



In partnership with **CANNESERIES™**

The Spring International TV Market

04 - 06 April 2022

Palais des Festivals, Cannes

## PRESS RELEASE

### MIPFORMATS 2022 INTERNATIONAL PITCH OPENS CALL FOR ENTRIES

**FOX Alternative Entertainment** to Sponsor Annual Event and Offer Prize of US\$5000 for Development and Opportunity to be part of FOX's US\$100 Million International Unscripted Format Fund

Finalists Invited To Present On Stage In Cannes



**Paris, 12 January 2022** – RX France (formerly Reed MIDEM) today confirmed that the Call for Entries is now open for 2022's MIPFORMATS International Pitch in Cannes, to be held for the first time with sponsor FOX Entertainment's in-house unscripted studio, FOX Alternative Entertainment.

Now in its 12th year, the popular International Formats Pitch will again be a highlight within the MIPFORMATS programme, this year brought into the heart of the main MIPTV Spring International Television Content Market as part of a reshaped, concentrated three day event to be held in person in Cannes, France from 4-6 April.

A short list of five finalists (from all entries) will be invited to pitch their formats on stage in the world-renowned Palais des Festivals to a jury comprising a mix of FOX executives and industry experts. In addition to a prize of US\$5000 for development, the winning format will be pitched to global buyers by FOX Alternative Entertainment as part of FOX's \$US100 million International Unscripted Format Fund.

Producers and content creators globally are invited to submit entries as of today via the MIPTV/MIPFORMATS [website](#) for original unscripted entertainment formats, as yet not commissioned, broadcast or exhibited and for which worldwide rights are available. Closing dates for entries is 15 February. Full terms, conditions, prizing terms, and judging criteria are on website linked above.

FOX Alternative Entertainment's sponsorship of the MIPFORMATS International Pitch reflects the studio's recently announced \$US 100 million International Unscripted Format Fund, a proactive strategy to identify, develop and finance the production of unscripted ideas from all over the world.

Regarding the sponsorship, Allison Wallach, Executive Vice President, Head of FOX Alternative Entertainment, said, “**The unscripted arena is a cornerstone of the global television ecosystem, and some of FOX’s biggest hits have been based on international formats. Our goal is to create and adapt the hits of tomorrow, and our sponsorship of the MIPFORMATS International Pitch will keep us at the forefront of introducing that next ground-breaking concept to viewers. The team and I are very much looking forward to reviewing this year’s submissions when the business converges in the Palais in April.**”



Lucy Smith, Director of MIPTV said: *“The International Pitch at MIPFORMATS has become one of the highlights of the Spring market and we’re delighted to welcome FOX as this year’s sponsors. It is unique in providing a level playing field for creators and producers of any size, with ideas from anywhere across the globe, to pitch directly to some of the industry’s most experienced format professionals, as witnessed by a live audience of format professionals. It is insightful and entertaining to watch as well as rewarding for the finalists and ultimate winner.”*

The 59th annual MIPTV in 2022 incorporates both MIPFORMATS and MIPDOC into the new three-day business efficient programme, with premium high-end drama showcase MIPDRAMA again acting as a curtain raiser on 3 April. Also returning are the International Format Awards (in association with C21Media, FRAPA, MIPFORMATS & Entertainment Masterclass) whilst in parallel, Cannes will also host the fifth season of international TV series Festival CANNESERIES (1-6 April) and Esports BAR, the world’s leading esports business event.

MIPTV 2022 looks to build on the success of, and take learnings from, last October’s MIPCOM, the television industry’s biggest global sales and development market and the first major content market to be staged in person since the beginning of the pandemic. MIPCOM saw over 4500 delegates, including 1200 buyers and 145 stands from 35 countries returning to Cannes to buy, sell, network and gain invaluable insights.

Plans for Spring also include coherent and comprehensive health and safety measures which were successfully implemented at MIPCOM, and will be continuously reviewed, updated and refined ahead of April’s MIPTV.

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## **Notes To Editors:**

### **About RX & RX France**

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo, Maison&Objet\*... and many more. RX France's events take place in France, China, India, Italy, Mexico, Russia and the United States.

RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people.

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\*Organised by Safi, a subsidiary of Reed Expositions and Ateliers d'Art de France

### **About FOX Alternative Entertainment**

FOX Alternative Entertainment (FAE) is the in-house unscripted studio of FOX Entertainment. Formed in 2019 to oversee the production of television's #1 primetime series, THE MASKED SINGER, FAE develops and produces alternative programming for both FOX Network and third-party platforms. In addition to THE MASKED SINGER, FAE currently produces Gordon Ramsay's newest cooking competition, NEXT LEVEL CHEF (with Studio Ramsay Global), the 2021-22 season's #1 new series debut; ALTER EGO; I CAN SEE YOUR VOICE; JOE MILLIONAIRE: FOR RICHER OR POORER; CRIME SCENE KITCHEN (with Fly on the Wall Entertainment), Summer 2021's #1 new series; THE MASKED DANCER; NAME THAT TUNE; and the upcoming DOMINO MASTERS, with Eric Stonestreet hosting; as well as co-produces ULTIMATE TAG. FAE nurtures new voices in the unscripted arena while building its portfolio by creating and identifying new formats to produce and distribute in the U.S. and globally. The studio recently produced the all-new variety competition program "The Big Deal" for Ireland's Virgin Media Television in partnership with Dublin-based BiggerStage. "The Big Deal" was created and is owned by FAE.

### **About Esports BAR**

Esports BAR is the largest B2B international event for the esports ecosystem and non-endemic brands. At Esports BAR, we provide an immersive experience – an arena for participants to step into, connect, be inspired and do business, while we're on the field, on the benches, ready to guide you. Esports BAR is there as your relationship broker to help you make the most of the esports industry and to do business like never before.

### **About CANNESERIES**

Established in 2018 by an independent association chaired by Fleur Pellerin, the CANNESERIES festival aims to promote and highlight series from all over the world and become the voice of this modern, popular and ultra-creative art. Drawing its energy from the very heart of the world-renowned city of Cannes, the festival takes place in parallel with MIPTV.



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