

THE MIPFORMATS PITCH 2023

F.A.Q.

> WHAT IS THE MIPFORMATS PITCH?

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

The MIPFORMATS 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.

Finalists have the opportunity to pitch their idea to format experts and an audience of international industry executives.

> WHO CAN APPLY?

The MIPFORMATS 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 Pitch online form
- All submissions should be made in English.
- Make sure you read carefully the MIPFORMATS Pitch "Rules and Regulations" available in the formstack.

> IS THERE ANY COST TO APPLY?

No cost to submit a project. Each of the 5 finalists will be offered 1 registration free of charge for MIPTV. However, any additional participant or attendee will have to pay a [MIPTV registration fee](#) to attend the pitch event.

> HOW MANY TIMES CAN I APPLY?

You can submit up to 3 projects to the MIPFORMATS Pitch.

> WHAT ARE THE CRITERIA FOR SELECTION?

- 1) Projects submitted must :
 - o be a new and outstanding non-scripted format concepts
 - o be powerful with strong stakes for a US prime time slot
 - o must have not yet been commissioned or broadcast on linear television or nonlinear television or exhibited in any other manner
 - o must have worldwide format and distribution rights still available.
 - o Fitting in the following genres of non-scripted formats, and more specifically:
 - i. Entertainment (studio or in the field)
 - ii. Studio game shows
 - iii. Formatted reality series
- 2) Selection will be based on the following and other criteria:
 - o Creativity, uniqueness and innovation
 - o Powerful concept and stake
 - o Project well structured, tightly formatted
 - o Potential to travel
 - o Feel good and fun touch for a co-viewing experience
 - o Capacity of returning for multiple seasons

*See Rules and Regulations for more details.

> HOW DO I SUBMIT MY PROJECT?

Submit your project by completing the online Pitch Entry Form and agreeing to the MIPFORMATS Pitch 2023 Rules and Regulations by 9 March 2023.

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

- o A detailed format description including an opening paragraph that summarizes the format pitch or logline
- o A realistic approach to shooting schedules, broadcaster budget, legal restraints...
- o A clear statement of the target audience and a view on where the format would fit in the broadcast schedule
- o A biography/filmography of the producer
- o 2min Elevator Pitch: a video of the creator pitching the format is required

Any additional materials will be welcome but are not necessary for the first round of submissions.

> WHAT ARE THE KEY DATES AND DEADLINES?

- The call for entries opens online: 3rd week of January 2023
- Deadline for entries: 9 March 2023
- Finalists announcement : End of March
- Rehearsal meeting for the Pitch finalists : Sunday 16 April 2023
- Finalists pitch at MIPFORMATS, Palais des Festivals, Cannes: Monday 17 April 2023

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 end of March.

> **WHAT IS THE SELECTION PROCESS?**

A sizzle reel will be required for those 5 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. 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 end of March on the MIPTV 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?**

- One (1) free registration to MIPTV 2023
- Visibility during the onstage pitching in Cannes during MIPTV 2023
- Visibility in MIPTV 2023 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: myriam.laville@rxglobal.com

> **HOW CAN I PROTECT MY IDEA BY ATTENDING THE THE MIPFORMATS 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.

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.