



**POWER TO THE PIXEL ANNOUNCES OPEN CALL FOR SUBMISSIONS FOR FIRST EVER
"PIXEL MARKET"**

£6,000 ARTE Pixel Pitch Prize To Be Won

LONDON, WEDNESDAY 16 JUNE 2010

Power to the Pixel is proud to announce that **THE PIXEL MARKET** is open for entries.

The groundbreaking marketplace takes place on 13 & 14 October 2010 in London and will showcase 20 of the world's best cross-media projects at **Power to the Pixel's Cross-Media Forum**.

Held in association with The BFI London Film Festival **Power to the Pixel's Cross-Media Forum** will run from 12 - 15 October 2010. The event has helped develop an agenda for digital change for creatives and businesses, gathering together some of the smartest and most pioneering media professionals and digital experts in the world.

Its energetic, collaborative format has fostered an active international media community that has already helped build true cross-media businesses and helped finance innovative cross-media projects.

The Forum has also been important in creating a bridge between pioneering cross-media developments and the mainstream media business worlds.

The Pixel Market will be a natural progression for the Forum, introducing cross-media project producers to top international financiers, commissioners, tech companies, online portals and media companies during the two-day event.

Each project will be based on stories that can span any combination of film, TV, online, mobile, interactive, publishing, live events and gaming.

Up to 10 of the teams will compete for the **£6,000 ARTE PIXEL PITCH PRIZE** at Power to the Pixel's public event, **The Pixel Pitch** on 13 October at NFT1, BFI Southbank. Producers will present their cross-media project to a handpicked roundtable of international jurors, who might themselves become viable partners for the projects.

The jury will be made up of international decision-makers, commissioning executives and financiers working in film, broadcast, publishing, online, advertising, gaming, the arts and interactive media.

The second day of the market on 14 October will offer one-to-one business meetings to the 20 project teams with potential investors and partners from across the media industries, technology and finance.

Entries are invited from producer-led teams with a strong track record in film, broadcast, interactive media or other relevant creative industries. Projects must include the use of new tools, platforms, services and devices and be at an advanced stage of development.

Teams selected for The Pixel Market will benefit from significant international publicity and can expect to be introduced to new international business and partnership opportunities.

Last year's Pixel Pitch competition saw seven cross-media projects presented to international companies including Summit International, Babelgum, Sony Computer Entertainment, BBC, YouTube, BBH Labs, Channel 4, UK Film Council, Arts Council of England, CAA and ARTE France.

New York-based Desedo Films' *Heart of the City* was awarded the Babelgum Pixel Pitch Prize 2009.

The Pixel Market is supported by the Media Programme of the European Union, ARTE and The BFI London Film Festival.

Liz Rosenthal, Founder and MD of Power to the Pixel said: "**The Pixel Market** will highlight the exciting and growing trend of cross-media storytelling within the film and other media communities. Thanks to the generous support of the MEDIA Programme and our other partners, ARTE and The BFI London Film Festival, Power to the Pixel is able to help connect cross-media producers with potential new international partners from across the media industries."

Costas Daskalakis, Head of MEDIA programme unit at EACEA said: "[Cross-media projects have attracted a lot of attention over the last year. MEDIA is happy to support events such as **The Pixel Market** so that they also attract funding. The MEDIA programme has developed an overall strategy to support cross-media projects including training, financial support for development, markets and distribution.](#)"

Michel Reilhac, Executive Director Film, ARTE France Cinéma said: "We at ARTE have decided to sponsor the prize at The Pixel Pitch for the first time this year, because last year's event was so unique, thrilling and productive. It was very effectively and creatively handled. I found it to be the best way to learn about the strongest transmedia projects in the making around the world in a very compact and easily accessible format. I just loved it and I am thrilled that we can be involved this year...! Don't miss it! "

For further information about Power to the Pixel and The Pixel Market please contact:

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NOTES TO EDITORS

About Power to the Pixel

Power to the Pixel is a company dedicated to supporting film and the wider media in its transition to a digital age with a passion for connecting creative talent to audiences. All its cross-media services are dedicated to a core idea that success is driven by knowledge – most critically of how to work in a rapidly-evolving, customer-driven international market.

Power to the Pixel runs services including consultancy, events, news, education and training, which are used by media professionals and content creators around the world. It is run and supported by some of the most experienced cross-media pioneers, professionals and filmmakers in the world.

The company has expertise in all areas of the business including project finance, cross-media content creation and digital distribution. This understanding of the challenges and opportunities of digital change means Power to the Pixel is an essential bridge between the visionary, the pioneering and the practical.

www.powertothepixel.com

The Pixel Market - How Does It Work?

Power to the Pixel will select up to 20 cross-media projects to be presented to potential international financiers, investors and partners at The Pixel Market, part of Power to the Pixel's annual Cross-Media Forum held in association with The BFI London Film Festival. Selected participants will also gain free accreditation to Power to the Pixel's Conference Summit on the first day of the Forum.

The Pixel Pitch, 13 October 2010

Up to half of the selected projects will be presented *In Competition* at The Pixel Pitch, a public event on the first day of the market on 13 October 2010 at NFT1, BFI Southbank. These project teams will compete for the **£6,000 ARTE Pixel Pitch Cash Prize**.

Producer-led teams will present to a hand-picked roundtable jury made up of financiers, commissioners, tech companies, online portals and media & entertainment companies.

Each team will have 10 minutes to pitch their project (including visual presentations) with a further 20 minutes for comments and feedback from the roundtable.

The Pixel Meetings, 14 October 2010

Day Two of the market is a by-invitation-only event. The 20 international teams selected for The Pixel Market will attend a day of one-to-one business meetings with potential creative and financial partners from across the tech, online, interactive, film, broadcast, arts, publishing and gaming industries.

This will be followed by an evening networking drinks reception where the Winner of the ARTE Pixel Pitch Prize will be announced.

Submission Guidelines

1. Projects must have a Producer attached and be submitted through a production company
2. Submissions must be made by the Producer
3. Producer(s) must own the rights to develop and produce the project in all required media
4. Applications from producers who are students on the dates of The Pixel Market will not be eligible
5. A maximum of 2 members per team will be allowed to present *In Competition* at The Pixel Pitch (if selected) one of whom must be the Producer or Director
6. Applications and supplementary materials must be delivered in the English language
7. Power to the Pixel will give preference to projects whose team members have a track record within their sector (eg. broadcast, online, gaming, theatrical, publishing)
8. Projects must be at an advanced stage of development
9. Application forms and all supplementary materials must be delivered online eg. stills, storyboards, moving imagery (10 mins max) by uploading files and providing urls to where materials have been uploaded
10. All application forms and supplementary materials must be received by 18.00 BST on 6 August 2010 at market@powertothepixel.com

Key Dates

16 June 2010
6 August 2010
3 September 2010
13 October 2010
14 October 2010

Call open for submissions
Deadline for submissions (18.00 BST)
Successful applicants informed
The Pixel Pitch at NFT1, BFI Southbank in London
The Pixel Meetings (venue tbc)
ARTE Pixel Pitch Prize Winner announced