

MIPDOC PROJECT PITCH

RULES AND REGULATIONS

ITEM 1: SUBJECT

Reed MIDEM, a company organised in the legal form of a *société par actions simplifiée* (simplified joint stock company) with a share capital of 310,000 € having its registered office at 27-33 quai Alphonse le Gallo, 92100 Boulogne-Billancourt, registered with the Nanterre Commerce and Companies Registry under the number B 662 003 557, is the official organiser of the MIPDoc Project Pitch.

The MIPDoc Project Pitch, organised by Reed MIDEM, is a unique pitching event for creators and producers of factual and documentary projects, taking place during MIPDOC (28-29 March 2020), in the Palais des Festivals, Cannes.

The aims of the MIPDoc Project Pitch are to encourage, promote and reward creativity, originality and innovation.

ITEM 2: PARTICIPATION IN THE MIPDOC PROJECT PITCH CALL FOR ENTRIES

2.1 CRITERIA OF PARTICIPATION

The MIPDoc Project Pitch is open to all creators and producers from around the world (under the banner of a company or not) (the "Applicant") to present their new factual and documentary projects which have not been commissioned or released yet and for which the worldwide rights are still available.

Reed MIDEM reserves the right to disqualify a Pitch Entry, if such eligibility requirements are not met. If a Pitch Entry is disqualified for such reasons, no refund of the MIPDoc registration fee will be granted.

The call for entries is open to MIPDoc delegates who have registered a project through screenings.my-mip.com (the "MIPDoc Screenings Library").

Each Applicant must go through the following process:

1. Go to screenings.my-mip.com. Log in using your email address and password. These are the same details as for the MIPDoc online database.
2. Upload your text and photo to create a project and tick "MIPDoc Project Pitch" box when filling in the project form.
3. Upload your video (mandatory for MIPDoc Project Pitch) – check the "video upload – technical specifications" for this. The system will automatically encode your file.
4. For applicants that won't participate to pitch sessions: For projects without videos, please select the mention: no video available for this content in the Screenings Library.
5. Preview and approve your content for market.

All submissions should be made in English.

All required materials, as set forth hereinabove, must be received by Reed MIDEM no later than 25 February 2020 (the "Entry Deadline").

Incomplete or late entries may be disqualified by ruling of Reed MIDEM.

Reed MIDEM will not be responsible for late, lost, damaged, incomplete or ineligible Pitch Entries.

By submitting a project for the MIPDoc Project Pitch, the Applicant:

- Acknowledge they must come to MIPDoc in Cannes and present a video (we recommend a maximum duration of

90") as part of the live pitch, in case the project is selected;

- Agree to be bound by the Rules and Regulations. Applicants agree that any failure to abide by any term and condition contained in the Rules and Regulations may result in the disqualification of the applicant's Pitch Entry. Applicants acknowledge that all rulings of Reed MIDEM and all decisions of the Jury shall be binding and final.
- Warrant that the Pitch Entry is the original work of the Applicant, that the Applicant has the right and authority to submit and present the Pitch Entry, and that the Applicant's Pitch Entry does not infringe upon or violate any copyright, trademark, right of privacy or right of publicity or any other right of any kind or nature of any person or entity. If Reed MIDEM has reason to believe that a Pitch Entry contains any material that may infringe upon or violate any right or law, such Pitch Entry may be disqualified by ruling of Reed MIDEM. If a Pitch Entry is disqualified for such reasons, no refund of the Registration Fee will be granted.
- Acknowledge that their Pitch Entry is submitted voluntarily. Applicants recognise the possibility that elements of their Pitch Entry may be identical or similar to material which has or may come from, or is developed by other sources to Reed MIDEM; its affiliates, personnel (including, without limitation, employees, officers, directors); the members of the Jury.
- Applicants understand and agree that a Recipient's use of such other material containing elements identical or similar to those contained in the submitted Pitch Entry shall not entitle the applicant to any compensation, if a Recipient has an independent legal right to use such other material which is not derived from the applicant, either because such elements were not new, or were not originated by the applicant, or are in the public domain, or were or may be independently created by any other person.
- Guarantee that their Pitch Entry does not contain third party copyrighted materials, images or music without they first obtain all necessary licenses, clearances, releases and/or permissions. Applicants who do not hold copyright ownership of the Pitch Entry or any elements contained within must obtain written consent and agreement from the rights owner to be bound by the Rules and at Reed MIDEM's request, must be able to provide a copy of such written consent and agreement from the rights owner.
- Confirm their availability to pitch their project on the MIPDoc stage on Saturday 28 March if they are selected as Finalist. All Finalists or their representative will be asked to attend a preparatory and technical rehearsal of the live pitch. This rehearsal is mandatory and may be scheduled on Friday 27 March. Final rehearsal schedule will be confirmed by Reed MIDEM to all Finalists at the announcement of the selection.

2.2 CONDITIONS OF PARTICIPATION

Correct entry information is the responsibility of the applicant. Reed MIDEM is not liable for any incorrect listings that are the result of incorrect information provided by the Applicant. Applicants warrant that all of the information provided, including the information provided on the Pitch Entry and the credits for creators and producers, is true and correct and has been verified by all parties involved. If any information is found to be incorrect, the Pitch Entry may be disqualified by ruling of Reed MIDEM. If a Pitch Entry is disqualified for such reasons, no refund of the MIPDOC registration fee will be granted.

Reed MIDEM reserves the right to reject any Pitch Entry

should its content be perceived, as deliberately interfering with honour and human dignity, with anyone's rights, pornographic, racist, provocative, discriminatory or violent, or as having commercial or promotional aim, for the benefit of a company. Reed MIDEM reserves its rights in case of any infringement of this kind.

Applicants agree to defend, indemnify and hold the Recipients harmless from and against any and all claims, liabilities, damages, losses or expenses arising out of the applicant's breach of any warranties set forth in the Rules, including, without limitation, any claims based on the infringement or violation of any copyright, trademark, right of privacy or right of publicity.

It is not required to be registered at MIPDOC to submit a project but you can be expected to be contacted by a Reed MIDEM Representative.

The Finalists will be responsible for accommodation, flights and expenses on site and other costs and expenses of attending and participating in all aspects of the event.

ITEM 3: SELECTION PROCESS

All eligible Pitch Entries received will undergo a selection round of judging based on the criteria of:

- Creativity & Storytelling quality
- Original and innovative concept
- Worldwide appeal
- Production value

The selection process and criteria of eligibility of finalists are subject to modification should a sponsor take part in the MIPDoc Project Pitch. In case of such event, the MIPDoc Project Pitch definitive Rules & Regulations will be published on the MIPDoc Project Pitch website no later than 2 March 2020

Submitted projects will be reviewed by an international Jury of commissioners from of international decision-makers.

Five Finalists will be selected to pitch their project on the MIPDoc stage.

The Finalists will be informed of their selection by mid/late March and an official announcement will be made by the end of March.

Only Finalists will have the right to present and pitch their selected project at this live pitching event onsite in front of an audience of accredited buyers, commissioners and distributors.

The Finalist(s) accordingly authorize(s) Reed MIDEM to use his/her name and likeness and if necessary, that of its representative(s) present during the MIPDoc Project Pitch public session.

The pitch materials of those who have been selected and have accepted to participate in the live pitch will be made accessible for screening to all accredited buyers, commissioners and distributors.

ITEM 4: THE GAIN

All finalists will get:

- Visibility during the on-stage pitching in Cannes during MIPDoc 2020
- Visibility in MIPDoc 2020 communication and marketing tools (official conference programme, MIPDoc website and social networks)
- Organised one-to-one meetings with the Jury members in Cannes

The winner will get:

Editorial coverage in the MIPTV daily news, on the MIPDoc website and MIPBlog

1 free entrance to MIPDoc 2021

1 free project registration in the MIPDoc Screening Library in 2021

ITEM 5: CLAIMS

If for any reason the MIPDoc Project Pitch is interrupted, delayed or cancelled or cannot be completed as planned, Reed MIDEM reserves the right to postpone, suspend or terminate the MIPDoc Project Pitch 2020.

If any provision of the Rules is declared invalid or unenforceable, all other provisions shall remain in effect.

If an applicant fails to comply with any term and condition contained in the Rules, the applicant's Pitch Entry may be disqualified by ruling of Reed MIDEM.

ITEM 6: PERSONAL DATA

Reed Midem collects Applicants' personal data by the present document or via an online database, or during participation to the Event (attended places or events, services operated) in accordance with the following disposition and Reed Midem Privacy Policy (<https://privacy.reedexpo.com/en-gb.html>).

The data is processed by Reed Midem for the purposes of carrying out its contractual obligations (notably customer's data base management, access to the online Applicants' database, events, services and ticketing management, invoicing and cash collection management) and promoting its activity.

Such data is stored for a maximum duration of 10 years.

This personal data can be:

integrated into the online database available to Applicants to enable them to prepare the Event, network, promote their business and schedule their business appointments during the Event. In this respect, Applicants undertake not to use the data for any other purposes. Applicants that would use the data contained in the database for their own purpose are deemed data controllers and bear all the liabilities of this status towards other Applicants. Reed MIDEM will provide its best efforts to stop by any means any disturbance caused by any forbidden use of personal data. Reed Midem shall, under no circumstances, be held liable regarding the unlawful data processing and use from other Applicants or third parties;

transmitted to parties that have undertaken to comply with Data Protection Laws requirement such as companies belonging to the same group, in particular the companies of the RELX group, service providers and partners, who may be located outside the European Economic Area;

communicated to Applicants, such as speakers, sponsors, exhibitors and sellers, who can be located outside the European Economic Area to carry out commercial prospecting;

used on all distribution and promotional media in connection with the relevant Event including but not limited to media over the internet;

processed for distribution and promotional analysis (profiling, targeting).

As a data controller, Reed Midem has implemented and maintains appropriate technical and organisational measures in such a manner that its processing of personal data meets the requirements of French and European Data Protection Laws and in particular GDPR.

Applicants may exercise their right to access, obtain, correct and oppose the use of their personal data, to the extent that such data is processed solely by Reed Midem, by writing to Privacy Centre webform

(<https://privacy.reedexpo.com/en-gb/privacy-centre.html>). In case of unsatisfied answer to Applicants' request, Applicants may raise a complaint before the French National Data Protection Authority (Commission Nationale Informatique et Libertés or CNIL) www.cnil.fr

ITEM 7: GOVERNING LAW AND JURISDICTION

The Rules shall be construed under and governed by French law.

APPLICANTS EXPRESSLY ACKNOWLEDGE AND AGREE THAT THE COURTS WHICH HAVE JURISDICTION OVER REED

MIDEM'S REGISTERED OFFICES WILL BE SOLELY COMPETENT TO RULE ON ANY DISPUTE ARISING IN CONNECTION WITH THE CONTENT OR THE ENFORCEMENT OF THE RULES.