

WHAT IS THE MIP CANCUN FORMATS PITCH?

The MIP Cancun Formats Pitch 2020 is the Latin American pitching event for individuals and companies with innovative concepts for new, non-scripted entertainment formats.

This competition, which is in its second edition, run by MIP Cancun in association with all3media international, offers an amazing opportunity for producers to enter their entertainment format idea into a dynamic pitch environment.

The MIP Cancun Formats Pitch takes place during MIP Cancun, the content marketplace dedicated to TV programming in Latin America and the US Hispanic or tailored to a Latin America audience (19-22 November 2020).

WHAT IS A FORMAT?

The selected projects will have to be well structured, tightly formatted; fitting in the following genres of non-scripted formats: entertainment, factual entertainment, game show, reality; have potential to travel as a format to countries small and large. For the avoidance of doubt the following formats can be used as a reference for each of the aforementioned genre categories:

- Entertainment - X Factor, The Voice, Dancing with the Stars
- Factual Entertainment - Undercover Boss, Wife Swap, Come Dine with Me
- Game Show - Lingo, Family Feud, Pasapalabra, Wheel of Fortune
- Reality - The Circle, Big Brother, Survivor, Race Across The Format

WHAT ARE THE CRITERIA FOR SELECTION?

Selection will be based on the following criteria:

- Capability to reproduce locally as a format & travel globally
- Creativity
- Originality
- Innovation
- Capacity of returning for multiple series

IS THERE ANY COST TO APPLY?

No fee is required to enter a project in the competition. You will need to be registered if you are selected as a finalist.

HOW MANY TIMES CAN I APPLY?

Each company or independent creator/producer can submit up to 5 projects.

HOW DO I SUBMIT MY PROJECT?

Submit your project by completing the [online Pitch Entry Form](#) and agreeing to the MIP Cancun Formats Pitch 2020 Rules and Regulations by 7 September 2020. Applicants shall submit all required pitch materials to present their new format concepts:

- A Pitch presentation – detailed formats description, schedules, budget... (5 pages max – .doc, .pdf, .ppt...)
- Optional: A streaming link of a 2 minute video of the creator pitching the show
- Optional: Any additional materials

A sizzle reel will be required only for those projects that are shortlisted from which the judges will select the final projects to be pitched onsite at MIP Cancun 2020.

All written pitch presentations must be submitted in English; videos and additional supporting materials can be submitted in in English or Spanish/Portuguese with English subtitles. Spanish or Portuguese are required for the onsite competition(with English subtitles)

WHAT IS THE SELECTION PROCESS?

Submitted projects will be reviewed by all3media International's team of experts.

A shortlist of 10 projects will then be presented to the Short List Judges.

The shortlist of 10 projects will be judged by an industry-renowned team.

5 finalists will be chosen to pitch live on the MIP Cancun Stage, Moon Palace Resort, Cancun, Mexico. In case of major public health objections remote participation will be granted.

A sizzle reel or a mood board of maximum 90" is mandatory for those projects that are selected for the live Pitch. This sizzle must be in English or Spanish/Portuguese with English subtitles.

A Jury made of international's experts will select the winner.

WHAT WILL I GET IF I AM SELECTED AS A FINALIST FOR THE LIVE PITCH AT MIP CANCUN?

Visibility before and during the onstage pitching in Cancun during MIP Cancun 2020

- Visibility in MIPCancun communication and marketing tools (MIP Cancun website, social media and printed programme)

WHAT WILL I GET IF I WIN THE LIVE PITCH AT MIP CANCUN?

- Five thousand US dollars (\$5,000) at the event in cash (via bank transfer)
- A personalized high value supporting document in the form of a tailored report to help you move your project to the next stage as well as some time with an all3media executive

WHAT ARE THE KEY DATES AND DEADLINES?

- MIP Cancun Formats Pitch 2020 call for entries opens: **24 July 2020**
- Deadline for call for entries: **7 September 2020**
- Applicants informed about their selection in the short list entries: **End of September 2020**
- Official announcement: **Mid- October 2020**
- Applicants informed about their selection in the TOP 5 finalists: **End of October**
- Technical and preparatory meeting: **Week of November 16** (exact time & date to be confirmed), Moon Palace Resort, Cancun, Mexico
- Official announcement: **Early November**
- Pitching session: **Thursday 20th November 2020** (exact time & date to be confirmed), Moon Palace Resort, Cancun, Mexico



ANY QUESTION? CONTACT

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