

MIPFORMATS PITCH 2025

What is MIPFORMATS Pitch?

Don't miss the opportunity to expose your greatest format concept on the international stage! The MIPFORMATS Pitch is open to all creators and producers from around the world (under the banner of a company or not) to present their new and original, non-scripted entertainment formats. Finalists have the opportunity to pitch their idea to format experts and an audience of international industry executives.

Who can apply?

The MIPFORMATS Pitch is open to all creators and producers from around the world (under the banner of a company or not) to present their new and original, non-scripted entertainment formats.

What are the criteria for a project to be submitted?

- be new and outstanding non-scripted format concepts
- be powerful with strong stakes for a US prime time slot
- must have not yet been commissioned or broadcast on linear television or nonlinear television or exhibited in any other manner
- must have worldwide format and distribution rights still available.
- Fitting in the following genres of non-scripted formats, and more specifically:
 - Entertainment (studio or in the field)
 - Studio Game Shows
 - Formatted reality series

What are the criteria for the project final selection?

- Creativity, uniqueness and innovation
- Powerful concept and stake
- Project well structured, tightly formatted
- Potential to travel
- Feel good and fun touch for a co-viewing experience
- Capacity of returning for multiple seasons

How do I enter the competition?

The call for entries is open to all:

- Submit your project by filling out the MIPFORMATS Pitch online form [HERE](#)
- All submissions should be made in English.
- Make sure you read carefully the MIPFORMATS Pitch “Rules and Regulations” available in the formstack.

Is there a cost to apply?

No cost to submit a project. Each of the 5 finalists will be offered 1 registration free of charge for MIP LONDON. However, any additional participant or attendee will have to pay a [MIP LONDON registration fee](#) to attend the pitch event.

How many projects can I submit?

You can submit up to 3 projects to the MIPFORMATS Pitch.

How do I submit my project?

Submit your project [HERE](#)

You will be requested to fill one Entry Form per project and to prepare more specifically the hereafter information:

- A paragraph that summarizes the format pitch or logline
- A detailed format description
- A statement of purpose from the author to defend the interest of the concept
- A realistic approach to shooting schedules, broadcaster budget, legal restraints...
- A clear statement of the target audience and explain why this concept would fit a prime-time audience
- A biography of the producer and their latest show on air (if any)
- A 2min Elevator Pitch (video of the creator pitching the format)

Any additional materials will be welcome but are not necessary for the first round of submissions.

What are the key deadlines & dates to remember

- The call for entries opens online: **Early December 2024**
- Deadline for entries: **Thursday 9 January 2025**
- Finalists' announcement: **First week of February 2025**
- Rehearsal meeting for the Pitch finalists: **Saturday 22 February 2025**
- Finalists pitch at MIPFORMATS, MIP LONDON: **Monday 24 February 2025**

The presence of finalist is required in order to prepare the live pitch. The rehearsal meeting is mandatory.

Final date and time will be confirmed end of December 2024.

How do I know if I am selected as a finalist?

The 5 finalists who have been selected to participate in the Live Pitch will be notified in writing by RX France & will be announced by RX France by end of January on the MIP LONDON website.

What will I get as a MIPFORMATS Pitch finalist?

- One (1) free registration to MIP LONDON 2025
- Visibility during the onstage pitching in London during MIP LONDON 2025
- Visibility in MIP LONDON communication and marketing tools (official conference programme, MIP LONDON website and social networks)

What will happen on stage as a finalist?

Each finalist will have 5 minutes on stage to pitch their project in front of the Jury & audience. A sizzle reel will be required for those 5 finalists who will pitch onsite at MIPFORMATS. The sizzle reel does not need to be a fully graded, final trailer of the show but must demonstrate the essence of the show and its structure. It can be an interactive PowerPoint or feature filmed footage/short film/clips/ stills.

Once the finalists will have pitched their projects, they will have a 3 minutes Q&A with FAE Jury.

Who should I contact for any further questions?

- Please contact: carole.ollerdisen@rxglobal.com

How can I protect my idea while attending MIPFORMATS Pitch?

As you may know, copyright law will not protect a mere idea as such. It is only the original expression of your idea that can be protected.

In principle, any one is free to take mere ideas, themes, facts, styles and techniques as these items are not considered copyrightable, and, therefore, belong to the public domain.

Ideas are free as the air, as they say. It is not the idea behind a format concept that is protected – only the original expression of the idea can be a valid copyright protected work that can be owned by its creators and protected against copying. In other words, if you come up with a format concept, you cannot stop someone else from copying the general idea behind your format concept – you must be able to show that they actually copied more than just that general idea, that they copied something that presented an original expression of that idea.

That original expression is likely to be something written, acted, played, sung, painted, drawn, sculpted, designed, filmed – something that is expressed in a perceptible form. To attract copyright, this something must be original. The greater the originality, the more protection you can expect. Where the act of creation has led to a work that is obviously a novel and unique creation, the copyright will be treated as relatively “thick”. Where the act of creation is minor – as in the adaptation or compilation of earlier work – the copyright will be seen as comparatively “thin”.

Sure, ideas are stolen – it does happen. Having said that, you may think the best protection of your ideas against theft is to hide your ideas away and never pitch them to anybody. However, as justified as your desire to protect your ideas against theft may be, if you’ll never pitch it, you’ll never sell it – and your project will never get made.

A creator who wants to prevent anybody from seeing an idea and therefore never pitches it ends up nowhere. No pitch, no deal.

Pitching your format concept at a pitching event can be a great opportunity for you to find potential partners with whom you can develop your project. Compared with usual face to face meetings, pitching to a broader

audience may very well help you to protect your format concept as peers in the trade who will be watching your pitch will see that this is yours – and hence you may establish some proof of ownership. No copier who was in the audience and saw your pitch may defend an act of plagiarism by saying that he didn't know about your format concept.

Obviously there is no one method which will protect yourself against plagiarism, but a few suggestions can be put forward:

- **Make your format concept distinctive:** The more detailed, the better. The more you develop and elaborate your format concept, the more it is expressed in detail, the easier it is to protect it against copying. Even when a bunch of ideas are somewhat similar to one another as they are just referring to certain trends or genres, the more detailed they are, the more unique they become. Most buyers will take the view that ideas are just a dime a dozen, what is really valuable is how you develop and execute your ideas.

- **Do proper research:** You can only conquer the market if you really have an innovative concept, something with a unique twist providing for originality which allows it to stand out – and not just a stereotypical idea that is well known from other formats within the genre. If the novelty of your concept suffers because of similar formats which have already hit the market, it is hard to stand out from the crowd. True innovation is hard to find, so be honest with yourself: Is your format concept really the kind of original and innovative concept with a commercial value that has to be paid for? If you have true innovation at hand, and if you are confident that you'll deliver a great pitch, you will have success selling it.

- **Number and date all your creative materials** that you've prepared for the pitch, name the creators and include a copyright notice (©), and register your creative materials with FRAPA or another acknowledged registration service before submitting it to the MIPFORMATS Pitch. Today, the entire registration process can be handled online. For more information, please see www.frapa.org.

We recommend you register your creative material through FRAPA prior to submitting to MIPFORMATS Pitch.

For more information about FRAPA and its format registry, please see www.frapa.org. None of the above should be taken as a substitute for legal advice.