

mipcom

mipjunior

The World's Entertainment Content Market

11-14 October 2021 - Palais des Festivals, Cannes, France



ONBOARDING GUIDE

For Company Administrators

Before – During – After with the digital extension



Thank you for being a part of the Digital MIPCOM experience !

The platform allows all MIPCOM & MIPJunior participants to promote their presence, make connections, discover and showcase content and generate leads.

The platform has been designed to match the TV industry needs and should be easy to use.

Through this guide, as company administrator, you will be guided to promote yourself and your company.

- Update your participant profile in order to present yourself and help the MIPCOM & MIPJunior participants find you through the participant directory.
- Update your company profile to deliver relevant information to help the MIPCOM & MIPJunior participants find your company through the company directory.
- Add content to your company page (trailers, full episodes, promotional video), to showcase your freshest catalogue and help the MIPCOM & MIPJunior participants discover your new content through the content directory.
- Allow a colleague to also be an admin for your company on the platform.
- Download the list of participants that have screened your content and/or requested to be contacted.

Enjoy your reading.

ACTIVATION EMAIL

In July and upon registration, you will receive an email to activate your account “Complete your MIPCOM profile”.

The Email “Complete your Digital MIPCOM profile” may fall in your SPAM folders, do not hesitate to search for it, here's the sender name : no-reply@midem.com

Two options to activate account :

- Use “Activate” button
- Copy and paste the link at the bottom in a browser

Note on session automatic log out:

If you remain inactive on your session, automatic logout will be done after 10 minutes of inactivity.



BROWSERS

To maximise your online experience and be able to use all Digital MIPCOM features such as video screening, video upload and chat features, we strongly recommend you to use the latest version of one of the following browsers:

- Firefox
- Google Chrome
- Safari (on macOS)
- Microsoft Edge (on Windows 10)

Note : Internet Explorer is not supported

PARTICIPANT PROFILE UPDATE

GENERAL INFORMATION

 Edit My Profile  Edit company details  Logout

Filter



Guillaume OUDART

Senior Project Manager

MEDIA COLLECTION

About Guillaume

I am in charge of helping our customers discover our catalogue. Please do not hesitate to contact me if you have any questions about our catalogue.

Select items that best represent your company to help visitors to find you through searching the participant directory.

Your presence during the event

the selected item will be used in filter

There are two ways to update your own profile:

1. Through the navigation panel on the top of each page by clicking “My profile”.
2. On Participant directory page, by clicking on “Edit my profile”.



You can update a section each time a pen is available.

To set up your profile you can add:

- your photo (recommended size 180*180px, max 1MB)
- a link to your social media profiles (Twitter & LinkedIn)
- your description, job title and segmentation information on your activity
- your contact information is displayed by default. Click on the pen picture, then “Change”.



Email and Phone are currently visible to others. [Change](#).

IMPORTANT: Try to be as accurate as possible when filling in your business scope such as genres, activity, sales or acquisition territories. We have enhanced filter and searching capabilities, those will be used by the participants, especially content buyers and sales executives to identify the relevant contact to meet within a company.

COMPANY PROFILE UPDATE

GENERAL INFORMATION

[My profile](#) | [Company profile](#) | [Company hub](#) | [Logout](#)

[Edit My Profile](#) | [Edit company details](#) | [Logout](#)

Exhibitor Profile



YOUR PROFILE

Profile completeness: 95%

Translations: Default Language (English) ▼

[Profile](#) [Company Administration](#)

When you upload your content on this website you acknowledge and confirm that either you, the Exhibitor, own all intellectual property rights in that content, including in all images within that content or you have obtained the rights owner's formal consent to upload that content, including all images within that content and place that content on this website. In addition, personally identifying information should not be entered / uploaded in this profile.



MEDIA COLLECTION

Stand: NOT ASSIGNED

+ Add Session

FOLLOW US

Facebook Twitter YouTube LinkedIn WeChat Instagram

Description

Describe what your company does. Maximum 100 characters.

Our company is specialized in the production and distribution of old films.

Brands we represent

Tell visitors what the brands that your company will represent at the event.

Reunite Films, Silent Films, Isardisco Records

Filters

Select items that best represent your company to help visitors find you on the website directory. Other filters available might be available in the website directory.

Your company country: [Belgium](#)

Your company activities: [Distribution](#) [Production](#) [Licensing](#) [IP - Merchandising](#)


Your company genres: [Kids](#) [Drama](#) [Scripted Content](#) [Feature film](#)

Gallery of products and services


Add products to your Profile to show what you have to offer. Upload an image and fill in the details for each product.

+ Add product


Products added: 4



Charlie Chaplin's "The Good, the Bad and the Ugly"



Inter Sanctus



The Gun and the Pulpit

Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

Select a category: ▼

Upload PDF file

WEBSITE

<https://reunitefilms.org/details/first-exhibitor>

EMAIL

guillaume.oudon@reunitefilms.com

PHONE

ADDRESS

27 Quai d'Anvers La Gelle
BOULOGNE-BILLANCOURT CEDEX
92012
France

There are three ways to update your Company profile:

1. Through the navigation panel on the top of each page by clicking “Company profile” OR “Company Hub”
2. On Participant directory page, by clicking on “Edit company details”

You can update a section each time a pen is available.



To set up your company page you can add :

- a logo (recommended size 180x180px , max. 1MB)
- a banner (recommended size 600x150px, max 1MB)
- a description and contact information
- the segmentation informations of your company
- content (*check next page for complete details*)
- documents (PDF format, max size 5 MB per file)
- the sponsor category if you have a premium package (first in first serve)

IMPORTANT: Try to be as accurate as possible when filling in the company description and all attached data. We have enhanced filter and searching capabilities, those will be used by participants to search for specific companies or territories.

COMPANY PROFILE UPDATE


COMPANY ADMINISTRATORS

Profile

Company Administrators

Create and manage administrators for your company, including a role. Each administrator will be sent an email with login information, there can be multiple administrators for each role and the same persons details can be entered with multiple roles. There must be one Primary Administrator. Please ensure you have the person's permission to add their details.

+Add Company Administrator

	Email address	Login roles	
<input type="checkbox"/>	atlasree.dehx@gmail.com	Primary Administrator	
<input type="checkbox"/>	iteration127regression@mailinator.com	Company additional administrator	

You can add more Company Administrators among the participants of your company at MIPCOM 2021. Please note they need to be already registered (and part of the Participant Directory of the platform).

They will be then able to fulfill exactly the same role as you do.

From “Company Profile” go to “Company Administrators” then click on “Add company Administrator” and enter the email address of the person you want to assign this role.

COMPANY PROFILE UPDATE

CONTENT SUBMISSIONS

The platform to prepare the show and add content on your Gallery of products & services opens to company admin in July.

You can submit 2 kinds of content to our event:

- Case 1: Your content is a completed programme and ready to be sold to key international buyers
- Case 2: Your content is still a project in “early Stage”, “in development” or “in production” and you are looking for financing or partners

Programmes & projects are listed in the:

1. Company page as from July (details about programmes & projects will only be visible as from September).
2. Company Directory as from end of July (only for Premium Packages).
3. Content Directory as from September until 30 November 2021.

IMPORTANT: The number of products you can add depends on your lead package upsells: 3 for Essential / 9 for Booster / 20 for Premium.


COMPANY PROFILE UPDATE

CONTENT (PRODUCTS) MANAGEMENT

Gallery of products and services

Add products to your Profile to show what you have to offer. Upload an image and full details for each product.

+ Add product



* indicates a mandatory field

Product name*

Enter the name of the product. Maximum 50 characters.

Charlie Chaplin's "The Good For Nothing"

Description

Describe the product. Maximum 500 characters.

Charlie Chaplin's 25th Film Released Aug. 31 1914 As His New Profession An American comedy silent film made at the Keystone Studios and starring Charlie Chaplin. The film involves Chaplin taking care of a man in a wheelchair. <http://www.imdb.com/title/tt0041010/>

Production status

Programme

Genres

Comedy

Year of production

Pre-2016

Year of release

Pre-2016

The “Gallery of products and services” section from the Company profile will allow you to add your content on the platform. Products can be added through the button “+ Add product”.

Fields with a star (*) are mandatory.

Each product can be updated using the pen button.



Guidelines for the image is 472x472px (square format).

Guidelines for the video is .mpg .mpeg .m4v .mp4 .mov .wmv .avi .flv .mkv format, max. 8GB. *(see more details on how to upload a video on the next slide)*

The number of products you can add depends on your lead package upsells: 3 for Essential / 9 for Booster / 20 for Premium
Enter products in the order that you would like them to be displayed on your company page.

IMPORTANT: Try to be as accurate as possible when filling in the synopsis in your descriptions, and all attached data. We have enhanced filter and searching capabilities that will be used by buyers to find content based on their acquisition strategy.

COMPANY PROFILE UPDATE

VIDEO UPLOAD

Audio Languages available

120 character limit

Subtitles languages available

120 character limit

Dubbing languages available

120 character limit

Video type *

Please provide 1 answer.

Select or search for an item...

Video

Attach a .MP4 or .MPEG video file to support your product. Maximum size 8GB.

Please ensure you own or have the owner's consent to use this video.

Upload video file

☐

Publish video

Video can be published once video processing is done

Cancel

Save

Editorial rules for screening at MIPCOM:

- Videos should be dubbed or sub-titled in English, to be understandable by international buyers.
- No advertising, before, during or after the video.
- No blank sections.
- No test patterns or countdowns at the start of the video.
- Please ensure you own or have the owner's consent to use this video.

To add a video click on “**UPLOAD VIDEO FILE**”.

Once your video file uploaded, the system will automatically encode it. It might take from several seconds to several hours depends on the size of your video and your internet connection.

- Do not close the product page while video uploading process is in progress.
- Once the video upload is 100% completed click SAVE to save your video product.
- Once the video file is 100% uploaded and product saved, video processing will continue in the background. You will then be able to close the page and add another product.
- Please check regularly on your content page if the video process has succeeded. Keep in mind that the processing can take at most 24 hours.
- If an error has appeared for your video file, you will need to delete the video. Click on the black bin picto next to the video file link to do so.
- The blue bin picto below will delete the content page entirely (information / photo / video).

**Supported video formats : .mpg .mpeg .m4v
.mp4 .mov .wmv .avi .flv .mkv**


COMPANY HUB

GENERAL INFORMATION


[My profile](#) | [Company profile](#) | [Company hub](#) | [Logout](#)

MIPCOM - QUALI...▼

Company Name	Digital offering
QUALITY SA	Bronze package


Edit Profile Page

This information will appear in the show website.

 **Emperia**
Lead Capture Services

A consolidated list of leads.
(Total: 10, New: **10**)

Company hub is available through the navigation panel on the top of each page .

From this page, you will be able to :

- Edit your company profile page
- Download your leads (companies with content only) by clicking on “Emperia, Lead Capture Services”

COMPANY HUB

LEADS EXPORT

You can monitor and export your leads by clicking on « Leads » brick of the Company Hub.

A lead is a Digital MIPCOM participant that either watched one of your videos or clicked on « Contact Me» CTA of your company page.

Data recovered includes contact details such as email and phone number along with name, first name, job title and company name.

IMPORTANT: This feature will be available from mid-September.

[← Back](#)

EMPERIA

DOWNLOAD LEAD REPORT

Download your consolidated leads in the format of your choice

Total Leads 14 New Leads 0



BASED ON YOUR COMPANY PACKAGE

VISIBILITY RENDERING

1

Digital Pass

(BASIC)

24 HOURS MAGAZINE

Distributor/ Sales Agent,Licensing Agent,Docs & Factual,Angola

Stand: AB123

SELLER

SHOWCASING CONT...

EXHIBITING IN CANN...

VISITING CANNES

VIRTUAL PRESENCE ...

Description

Brands

Brands we represent

Add to My Plan

"Why visit our stand" hidden

document upload blocked

no access to Leads

no CTA button on company page

2

Upsell Essential

(BRONZE)

24 HOURS MAGAZINE

Sponsor of Docs & Factual

Distributor/ Sales Agent,Licensing Agent,Docs & Factual,Angola

Website

Email

Why visit our stand

Why visit our stand

Description

Brands

Brands we represent

BASIC package

+ why visit

+ right to add 3 products

+ document upload enabled

+ access to Leads granted

+ CTA button displayed on company page

3

Upsell Booster

(SILVER)

Premium

24 HOURS MAGAZINE

Distributor/ Sales Agent,Licensing Agent,Docs & Factual,Angola

Stand: AB123

Website

Email

123456789

Why visit our stand

Why visit our stand

Description

Brands

Brands we represent

Add to My Plan

Product #1

BRONZE package

+ more details displayed

+ Premium header

+ 6 products (total of 9)

4

Upsell Premium

(GOLD)

Premium

24 HOURS MAGAZINE

Sponsor of Docs & Factual

Distributor/ Sales Agent,Licensing Agent,Docs & Factual,Angola

Website

Email

123456789

Why visit our stand

Why visit our stand

Description

Brands

Brands we represent

Add to My Plan

Product #1

SILVER package

+ right to have sponsored categories

+ 11 products (total of 20)

Sponsored Category

Your Gold package entitles you to select one category to sponsor. Categories that have been already selected by another exhibitor are not available.

Docs & Factual

CONTENT GENRES AT MIPCOM

Main Genres	Docs – Factual
	Drama – Scripted Format
	Kids
	Unscripted Formats

SUBGENRES DOCS – FACTUAL
Adventures – Travel
Art – Culture – Sports
Current Affairs – Investigation
Factual – Reality
History – Civilization
Lifestyle – Entertainment
Nature – Wildlife
Science – Technology
Society

SUBGENRES DRAMA – SCRIPTED FORMATS
Action – Adventure
Comedy
Crime Investigation
Drama
Historical period drama
Horror
Romance
Sci-Fi – Fantasy
Telenovelas – Soap
Thriller
Erotic – Adult

SUBGENRES KIDS
Animation
Discovery – Education – Doc
Live action – Scripted
Live action – Unscripted

SUBGENRES Unscripted FORMATS
Factual Entertainment
Formatted Reality
Shiny Floor Entertainment
TV Game Show

MIPJunior Project Pitch

SUBMISSION PROCESS



MIPJunior Project Pitch is dedicated to projects “Early stage” and “In production”. Take part in a great adventure and get the opportunity to pitch your selected project in front of an industry jury.

You can submit your project until 2 September.

Please click [here](#) to submit your project

MAIN MILESTONES

JULY	END-JULY	SEPT	MID- SEPT	11-14 OCT	30 NOV	...
Prepare your show & add your content in your company profile	Opening of the Company Directory	Opening of the Content Directory 02.09 Deadline to submit your project to the MIPJunior Project Pitch	Download your leads report	MIPCOM 2021 Live 11-14 October	Catch up on the Digital MIPCOM platform	Free OneMIP trial until MIPTV 2022

CLIENT SUPPORT

If you have any questions, please contact your sales representative, have a look at our FAQ or fill in our [Customer Service Helpdesk Form](#).

Watch our [webinar](#) for a demonstration on how to use the platform and upload your content.

Need further assistance?

Have a look at our FAQ

See FAQ

Or get in touch with our Helpdesk by filling in the Helpdesk Form.

Contact Helpdesk

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THANK YOU!

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