

PAN-ASIAN KIDS TV TALENT PITCH & PAN-ASIAN FACTUAL TV TALENT PITCH

WHAT ARE PAN-ASIAN KIDS TV TALENT PITCH & PAN-ASIAN FACTUAL TV TALENT PITCH?

MIPChina's Pan-Asian Kids TV Talent Pitch and Pan-Asian Factual TV Talent Pitch are calls for new creative ideas in television programming to meet the growing need for regional content, in Kids and Factual genre respectively. The objective of these two pitch competitions is to give the opportunity for 5 talented producers in each category to pitch their project directly to decision makers from some of Asia's leading video platforms (referred hereafter as "expert judges").

The Pan-Asian Kids TV Talent Pitch and Pan-Asian Factual TV Talent Pitch are managed by RX FRANCE in Paris - organiser of the leading trade shows for the international TV industry, MIPCOM & MIPTV, and MIPChina Hangzhou.

Now in its 6th year, MIP China 2022 is putting a spotlight on new developments in both kids and factual content that has broad appeal to audiences in multiple Asian countries and will feature the Pan-Asian Kids/Factual TV Talent Pitch within the context of the MIPChina conference programme.

WHO CAN APPLY?

Pan-Asian Kids TV Talent Pitch and Pan-Asian Factual TV Talent Pitch are open to creative producers from around the world interested in presenting a new concept or project in development to a panel of leading commissioners/programme directors of Kids/Factual TV programming in Asia.

HOW DO I SUBMIT MY PROJECT?

Submit your project by completing the online Application Form by 22 April 2022. The basic requirement is to provide a written summary of the project (maximum length 2 pages). In addition, you can attach 2 visuals to illustrate the project for pan-Asian Kids/Factual TV. The submissions remain confidential, seen only by the panel of expert judges.

Submissions in English only.

IS THERE ANY COST TO APPLY?

No fee is required to enter a project

HOW MANY TIMES CAN I APPLY?

A single production company can submit a maximum 2 projects.

DO I NEED TO REGISTER FOR MIPCHINA TO ENTER THE PITCH?

There is no registration requirement or fee to enter the pitching competition. Finalists receive a complementary registration to MIPChina 2022.



WHAT ARE THE KEY DATES AND DEADLINES IN 2022?

23 February 2022	CALL FOR ENTRIES PAN ASIAN KIDS & FACTUAL TALENT PITCH
22 April 2022	Deadline for submission Five projects selected and each finalist invited to record a 5-minute online pitch
6 May 2022	Announcement of five selected projects
13 May 2022	Deadline reception: Video Pitch of Selected Projects The five selected video pitches will be viewed by the judges, who are then recorded individually to give feedback on the projects
7 June 2022(TBC)	The Pitches and Jury comments shown during MIP China conference session
From 21 June 2022	Finalists can request meetings and participate in MIP China Open Networking

WHAT IS THE SELECTION PROCESS?

RX FRANCE reviews all applications to the Pan-Asian Kids TV Talent Pitch and Pan-Asian Factual TV Talent Pitch, before selecting the projects that best meet the finalist criteria (see below) for examination by a panel of expert judges.

WHAT ARE THE CRITERIA FOR SELECTION AS A FINALIST?

The Selection is based on the following criteria:

- Content targeting Kids audiences for Pan-Asian Kids TV Talent Pitch
- Factual genre content for Pan-Asian Factual TV Talent Pitch
- Creativity and originality
- Pan-Asian appeal
- Potential for TV and multi-platform brand extension
- Projects must be new and original concepts which have not yet been commissioned or broadcast on linear television or online, and for which the worldwide rights are still available
- Potential to create a positive social impact

WHAT DO I NEED TO DO IF MY PROJECT IS SELECTED?

Each finalist needs to record a short video presentation (maximum length 5 minutes) to pitch themselves and their idea in English. The objective is to convince a channel or pan-Asian digital platform to commission the project. Before you create your video, **we are happy to organize a coaching session**, which is optional. The deadline for submitting the video presentation is **13 May 2022**.

The Pitch should describe the idea behind the programme, its structure, and targeted audience. It can be an interactive PowerPoint or video footage/clips/stills, but of sufficient quality and resolution for large screen projection during the MIPChina conferences in Hangzhou **7 June(TBC) 2022**.

WHEN ARE THE FINALISTS ANNOUNCED?

The 5 finalists of each Pitch competition will be notified in writing by RX FRANCE on **6 May 2022** and will be announced on the MIPChina website.

WHAT WILL I GET IF SELECTED AS A FINALIST FOR THE PAN-ASIAN KIDS TV TALENT PITCH OR PAN-ASIAN FACTUAL TV TALENT PITCH?

Finalists' benefit package:

- Present a 5-minute video pitch directly to a panel of commissioners, with visibility afterwards within the MIPChina conference programme
- Invitation to take part in the Open Networking meetings within MIP China's online programme
- Additional exposure during & after MIP China in the show's communication tools (Press release, Newsletters ...)

WHOM DO I CONTACT FOR ANY QUESTIONS RELATED TO THE PAN-ASIAN KIDS TV TALENT PITCH OR PAN-ASIAN FACTUAL TV TALENT PITCH?

Please send an email to Caroline BERNET at caroline.bernet@rxglobal.com