

## MIPTV announces Content 360 Finalists

CANNES, FRANCE: MIPTV has announced the 18 creators of digital formats, online games, rich media tablet and smart phone applications to have been selected for the final of the 6th edition Content 360, the international digital creativity festival held at MIPTV (4-7 April, 2011, Cannes, France).



This year the App and Online Games & Social TV juries have been joined by Disney Online's Julie Adair, France Televisions' Bruno Patino, MTV Networks' Philip Bouchier O'Ferrall, Nokia's Gerard Gecht and Samsung's Daniel Sanders.

A total of 157 projects and videos were submitted this year from 29 countries across four new categories representing the latest trends in audience engagement. The 18 chosen finalists are drawn from 11 countries, the biggest contingent coming from the USA, followed by the UK, Canada, Malaysia, Australia, France, Germany, Italy, Venezuela, Singapore and South Korea.

The selected finalists of the 2011 categories are:

Interactive & cross media digital entertainment formats" sponsored by FremantleMedia and RTL Group

- "Go To The Answer" (The Connected Set, UK)
- "Trix & Trax" (Ven a Kite, Venezuela)
- "Un1que" (Pop Monkey Productions, USA)
- "Give me a Dollar!" (Ed-Online Technologies, Malaysia)

Online and social games

- "Twar - Twitter War" (Twar, USA)
- "Spartacus: Gods of the Arena Social Media Game" (Starz, USA)
- "Reehborn3" (3DDUO, France)
- "Sports Vision" (ODD1 Inc., Canada)
- "Home Sheep Home" (Aardman Digital, UK)

Rich media tablet and social TV apps

- "Raja Lawak" (Astro Entertainment, Malaysia)
- "Bring it home!" (Telston, South Korea)
- "BeyondTV" (Aleph, Singapore)
- "Sesame Street: Join the Brand" (Sesame Workshop, USA)
- "Roma Virtual History" (Applix / Mondadori, Italy)

Smartphone app for youth engagement" sponsored by The National Film Board of Canada:

- "Media Undone smartPhone Apps" (PinkPom Digital, Canada)
- "This is me" (Twentysix, UK)
- "Sexy Inc" (Australian Documentaries, Australia)
- "Sexy Inc - Diss the hypersexualisation Pimps" (Appsfactory, Germany)

All the finalists will pitch their projects to a panel of executives from the global TV and media industry at MIPTV during live pitch sessions. The winners in each category will be announced on Wednesday 6 April, during an award ceremony in Cannes.

[The Content 360 finalists on the MIPTV site.](#)

For more information on Content 360, go to [www.connected-creativity.com](http://www.connected-creativity.com)

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

For more, visit: <https://www.bizcommunity.com>