

# 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 is a unique pitching event for creators and producers of factual and documentary projects, taking place during MIPDoc (6-7 April 2019), in the JW Marriott, Cannes.

This event is organised by Reed MIDEM during MIPDoc 2019.

The aims of the MIPDoc Project Pitch are to encourage, promote and reward creativity, originality and innovation. Due to the increasing number of projects submitted to the competition, the Pitch will narrow in focus and select projects based on the following genres: "SCIENCE & TECHNOLOGY" and "CURRENT AFFAIRS & INVESTIGATION"

### 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) to present their new factual and documentary projects, in early stages of productions, and for which the worldwide rights are still available.

To qualify, eligible projects must be:

- "SCIENCE & TECHNOLOGY" or "CURRENT AFFAIRS & INVESTIGATION" factual and documentary series / one-off;
- still looking for financing, i.e. "Early Stage" (0 to 25% financed) and "In Development" (25 to 75% financed);
- in its first season (returning seasons are not eligible)
- never pitched before at a festival/market or to buyers prior to MIPDoc 2019

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 submitted a project in the MIPDoc Screenings Library:

- 1- Go to [screenings.my-mip.com](http://screenings.my-mip.com). Log in using your email address and password. These are the same details as for the MIPDoc online database.
- 2- Submit your project in the MIPDoc Screenings Library and tick "MIPDoc Project Pitch" box when filling in the project form.

All submissions should be made in English.

All required materials, as set forth hereinabove, must be received by Reed MIDEM no later than 5 March 2019 (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, attend the preparatory meeting, and present their project 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 6 April 2019 if they are selected as Finalist in the "SCIENCE AND TECHNOLOGY" MIPDoc Pitch Project, and on Sunday 7 April 2019 if they are selected as Finalist in the "CURRENT AFFAIRS & INVESTIGATION" MIPDoc Pitch Project. All Finalists or their representative will be asked to attend a preparatory and technical rehearsal of the live pitch. This rehearsal is mandatory and will be scheduled on Friday 5 April for the "SCIENCE AND TECHNOLOGY" MIPDoc Pitch Project, and on Saturday 6 April the "CURRENT AFFAIRS & INVESTIGATION" MIPDoc Pitch Project. Rehearsal exact timing 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 Form 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.

Company and delegates need to be registered for MIPDoc and have registered credits in order to access the Screenings Library submission platform.

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.

The Finalists are authorised to mention the selection of their project at the MIPDoc Project Pitch in their promotional activities.

The information provided as part of the submission in the Screening Library may be used by Reed MIDEM to promote the selected programmes in all communication/promotional tools relating to the MIPDoc 2019 and MIPTV 2019:

- Website, Show News and all related e-communications, including social media.
- Printed MIPDoc 2019 programme, Preview magazine and Daily News (distributed to the international press and the overall community attending the market).
- Any other promotional/marketing tools that Reed MIDEM or MIP Markets may use for informational or promotional purposes.

The Finalists authorise the use of this information for promotional purposes.

Reed MIDEM may make pictures of the live session the Applicant is involved in. The Applicant authorises Reed MIDEM to use pictures taken during the session on MIPTV's website, printed material, online campaigns and/or Reed MIDEM's partners' websites and for distributing within a compilation for informational, promotional and/or commercial purposes; for a period of three (3) years beginning on the date the shooting is made.

Reed MIDEM collects participants' personal data by the present document or during participation of the event (attended places or events, services operated). This data is processed electronically by Reed MIDEM for the purposes of managing and publishing its participants' data file, for the purposes of carrying out its contractual obligations 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 Participants to enable them to prepare the Event, promote their business and schedule their business appointments within the Event. In this respect, Participants undertake not to use the data for any other purposes. Reed MIDEM reserves the right to stop by any means any disturbance caused by any forbidden use of personal data;
- transmitted to sub processors 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 Participants, 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 over the internet;
- processed for distribution and promotional analysis (profiling, targeting).
- As a data controller, the Organiser have implemented and maintain appropriate technical and organisational measures in such a manner that its processing of personal data meet the requirements of French and European Data Protection Laws and in particular GDPR.
- Participants may exercise their right to access, obtain, correct and oppose the use of their personal data by writing to: [contact.dpo@reedmidem.com](mailto:contact.dpo@reedmidem.com). In case of unsatisfied answer to Participants' request, Participants may raise a complaint before the French National Data Protection Authority (Commission Nationale Informatique et Libertés or CNIL) [www.cnil.fr](http://www.cnil.fr)

Applicants may exercise their right to access, correct and oppose the use of their personal data by writing to the following email address: [contact.cnil@reedmidem.com](mailto:contact.cnil@reedmidem.com).

Any prospecting for purposes other than the above mentioned is prohibited.

Reed MIDEM reserves the right to have any disturbances caused by any here-mentioned prohibited use terminated by any means, including the disconnection of the Applicant from the event. This is without prejudice to any legal action that Reed MIDEM may take in order to exercise its rights and of any damages to which Reed MIDEM may be entitled as a result of such non-respect of the present provisions.

## **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

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 5 march 2019.

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

Five Finalists in each category ("SCIENCE & TECHNOLOGY" and "CURRENT AFFAIRS & INVESTIGATION") 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.

The Finalists shall ensure that any and all rights for their Pitch Entries are available at such time.

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 2019
- Visibility in MIPDoc 2019 communication and marketing tools (official conference programme, MIPDoc website and social networks)
- Organised meeting 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 2020
- 1 free project registration in the MIPDoc Screening Library in 2020

#### **ITEM 5: CLAIMS**

The act of submitting a Pitch Entry implies that the applicant has accepted and agreed to be bound by the Rules.

Reed MIDEM reserves the right to change, modify or amend the Rules at any time.

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 2019.

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: 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.