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.

MIPCOM / MIPJunior Team

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.





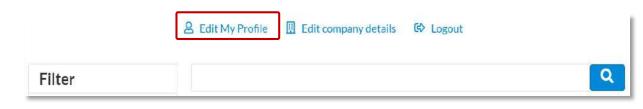
To maximise your online experience and be able to use all Digital MIPCOM features such as video screening, video upload and chat features, we strongly recommend you to use the latest version of one of the following browsers:

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

Note : Internet Explorer is not supported

PARTICIPANT PROFILE UPDATE

GENERAL INFORMATION





you have any questions about our catalogue



+33179719000

in LinkedIn

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 0 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.

GENERAL INFORMATION

My profile I Com	My profile I Company profile I Company hub I Logout					
Edit My Profile	🗓 Edit compar	ny details 🕼 Logout				
Exhibitor Profile			WEBSITE			
YOUR PROFILE		Brands we represent Twi violational the lowch that your company will represent at the array	https://wohrw.org/detaile/			
Profile completaness	Translations	Pearure Films, Silem Films, Islandidsco Farontes	EMAIL gulauma.oudan@readmis			
	Delaut Language (English) 🗸 🗸		PHONE			
Profile Company Administrators		view characteris	1			
<image/>	content - relation at lineages within that content ad	<text><text><text><text><text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text></text></text></text></text>	12 Tole Adverse to Gale Soucce-Reutinocur 2013 Fierce			
	Stand: NOT ASSIGNED Add Session	Overlie Chaplin's 'The Inner Senctum The Gun and the Pulpit Good For Northing'				
Why visit our stand Tain lottors why they should visit your stand. Meanum 200 shuracters Cursaum will be delighted to walcume you and present the lists i delivions to war outdrogue		G +·· O Feriza				
Description Description Concernent stations see a specialized in the production and desilution of old time.	FOLLOWUS Sachards Y Contract Sachards Y Contract Linkedin NaCasa Brazonan	Upload Documents Set of a unique (Statute Case Stat) With Place Press Reases in Other) and path of the PSP Re- Set of a unique (Statute Case Stat) With Place Press Reases in Other) and path of the PSP Re- Set of a unique results and				

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 ADMINISTRATORS

+Add Company Administrator

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.

Email address	Login roles	
atlasree.dehx@gmail.com	Primary Administrator	
iteration127regression@mailinator.com	Company additional administrator	ā

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.

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:

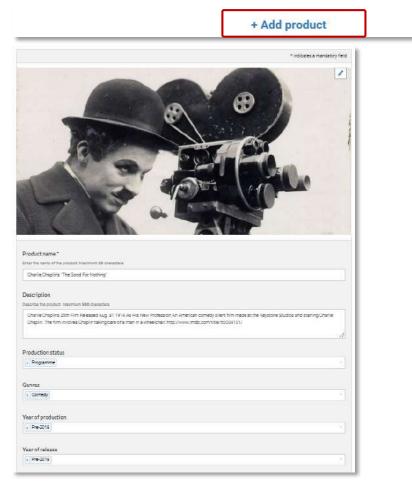
- 1. Company page as from July (details about programmes & projects will only be visible as from September).
- 2. Company Directory as from end of July (only for Premium Packages).
- 3. Content Directory as from September until 30 November 2021.

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

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.



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.





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.

VIDEO UPLOAD

anguages available	
	120 character limit
es languages available	
s languages available	
	120 character limit
g languages available	
	120 character limit
	120 character lini
ype*	
ovide 1 answer.	
r search for an item	~
MP4 or .MPEG video file to support your product. Maximum size 8GB.	
isure you own or have the owner's consent to use this video.	
istre you own of have the owner's consent to use this video.	
d video file	
ublish video	
be published once video processing is done	
be published once video processing is done	
be published once video processing is done	Cancel Save
be published once video processing is done	Cancel Save
be published once video processing is done	Cancel Save

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

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.

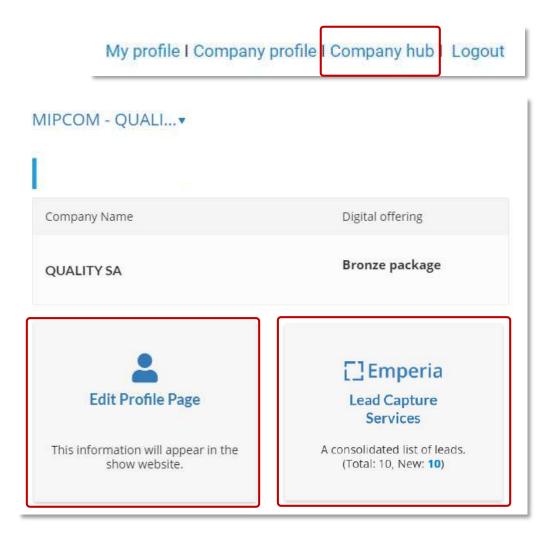
To add a video click on "UPLOAD VIDEO FILE".

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).

COMPANY HUB

GENERAL INFORMATION



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.



EMPERIA

DOWNLOAD LEAD REPORT

Download your consolidated leads in the format of your choice

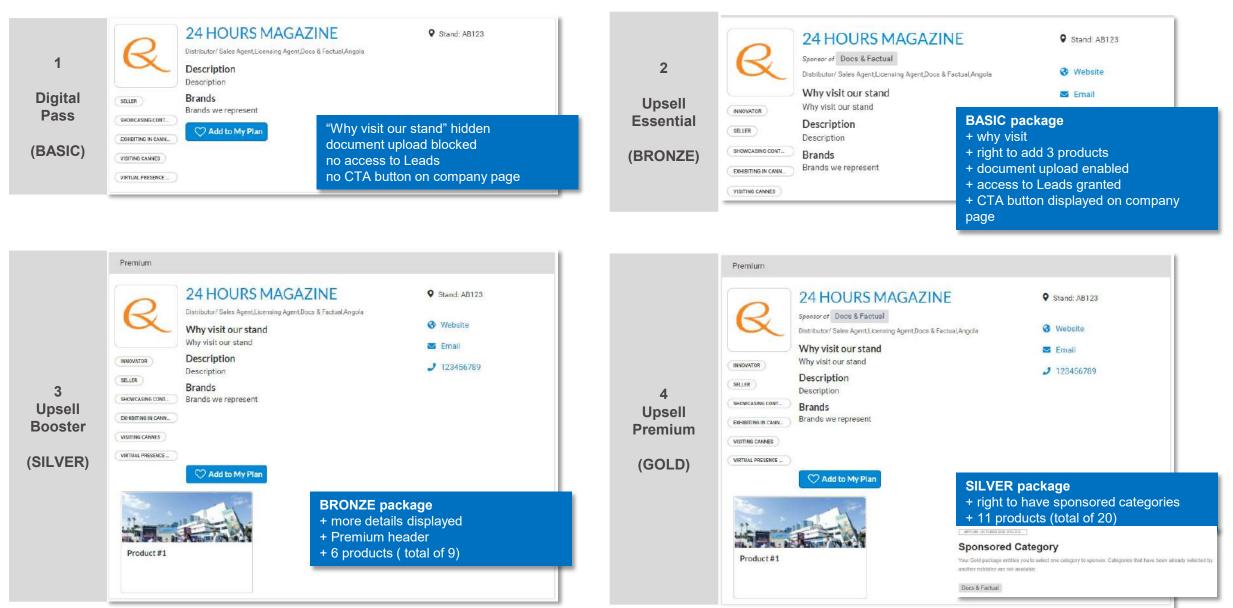




Total Leads 14 New Leads 0

BASED ON YOUR COMPANY PACKAGE

VISIBILITY RENDERING

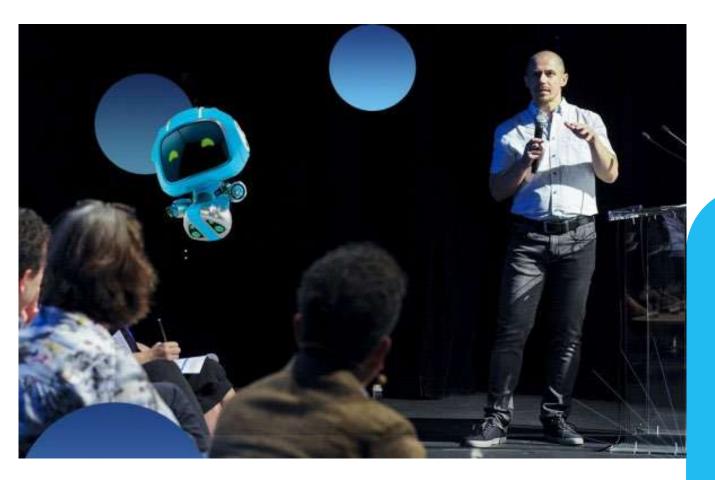


CONTENT GENRES AT MIPCOM

		Docs – Factual	
	Main Cankaa	Drama – Scripted Format	
	Main Genres	Kids	
		Unscripted Formats	
SUBGENRES DOCS – FACTUAL	SUBGENRES DRAMA – SCRIPTED FORMATS	SUBGENRES KIDS	SUBGENRES Unscripted FORMATS
Adventures – Travel	Action – Adventure	Animation	Factual Entertainment
Art – Culture – Sports	Comedy	Discovery – Education – Doc	Formatted Reality
Current Affairs – Investigation	Crime Investigation	Live action – Scripted	Shiny Floor Entertainment
Factual – Reality	Drama	Live action – Unscripted	TV Game Show
History – Civilization	Historical period drama		
Lifestyle – Entertainment	Horror		
Nature – Wildlife	Romance		
Science – Technology	Sci-Fi – Fantasy		
Society	Telenovelas – Soap		
	Thriller		
	Erotic – Adult		

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 <u>Customer</u> <u>Service Helpdesk Form</u>.

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

mipcom. mipjunior.

The World's Entertainment Content Market 11-14 October 2021 - Palais des Festivals, Cannes, France





THANK YOU!

Before – During – After with the digital extension