 no 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 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.