

mipdoc  
mipformats 2024

CANNES FRANCE  
6-7 APRIL

miptv  
8-10 APRIL

## MIPTV AND ZDF STUDIOS ANNOUNCE FINALISTS FOR MIPFORMATS PITCH 2024

Prize Includes Development Contribution of €2000 For Winning Project



**Paris 28 March** - MIPTV today revealed the five finalists of the MIPFORMATS PITCH 2024 staged in partnership with ZDF Studios, each of whom will present their original unscripted entertainment formats in front of a renowned industry jury in Cannes on the second day of MIPFORMATS (6-7 April).

Finalists were shortlisted on the basis of potential universal appeal by an international jury of format experts who will also judge the pitches on the day, comprised of Ilan Astrug, *VP, Formats Acquisition and Sales, Warner Bros. Int. TV Production*; Siobhan Crawford, *Content and Founder, GLOW MEDIA*; Julien Degroote *EVP, Head of Content Development, TF1 Group*; Ella Umansky, *VP Format Acquisitions, ITV Studios* and Ralf Rückauer, *VP Unscripted, ZDF Studios*.

With 89 submissions for the 2024 competition received from a record 29 countries, the finalists are:

'*Villa Incognito*', Tuvalu Media (Netherlands)  
'*25*', LGH Entertainment (Norway)  
'*A.I Of The Beholder*', David Tobiasz (Canada)  
'*The Stupid House*', Chulapo Pictures (UK)  
'*Unknown Champions*', Phillip Sindermann (Germany)

The popular annual session will be staged in the world-renowned Palais des Festivals on **Sunday 7th April at 16:30**. One winner will be selected live on stage receiving a financial contribution of €2000 to

development, in addition to complementary accreditation to a future MIP Market and access to coaching and mentoring expertise from within the ZDF Studios Group for a year.

Ralf Rückauer, Vice President Unscripted of ZDF Studios said: *“There is a tendency in the market to revive existing formats that audiences are familiar with. This makes it all the more interesting to look at fresh, unusual and completely new ideas. We were pleasantly surprised by the number of submissions and their diversity and originality. I look forward to meeting the five finalists of this exciting competition in person in Cannes.”*

Last year’s competition saw Turkish talent show format *‘The Show Must Go On’*, created by Format Workshop triumphing over concepts from Italy, the UK and Ukraine.

**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**) set to welcome over 130 exhibitors and delegates from 85 countries.

The MIPTV conference 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 run alongside MIPTV from **5-10 April**.

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Further information

Press - Patrick Keegan [patrick@pk-consults.com](mailto:patrick@pk-consults.com)

ZDF Studios - Christine Denilauler [christine.denilauler@zdf-studios.com](mailto:christine.denilauler@zdf-studios.com)

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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, this year 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 in 2024.*

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