

# FAQ

## What is the MIPTV Student Pitch Challenge?

The MIPTV Student Pitch Challenge is a pitching event related to the Entertainment Television industry; open to University and Media college students from around the world.

The Competition aims at highlighting the creativity of students and their ability to pitch a Television Project to a panel of industry professionals at MIPTV. The Pitch will deal with any subject based on **non-scripted TV Content**.

MIPTV is one of the most successful TV markets attracting over 9,000 international delegates.

The MIPTV Student Pitch Challenge takes place during MIPTV (30 March – 2 April 2020) in the Palais des Festivals, Cannes, on Wednesday April 1st, 9.15-10.30.

## What are the criteria for selection to be finalist?

Selection will be based on the following criteria:

- Creativity
- Originality
- Innovation
- International audience appeal.

## Who can apply?

The MIPTV Student Pitch Challenge is open to University and Media College students from around the world. The applicants have to be enrolled in any year as full-time students at a University or Media College with courses related to television for the year 2019-2020.

To participate to the competition, students must be 18 years old or more.

## How to apply?

1. Entry is open to Universities and Media Colleges.
2. Students must submit potential entries to their relevant university media school or media college department. Each project should include a **minimum of 2 students**.
3. Each media school or media department within the university or media college can approve up to 2 projects per school or department. The schools or departments must select the best projects and give official approval to student entries.
4. Once the university, media school or media college department has selected 1 or 2 projects per school/department, the group must :

- Complete in English the online Entry Form [available here](#) and agree to Rules & Regulations by 14 February 2020
- Provide a project **in English**
- Have a group name.
- Have a project title
- Provide the required pitch material:
  - A detailed project description including an opening paragraph that summarises the project pitch or logline
  - A document – a word, PDF or PowerPoint (two pages max) - that presents the essence of your project and its structure. It has to demonstrate the creativity and the international potential of the future pitch.

This material must be provided **by February 14th through the online Form.**

In the case that the project is selected, the 4 groups of finalists must acknowledge that they must come to Cannes and present a live pitch.

We ask you to please read the MIPTV Student Pitch Challenge Terms & Conditions prior to submission.

### **How many times can you apply?**

Each University or Media College can submit up to 2 projects per School or department.

### **Is there any cost to apply?**

No fee is required to enter the competition.

### **Do you have to register to MIPTV 2020?**

The 4 Groups of finalists will each be granted up to 4 free registrations for their members to attend the event.

### **What is the selection process and when will the finalists be announced?**

A Jury of International Experts from the Television entertainment industry will review all Submitted projects.

4 groups of finalists will be selected to pitch their project during MIPTV. The 4 groups of finalists will be informed of their selection by email by Reed Midem by early March 2020 and an official announcement will be made Mid-March 2020.

## What do I have to do if I'm selected among the finalists?

All finalists must provide us with either an edited video, a promo tape, a mood reel, a PDF file OR a power point with visual elements (image, video footage, etc.) to be screened onsite as a visual support of their pitch.

The video or promotional material shall be no more than 2 mins in length with the PDF or Power Point having no more than 12 slides. The materials must be ready for the rehearsal meeting in Cannes, to prepare the pitch.

The materials that will be screened in Cannes must meet the technical specifications that Reed MIDEM will confirm (video format and resolution etc...) nearer to the market.

## What is new in 2020?

In 2020, the Student Pitch Challenge will be backed by Global Partner IFormats (China).

IFormats will have the opportunity to pre-select 2 Chinese projects to come and Pitch live during MIPTV with Reed MIDEM's approval. This year we will have a total of 6 groups on stage, and we will reward 2 groups:

- The Jury's winner, chosen by the Jury after deliberation.
- The sponsor's choice, chosen by the sponsor

## What will the finalists do on stage?

The 4 groups of finalists pre-selected by the Jury, as well as the 2 groups pre-selected by the sponsor will present their pitch facing the Audience.

Only **2 persons per group** will present their project with **5 minutes of pitching**, followed by **4 minutes of Q&A with the jury**.

The live Pitch language is **English**. Both The jury on one side and the Sponsor on the other side will make their deliberations and respectively decide of a winning group and of the Sponsor's choice.

## What will you get if you are selected as a finalist for the MIPTV Student Pitch Challenge?

- Each group member will be granted a free registration to come and pitch during MIPTV (up to 4 maximum per group)
- Training session with the Pitch Doctor (Paul Boross)
- Visibility during the on-stage pitching in Cannes during MIPTV 2020
- Visibility in MIPTV 2020 in the official conference programme, the MIPTV website and social networks.

- Opportunity to upload your project into our Programs & Projects database, accessible to all MIPTV Participants

## Is there a winner of the MIPTV Student Pitch Challenge?

There will be two winning groups:

- The Jury's winner
- The Sponsor's choice

### The Jury's winning group will get:

- The opportunity to have their Sizzle Reel produced by ZigZag Productions
- Cash prize of 1000€ granted by the Sponsor, IFormats
- Editorial coverage in the MIPTV Daily News and MipMarkets social networks
- A nominative recognition award document for each group member

The University of the Winning Group will receive 3 free registrations maximum to MIPTV 2021.

### The Sponsor's choice will get:

- Cash prize of 1000€ granted by the sponsor IFormats
- Editorial coverage in the MIPTV Daily News and MipMarkets social networks
- A nominative recognition award document for each group member

## What are the key dates and deadlines?

- Deadline for submissions: **14 February 2020**
  - Announcement to the 4 groups of finalists: **Beginning of March 2020**
  - Official announcement about the 4 groups of finalists: **Mid-March 2020**
  - Pitching at MIPTV, Palais des Festivals, Cannes: **Wednesday, April 1<sup>st</sup>**
  - Rehearsal meeting for the finalists: **Date and time will be confirmed later**
  - Pitching coaching with Paul Boross: **Date and time will be confirmed later**
- The presence of 2 persons for selected projects is required in order to prepare the live pitch.  
The technical rehearsal meeting is mandatory.

## Who do you contact if you have questions related to MIPTV Student Pitch Challenge?

Please send an email to Hiba EL KINANY & Julien CONFAIS at [mipstudents@reedmidem.com](mailto:mipstudents@reedmidem.com)