

MIPFormats Pitch 2012 competition opens

PARIS, FRANCE: The MIPFormats Pitch 2012 [call for entries](#) is now open. Warner Bros International Television Production (WBITVP), the exclusive sponsor of the competition, will oversee pre-selection to choose the final competition contestants and will spend up to €25 000 to develop the winning project of the MIPFormats Pitch.

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Designed to offer both a strategic and a hands-on approach of the Formats business to all participants with more in-depth market analysis, more screenings, more interactive workshops and more matchmaking between buyers and commissioners, the 3rd edition of MIPFormats will take place on Friday 30 and Saturday 31 March 2012, ahead of MIPTV (1-4 April), in Cannes.

The MIPFormats Pitch competition aims to find new ideas, new talent and new formats. It is open to all creators and producers from around the world who work under the banner of a company or independently. Taking place during MIPFormats on Saturday 31 March 2012, the international pitching event expects to see cross-media and multi-platform productions, as well as hybrid format concepts crossing the lines of programme genres enter the competition.

Panel of international experts

All pitch entries will go before a panel of international format experts from Warner Bros including WBITVP, Shed Media, BlazHoffski and Warner Horizon, as well as Nathalie Wogue, former senior executive at Fremantle and Endemol. The panel will choose the final contestants.

Commenting on his company's support of this year's MIPFormats Pitch, Andrew Zein, senior vice president, Creative Format Development and Sales, WBITVP, noted, "Through sponsorship of this MIPFormats event, we are seeking to uncover genuinely new and original, genre defining non-scripted concepts that have the potential to travel as a format to countries small and large, developed and emerging. Formats that can make their mark in a genre and with the viewer, formats that can be big primetime concepts or high volume ratings builders. Well structured and tightly formatted so that they can offer real security and production know-how to our broadcast clients, and capable of returning for multiple series. Above all they need to be entertaining and possess a unique point of view to break through the clutter."

"Building on two years of experience and success, the MIPFormats Pitch competition is now reaching a whole new level," commented Laurine Garaude, director of Reed MIDEM's Television Division. "Warner Bros' involvement in the 2012 MIPFormats Pitch event creates a strong and emulating competition framework, a unique and tangible perspective of project development and an exceptional opportunity for the next generation of media producers around the world to connect

with the industry and enter the big league in format production."

For more information on MIPFormats, [click here](#).

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