

# MIPCOM DIVERSIFY TV EXCELLENCE AWARDS 2020

## TERMS AND CONDITIONS

### ITEM 1: SUBJECT

Reed MIDEM, a company organised in the legal form of a *société par actions simplifiée* (simplified joint stock company) with a share capital of 310,000 € having its registered office at 27-33 quai Alphonse le Gallo, 92100 Boulogne-Billancourt, registered with the Nanterre Commerce and Companies Registry under the number B 662 003 557, is the official organiser of MIPCOM Diversify TV Excellence Awards.

- Dedicated to championing and promoting diversity and inclusion in all its forms across the international television industry, the fourth edition of [MIPCOM Diversify TV Excellence Awards](#) will take place during [MIPCOM \(12-15 October 2020\)](#).

The MIPCOM Diversify TV Excellence Awards aim to bring attention to deserving programmes of diverse and inclusive background, spotlighting authentic new and established voices and recognising positive programming across the year that embraces excellent representation in exemplary shows. Awarded projects will be chosen by charitable organisations and specialized publications that champion for equality and inclusion.

### ITEM 2: CONDITIONS OF PARTICIPATION AND APPLICATION FOR SELECTION

The MIPCOM Diversify TV Excellence Awards (application process, reception of the programmes and selection), as set up by Reed MIDEM, are open to all producers and distributors around the world, wishing to present a programme embracing diversity and inclusion.

#### 2.1 Criteria for Application

To be eligible, the programme should:

- provide a fair and balanced representation of BAME, LGBTQ+ and disabled communities
- show a positive impact
- stand out in originality and excellence in terms of storytelling, casting and production values
- challenge stereotypes
- have aired within the past year (premiere broadcast or streaming of any season between 26 July 2019 and 24 July 2020) on a linear and/or non-linear platform.

##### 2.1.1 The Applicant must:

- Complete in English the [online Entry Form](#) available at [www.mipcom.com](http://www.mipcom.com) by 24 July 2020
- Provide the link to a trailer of up to 2 minutes subtitled/dubbed in English with the [online Entry Form](#)
- Provide the link to a full episode subtitled/dubbed in English with the online Entry Form
- Provide a short synopsis of the programme
- Provide a paragraph of why the programme should win in the category, what impact do you think it can have on viewers
- Hold exclusive copyright ownership on the material properties submitted
- Commit to provide by 18 September 2020 a 30 second clip for the purpose of the Awards Ceremony in case your programme would be shortlisted
- In case his/her programme would be shortlisted, commit to participate in the Awards Ceremony physically or remotely.

Participants agree that in case Reed MIDEM had to move the Awards Ceremony online, instead of a physical event, participants will be informed by Reed MIDEM by email, and the terms related to the MIPCOM Diversify TV Excellence Awards hereafter shall apply to the Award Ceremony online.

2.1.2 The technical requirements for the trailer and full episode are:

- Only streaming links will be accepted and have to be entered in the online Entry Form. Please specify if login and passwords are necessary.
- No downloadable videos will be considered.
- The resolution must be 960x720 or higher.
- For non-English speaking series, the sizzle reel has to be subtitled or dubbed in English

2.1.3 Programmes have to be entered for **one category only**:

- Representation for Race and Ethnicity
  - . Scripted
  - . Non-Scripted
- Representation of LGBTQ+
  - . Scripted
  - . Non-Scripted
- Representation of Disability
  - . Scripted
  - . Non-Scripted
- Representation of Diversity in Kids Programming

2.1.4 The videos that will be screened in Cannes, must meet the technical specifications provided by Reed MIDEM after confirmation of shortlisted programmes.

#### 2.2 Other conditions/obligations

- The application deadline is 24 July 2020.

After this date, no additional programmes will be considered. Reed MIDEM cannot accept responsibility for lost entries due to internet and/or technical problems related to use of internet. Proof of sending is not proof of receipt.

- There is no cost to submit a programme.
- By entering the competition, the Applicant:
  - a) warrants that she or he holds all the rights for the presented programme(s) and information related to the programme(s) and that she or he does not harm any potentially involved third party's rights or infringe on anyone's private life or likeness, and that the project / idea does not infringe any law, especially copyright laws;
  - b) recognizes that Reed MIDEM may already have received programmes similar to those submitted and that Reed MIDEM cannot be held liable by the Applicants for possible infringement of intellectual property in ideas that are submitted either by themselves or by third parties.
- Reed MIDEM reserves the right to reject any programme should its content be perceived by Reed Midem as deliberately interfering with honour and human dignity, with third parties' rights, or as being pornographic, racist, provocative, discriminatory or violent.

- The submitted programmes cannot be withdrawn from the selection process once the application has been submitted, except in case of *force majeure*.

### ITEM 3: SELECTION PROCESS

All submitted programmes will be reviewed by a Jury made of members of the MIP Markets Diversity Advisory Board and additional industry experts, as well as Reed MIDEM's Editorial Team. Only applications that meet the conditions of participation, as specified in the Terms and Conditions, will be considered.

Awards categories:

- **Representation of Race & Ethnicity Scripted + Non-scripted**
- **Representation of LGBTQ+ Scripted + Non-scripted**
- **Representation of Disability Scripted + Non-scripted**
- **Representation of Diversity in Kids Programming**

Up to 3 programmes per sub-category will be shortlisted to be presented during the MIPCOM Diversify TV Excellence Awards (exact date to be confirmed).

The applicants will be informed of the selection of their programme by email by Reed MIDEM mid-September 2020.

The shortlisted projects will be judged in each category by charitable organisations and specialized publications that campaign for equality and inclusion.

A programme per sub-category will be awarded during the MIPCOM Diversify TV Excellence Awards.

The selection decisions are final and without appeal. By entering a programme, the Applicant agrees not to challenge the selection decisions on any ground.

The Official Selection will be announced by end of September 2020.

### ITEM 4: OBLIGATIONS AND BENEFITS FOR APPLICANTS WITH A PROGRAMME SELECTED

The MIPCOM Diversify TV Excellence Awards Ceremony, is open to all the MIPCOM participants.

People attending the Awards Ceremony have to be registered for MIPCOM.

Shortlisted programme applicants for the MIPCOM Diversify TV Excellence Awards 2020 will be responsible for registration, accommodation, flights and expenses on site and other costs and expenses of attending and participating in all aspects of the event.

The Applicant is authorised to mention the shortlist of his/her programme at the MIPCOM Diversify TV Excellence Awards in his/her promotional activities.

The information provided in the [online Entry Form](#) may be used by Reed MIDEM to promote the shortlisted programmes in all communication/promotional tools relating to the MIPCOM Diversify TV Excellence Awards and MIPCOM 2020:

- Website, Show News and all related e-communications, including social media.
- Printed MIPCOM Diversify TV Excellence Awards booklet, Daily News (distributed to the international press and the overall community attending the market).

- Any other promotional/marketing tools that Reed MIDEM or MIP Markets may use for informational or promotional purposes.

The Applicant authorises the use of this information for promotional purposes.

The applicant behind a shortlisted programme commits to provide promotional material (visual, trailer, synopsis, credits) that may be used to promote The MIPCOM Diversify TV Excellence Awards in all events organised by Reed MIDEM.

Reed MIDEM may make pictures of the awards ceremony the Applicant is involved in. The Applicant authorises Reed MIDEM to use pictures taken during the awards ceremony or pictures sent by the applicant on MIPCOM's website, printed material, online campaigns and/or Reed MIDEM's partners' websites and for distributing within a compilation for informational, promotional and/or commercial purposes; for a period of three (3) years beginning on the date the shooting is made.

Reed Midem collects Applicants' personal data by the present document or via an online database, or during participation to the Event (attended places or events, services operated) in accordance with the following disposition and Reed Midem Privacy Policy (<https://privacy.reedexpo.com/en-gb.html>).

The data is processed by Reed Midem for the purposes of carrying out its contractual obligations (notably customer's data base management, access to the online Applicants' database, events, services and ticketing management, invoicing and cash collection management) and promoting its activity.

Such data is stored for a maximum duration of 10 years. This personal data can be:

integrated into the online database available to Applicants to enable them to prepare the Event, network, promote their business and schedule their business appointments during the Event. In this respect, Applicants undertake not to use the data for any other purposes. Applicants that would use the data contained in the database for their own purpose are deemed data controllers and bear all the liabilities of this status towards other Applicants. Reed MIDEM will provide its best efforts to stop by any means any disturbance caused by any forbidden use of personal data. Reed Midem shall, under no circumstances, be held liable regarding the unlawful data processing and use from other Applicants or third parties;

transmitted to parties that have undertaken to comply with Data Protection Laws requirement such as companies belonging to the same group, in particular the companies of the RELX group, service providers and partners, who may be located outside the European Economic Area;

communicated to Applicants, such as speakers, sponsors, exhibitors and sellers, who can be located outside the European Economic Area to carry out commercial prospecting;

used on all distribution and promotional media in connection with the relevant Event including but not limited to media over the internet;

processed for distribution and promotional analysis (profiling, targeting).

As a data controller, Reed Midem has implemented and maintains appropriate technical and organisational measures in such a manner that its processing of personal data meets the requirements of French and European Data Protection Laws and in particular GDPR.

Applicants may exercise their right to access, obtain, correct and oppose the use of their personal data, to the extent that such data is processed solely by Reed Midem, by writing to Privacy Centre webform (<https://privacy.reedexpo.com/en-gb/privacy-centre.html>). In case of unsatisfied answer to Applicants' request, Applicants may raise a complaint before the French National Data Protection Authority (Commission Nationale Informatique et Libertés or CNIL) [www.cnil.fr](http://www.cnil.fr)

Any prospecting for purposes other than the above mentioned is prohibited.

Reed MIDEM reserves the right to have any disturbances caused by any here-mentioned prohibited use terminated by any means, including the disconnection of the Applicant from the event. This is without prejudice to any legal action that Reed MIDEM may take in order to exercise its rights and of any damages to which Reed MIDEM may be entitled as a result of such non-respect of the present provisions.

#### **ITEM 5: CLAIMS**

Submitting a programme for the MIPCOM Diversify TV Excellence Awards implies full acceptance of the present Terms and Conditions.

These Terms and Conditions are governed and shall be construed in accordance with French law.

No claims related to the selection of a programme or any other aspects of selection process, will be accepted. The Director of MIPCOM 2020 has the power to settle all cases not covered by the present Terms. Everyone may have access to the data posted online in the frame of the event. Reed MIDEM cannot be held liable for the use that could be made of these data by third parties.

#### **ITEM 6: MISCELLANEOUS**

In the event of circumstances independent of Reed MIDEM's will and resulting in the impossibility of organising MIPCOM Diversify TV Excellence Awards 2020, the event shall be cancelled without any indemnification whatsoever.

The present Terms and conditions are governed by French Law. FOR ANY DISPUTE ARISING IN CONNECTION WITH THE CONSTRUCTION AND/OR PERFORMANCE OF THE PRESENT TERMS, THE COURTS HAVING JURISDICTION AT THE PLACE OF THE REGISTERED OFFICE OF REED MIDEM WILL SOLELY BE COMPETENT TO RULE ON THE MATTER, WHICH IS EXPRESSLY ACKNOWLEDGED AND AGREED BY THE PARTIES.