



WEB PITCH

Organised by PRIMI and Marseille Web Fest on 13 October 2012

CALL FOR PROJECTS

CLOSING DATE FOR SUBMITTING PROJECTS : 30 June 2012

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Presentation of the Call for Projects

In 2012, Marseille Web Fest and PRIMI, in partnership with the CMCA, launched the Web Pitch #2.

The web pitch is :

- A unique occasion to pitch your web project to a panel presided over by Boris Razon, the director of new forms and transmedia at France Télévisions and a number of professionals present during the Marseille Web Fest. More than 250 international professionals are expected to attend this second event !
- A pitch workshop for the 8 projects selected, conducted by an expert.
- **A grant of €5 000 to the best pitch.**
- Continued support from the ACSÉ Transmédia commission (national office for social cohesion and equal opportunities) for those projects that are concerned with cultural diversity.
- Continued support from Marseille Web Fest and PRIMI for all the projects selected.

Objectives

Beyond the objective of this pitch to encourage new collaborations around the projects selected, this call for proposals is also the occasion to discover creative and innovative projects, to reveal new talents and the potential of web feed formats.

The Pitch Session

All professionals from across Europe and from around the Mediterranean basin are now invited to reply to this call for projects.

A selection committee made up of professionals from this sector will select the 8 best projects. This year, particular attention will be paid to projects from countries around the Mediterranean basin.

The 8 finalists will be given the opportunity to pitch their project in front of a panel of professionals presided by Boris Razon, the director of new forms and transmedia at France Télévisions, and made up of financiers, distributors and potential partners, a special mention must be made for Frédéric Josué from Havas and Daniel Khamdamov from Arte Créative. This session will also be open to professionals who have attended the Marseille Web Fest.

Each author and/or producer will have 15mins to pitch their project (7mins30 for the presentation and 7mins30 for questions/answers). Competitors can be accompanied by their authors, producers, actors and any other person involved in the project during the demonstration of the overall artistic ambitions of the project.

Workshop Pitch

Prior to this final presentation the competitors selected will be able to attend a pitch workshop run by an expert who will help them prepare their presentations in two ways :

- a group session on the art of pitching
- an individual session on the project to be presented

These work periods will enable the competitors to perfect their pitch and also learn from the feedback obtained during these sessions as well as from the discussions with the professionals present.

Prize

After these sessions, the panel will identify the best pitch which will then receive a grant of €5 000.

Marseille Web Fest and PRIMI will ensure that this project will receive further support from them up until its finalization.

Dates

Launch of the Call for Projects	April 2012	
Closing date for submitting projects	30 June 2012	
Selection of the finalists by the jury	July 2012	Marseille Web Fest will take place in
Pitch Workshop	11 October 2012	Marseille on 12 and 13 October
Pitch session	13 October 2012	(participation free of charge)

Conditions

Project leaders concerned

The web pitch is designed for European and Mediterranean authors and producers.

Eligible projects

All programmes for the web, whether they be web fictions, web series or even web documentaries, at any stage of development.

Projects dealing with the issues related to diversity will be particularly welcome, yet this is not a criterion necessary for selection.

Selection

The selection committee will be composed of professionals and experts in this sector.

The projects selected will be original and will develop new and non-linear forms of composition.

The quality of the presentation of the application file will also be a criterion for selection.

The project leaders will be contacted directly and informed of the selection results.

Conditions

All application files must contain the following documents :

- The application form duly completed, dated and signed.
- A two page presentation of the project **in English** : project pitch, financial planning, partners, images and all other elements necessary for a complete presentation of the project. This document will serve as the basis for the work to be done during the workshop.
- The CVs and filmographies of the principle members of the team and the companies involved.
- Any other document or material considered pertinent : DVDs, web sites, etc.
- In the event of an application by a production company, copies of all the contracts with the authors must be included.
- Copyright authorisation when the subject matter uses material taken from existing work.
- Any artistic and production element that the project leader considers of importance and useful may be included.

These elements will be made available solely to the selection committee and the pitch workshop leader.

All projects must be submitted by 30 June 2012 by Email to the following address pitch@marseillewebfest.com

It is possible to send additional documents by post to

Amalia Germain
PRIMI
Pôle Média Belle de Mai
37 rue Guibal
13003 Marseille
France

Application form

Project leader identification

Company

Field of work

Address

Country

Office number

Email

Web site address

Name

First name

Position held

Mobile phone
number

Email

Info

Have you already taken part in a pitch ?

Yes / No

If so, which ones ?

Have you already pitched this project ?

Yes / No

If so, on what occasion(s) ?

Have you already had pitch training or attended pitch workshops ?

Yes / No

If so, which ones ?

Date and signature

Organisé par

PRIMI

PÔLE
TRANSMÉDIA
MÉDITERRANÉE



Marseille Web Fest
Festival international de la web-série

en partenariat avec



Marseille Web Fest

The Marseille Web Fest is the international festival of the web series. This year's festival will take place at the Belle de Mai Media Park, in Marseilles, the 12th and 13th of October, 2012.

Open to all and free of charge, this festival merges culture and digital economy, offering two days of screenings of 22 web series from around the world. It is also an opportunity for visitors to meet broadcasting and multimedia international professionals and to take part in conferences dedicated to web series development.

Unique in Europe, the Marseille Web Fest gives Marseilles and its region even greater visibility on the international scene due to its collaboration with its American counterpart, the LA Web Fest, and also because of the quality of the web series selected from around the world.

Point of convergence for broadcasting, new media and communication representatives, the Marseille Web Fest is a veritable springboard for new talent.

PRIMI

PRIMI is the Pôle Transmédia Méditerranée, which groups together professionals from the cultural and creative industries working with image, Multimedia and the Internet in the Provence-Alpes-Côte d'Azur region.

This cluster has come into existence within a context where media and technologies are converging, and particularly those where transmedia is the principle form of development and distribution of the productions across the five screens (TV, Mobile, Web, Console, Cinema).

PRIMI has the objective of making the region an important actor within these new markets by assisting professionals in the appropriation of the digital world, the new mode of narration and new economic models in order to encourage and facilitate the development of cross and transmedia formats.

Assistance will be provided along 4 main axes : accompanying projects, the development of new markets, training and CSR.

Thus throughout the year PRIMI organises workshops, sets up work groups, web resources, accompanies projects onto the market, promotes the work of its members...

PRIMI is recognized and designated as a Regional Cluster for Innovation and Responsible Economic Development (PRIDES) by the Provence-Alpes-Côte d'Azur Region and as a regional cluster by the DATAR (French Government).

CMCA

Created in 1995, the CMCA (Centre Méditerranéen de la Communication Audiovisuelle) is a Mediterranean network for audiovisual cooperation which groups together television channels and companies as well as producers and actors in the audiovisual sector who are established in the Mediterranean area.

The CMCA has set up organisations and the tools indispensable for the development of an area of exchange open to all audiovisual operators, whether private or public, who are interested and involved in the enhancement of Mediterranean cultures.