

FAQ

What is the MIPTV Student Pitch Challenge?

The MIPTV Student Pitch Challenge is a new 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 TV Content (any genre) and in relation with the purpose of their studies.

MIPTV is one of the most successful TV markets attracting 10,000 international delegates.

The MIPTV Student Pitch Challenge takes place during MIPTV (8-11 April 2019) in the Palais des Festivals, Cannes. The date and time of the Pitch Challenge will be confirmed nearer to the market.

What are the criteria for selection?

Selection will be based on the following criteria:

- Creativity
- Originality
- Innovation
- Audience focused
- A clear structure
- Strong introduction, clear and logical development with a striking conclusion that reinforces the Pitch.
- Fitting in any genre and in relation with the purpose of your studies (note: the projects cannot be future films)
- Have the ability to travel as a format or as a strong story concept with 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 will be currently enrolled in any year as full time students at a University or Media College with courses related to television for the year 2018-2019.

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 1 project per school or department. The schools or departments must select the best project and give official approval to student entries.
4. Once the university media school or media college department has selected 1 project per school/department, the group must :
 - Complete in English the online Entry Form and agree to Rules & Regulations by 16 February 2019
 - Provide a project in English
 - Have a group name.
 - A project title
 - Provide the required pitch materials:

FOR THE PROJECT SUBMISSIONS:

- A **pitch summary** – (200 words max) including a detailed description that summarizes the pitch and a clear statement of the target audience.
- A document – word, PDF or PowerPoint (2 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. These materials must be provided by February 16th through the online Form.

FOR THE SELECTED PROJECTS OF THE 4 GROUPS OF FINALISTS:

- It can be either an edited video, a promo tape, a mood reel, a PDF file **OR** a power point with visual elements (image, video footage, etc.). 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.

For **the selected projects of the 4 finalist groups**, 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.

In the case that the project is selected, the 4 groups of finalists must acknowledge that they must come and register at MIPTV in Cannes before March 13th (with the student rate) 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 1 project 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 2019?

If you are selected as a finalist, **YES**, you must register at MIPTV.

The 4 Groups of Finalists will be able to register with the student rate (before March 13th). The price will be confirmed by Reed Midem.

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

All Submitted projects will be reviewed by a Jury of International Experts from the Television entertainment industry.

4 groups of finalists will be selected to pitch their project during MIPTV. The pitching date will be confirmed then. The 4 groups of finalists will be informed of their selection by email by Reed Midem at the beginning of March 2019 and an official announcement will be made Mid-March 2019.

The 4 Groups of Finalists must register at MIPTV 2019 with the student rate before March 13th 2019.

What will the finalists do on stage?

The 4 groups of finalists will present their pitch facing an audience and the same jury that selected them.

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. The jury will make their deliberations and choose one winning group.

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

- Visibility during the on-stage pitching in Cannes during MIPTV 2019
- Visibility in MIPTV 2019 in the official conference programme, the MIPTV website and social networks.

Is there a winner of the MIPTV Student Pitch Challenge?

Yes, there will be 1 winning group.

The winning group will have:

- Up to 5 Free registrations to MIPTV 2020
- Premium invitations (up to 5 maximum) to a closed door MIPTV 2019 event (as long as one of their lecturers is in attendance)
- A recognition award document for each member
- Coverage on our daily newspaper, the MIPTV Daily News which presents special features, big projects announcements and news about what is happening at MIPTV (the day will be

confirmed nearer the time). Click [here](#) to see an electronic versions of our previous MIPTV daily news.

The University of the Winning Group will receive **5 free registrations maximum to MIPTV 2020.**

What are the key dates and deadlines?

- Deadline for submissions: **16 February 2019**
- Announcement to the 4 groups of finalists: **Beginning of March 2019**
- Deadline for the 4 groups of finalists to register at MIPTV: **Before March 13th 2019**
- Official announcement about the 4 groups of finalists: **Mid-March 2019**
- Pitching at MIPTV, Palais des Festivals, Cannes: **Date and time will be confirmed**
- Rehearsal meeting for the finalists: **Final date and time will be confirmed by Reed Midem**
The presence of 2 persons for selected projects is required in order to prepare the live pitch.
The 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 & Marwan HEFNAWY at mipstudents@reedmidem.com