



### WHAT IS THE MIP CANCUN ENTERTAINMENT FORMATS PITCH?

The MIP Cancun Entertainment Formats Pitch 2019 is the Latin American pitching event for individuals and companies with innovative concepts for new, non-scripted entertainment formats.

This new brand competition, 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 Entertainment Pitch takes place during **MIP Cancun**, the content marketplace dedicated to TV programming in Latin America and the US Hispanic (**19-22 November 2019**)

### 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

### HOW DO I SUBMIT MY PROJECT?

Submit your project by completing the [online Pitch Entry Form](#) and agreeing to the MIP Cancun Entertainment Formats Pitch 2019 Rules and Regulations by 13 September 2019. 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 minutes 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 2019.

All submissions should be made in English or Spanish.

### WHAT ARE THE KEY DATES AND DEADLINES?

- MIP Cancun Entertainment Formats Pitch 2019 call for entries opens: **18 February 2019**
- Deadline for call for entries: **13 September 2019**
- Applicants informed about their selection in the short list entries: **End of September 2019**
- Official announcement: **Beginning of October 2019**
- Applicants informed about their selection in the TOP 5 finalists: **End of October**
- Technical and preparatory meeting: **Between the 20<sup>th</sup> and the 21<sup>st</sup> November 2019 (exact time & date to be confirmed), Moon Palace Resort, Cancun, Mexico**
- Official announcement: **End of October**
- Pitching session: **Thursday 21<sup>st</sup> November 2019 (exact time & date to be confirmed), Moon Palace Resort, Cancun, Mexico**

# FAQ

## MIP Cancun Entertainment Formats Pitch In Partnership with all3media international



### IS THERE ANY COST TO APPLY?

No fee is required to enter a project in the competition.

### HOW MANY TIMES CAN I APPLY?

Each company or independent creator/producer can submit up to 2 projects.

### 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.**

A sizzle reel or a mood board of maximum 90" is mandatory for those projects that are selected for the live Pitch.

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?

- A complimentary badge to attend MIP Cancun 2019 (20<sup>th</sup> – 22<sup>nd</sup> November 2019)
- Visibility during the onstage pitching in Cancun during MIP Cancun 2019
- Visibility in MIP Cancun 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
- A personalized coaching with all3media executives to develop the winning project

### WHO DO I CONTACT IF I HAVE QUESTIONS RELATED TO THE MIP CANCUN ENTERTAINMENT FORMATS PITCH?

Please send an email to Chloé Gilles: [chloe.gilles@reedmidem.com](mailto:chloe.gilles@reedmidem.com)