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## ZDF STUDIOS TO PARTNER ON 2024 MIPFORMATS PITCH

CALL FOR ENTRIES NOW OPEN FOR ENTERTAINMENT FORMATS TO BE PRESENTED AT ANNUAL MIPTV CONTEST THIS APRIL



**Paris 12 February** - RX France today announced that a global Call for Entries is now open for the 2024 **MIPFORMATS PITCH**, seeking new unique entertainment formats with international appeal and staged for the first time in partnership with ZDF Studios.

The world's largest gathering of formats producers, creators, buyers and distributors from over 40 countries, **MIPFORMATS** will take place within the MIPTV pre-opening weekend (**6-7 April**), which alongside an extended **MIPDOC** strand creates 'the biggest weekend in Unscripted' in Cannes ahead of the three-day **MIPTV** exhibition market (**8-10 April**).

Following the global call for entries, the 2024 **MIPFORMATS PITCH** will see a short list of five finalists selected to pitch their concepts in the world-renowned Palais des Festivals on Sunday 7th April at 16:30 to a jury of international format experts, from which one winner will be selected live on stage.

Last year's competition attracted a record 89 submissions from over 25 countries; with Turkish talent show format '*The Show Must Go On*', created by FormatWorkshop triumphing over concepts from Italy, the UK and Ukraine.

In selecting the shortlist, the jury will be looking for universally appealing international formats with the winner receiving a financial contribution of €2000 to development, complementary accreditation to a

future MIP Market and access to coaching and mentoring expertise from within the ZDF Studios Group for a year. Finalists will be announced in the run up to the market.

Producers and content creators globally are invited to submit entries via the MIPFORMATS [website](#) from now for original non-scripted formats as yet commissioned, broadcast or exhibited, and for which worldwide rights are available. Closing dates for entries is 26 February 2024. Full details, terms and conditions can be found [here](#).

*“MIPFORMATS is where formats can go global”* said RX France Entertainment Division Director & Director of MIPTV Lucy Smith quote: *“... the MIPFORMATS PITCH offers producers and creators a prestigious platform for ideas, invaluable exposure to global decision makers, and now, through ZDF Studios, access to international expertise that can help get their concepts on the map.”*

Ralf Rückauer, Vice President Unscripted of ZDF Studios said *“All popular shows that are known to a large, global audience are based on a simple but clever idea - but they are not easy to find. With RX France, we are looking forward to finding that next big hit. It will be exciting to discover fresh ideas and to honour the winner in Cannes. In addition to the prize money, we wanted to create additional value for the winners through coaching and mentoring from format specialists in the ZDF Studios Group.”*

The 61st Spring International Television Market programme will feature returning renowned elements including keynotes from leading industry players, The MIP SDG Award (in partnership with the United Nations), and MIPLAB summits focusing on the future of the industry.

International Series Festival [CANNESERIES](#) will again run alongside MIPTV from **5-10 April 2024**.

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Further information

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#### **Notes To Editors:**

##### **About MIPTV**

*MIPTV forms part of a portfolio of markets and conferences from RX France's Entertainment Division that serve the international television distribution and production community year-round, sitting alongside MIPCANCUN (19-22 November 2024), MIPJUNIOR, and 'the mother of all entertainment content markets' MIPCOM CANNES whose 40th edition will be held 21-24 October 2024.*

##### **About RX and 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. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)

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

#### **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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