

## MSN seeks new creative ideas via Content 360 at MIPCube; entries open

PARIS, FRANCE: The seventh annual [Content 360](#) digital creativity competition at MIPCube, MIPTV's new innovation forum, has now opened its call for entries with a new viral video category created by [MSN International](#) and a general category for new transmedia concepts.



The 2012 Content 360 competition offers digital media innovators the possibility to pitch their ideas directly to MSN executives or a jury of TV industry decision makers to win development funding and gain international recognition.

The deadline for entries is 24 February 2012

MSN will short-list three projects to be awarded €5000 each to produce a pilot video in support of the final pitching sessions at MIPCube. The winners will be announced on Saturday 30 March and will be showcased on day 1 of the MIPTV conference programme, 1 April 2012.

In its category "[Videos that Create Global Buzz](#)" MSN is looking for creative ideas on short on-line video productions that are fun and consumer-friendly when shared with friends around the world. Typically less than 3 minutes, videos can be either film or animation with focus on humour that can appeal in MSN's 50-country market. In parallel to this, projects should respond to MSN's desire to reinvent its offering via Social, Real-Time, Search and Multi-Platform infusion. The final winning project will be coached by MSN in order to secure sponsorship from an advertiser for an entire production season.

The second category "[New Transmedia Concepts](#)" calls for innovative transmedia concepts that mix video storytelling with gaming, live events, mobile applications, integrated marketing, dual screen content, or any additional techniques for enriching the story and the user experience. Contestants are asked to submit their ideas in a Quick-Fire presentation format (maximum 20 slides) to explain the concept, target audience, story, characters, platforms and budget. Finalists will present using the same format during the Content 360 final pitching sessions in Cannes.

For more information go to [www.miptv.com](http://www.miptv.com).