

MIPCOM DIVERSIFY TV EXCELLENCE AWARDS 2021

FAQ

What are the MIPCOM Diversify TV Excellence Awards?

Dedicated to championing and promoting diversity and inclusion in all its forms across the international television industry, the fifth edition of [MIPCOM Diversify TV Excellence Awards](#) will take place during MIPCOM (11-14 October 2021).

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 programmes will be chosen by charitable organisations and specialized publications that campaign for equality and inclusion.

What are the criteria for selection?

To be eligible, programmes must:

- provide a fair and balanced representation of **BAME, LGBTQIA+** 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 the past year (**premiere broadcast or streaming of any season between 25 July 2020 and 23 July 2021**) on a linear and/or non-linear platform.

In what category can I apply?

Programmes can enter **one sub-category only**:

- **Representation of Race and Ethnicity**
 - . Scripted
 - . Non-Scripted
- **Representation of LGBTQIA+**
 - . Scripted
 - . Non-Scripted

- **Representation of Disability**
 - . Scripted
 - . Non-Scripted
- **Representation of Diversity in Kids Programming**
 - . Pre-school
 - . Older children

How do I apply?

The applicant must:

- Complete in English the [online Entry Form](#) by **23 July 2021**
- Provide the link to a **trailer of up to 2 minutes** subtitled/dubbed in English (for non-English speaking content) with the online Entry Form
- Provide the link to a **full episode** subtitled/dubbed in English (for non-English speaking content) 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 23 September 2021 a 30 second clip for the purpose of the Awards Ceremony** in case your programme would be shortlisted. Please note the videos that will be screened during the Awards Ceremony must meet the technical specifications provided by Reed MIDEM.
- In case his/her programme would be shortlisted, commit to **participate in the Awards Ceremony** physically or remotely.

We ask you to please read the MIPCOM Diversify TV Excellence Awards' Terms & Conditions prior to submission.

How do I provide the trailer and the episode?

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 cannot be lower than 960x720.

For non-English speaking series, the sizzle reel and full episode have to be subtitled/dubbed in English.

How much does it cost to apply?

There is **no cost** to submit a programme into the MIPCOM Diversify TV Excellence Awards.

What is the selection process?

1. 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.

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

2. The applicants will be informed of the selection of their programme by email by Reed MIDEM mid-September 2021.
3. The shortlisted projects will be judged in each category by charitable organisations that campaign for equality and inclusion.
4. A programme per sub-category will be awarded during the MIPCOM Diversify TV Excellence Awards Ceremony on Wednesday 13 October 2021.

When the selected programmes will be announced?

The Official Selection will be announced by end of September 2021 and the applicants will be notified by email by Reed MIDEM mid-September 2021.

What will I get if my programme is shortlisted?

The shortlisted programmes will be featured during the Awards Ceremony.

The shortlisted programmes will be promoted in all communication tools related to the MIPCOM Diversify TV Excellence Awards.

The winners in each sub-category will receive a MIPCOM Diversify TV Excellence Awards and will benefit from press coverage.

Who will attend the MIPCOM Diversify TV Excellence Awards?

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

All people attending have to be registered for MIPCOM.

What are the key dates and deadlines?

- **Deadline for submissions: 23 July 2021**
- Shortlisted programmes confirmation: Mid-September 2021

- Official Selection's public announcement: by end of September 2021
- The MIPCOM Diversify TV Excellence Awards ceremony, Cannes: exact date to be confirmed.

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 Awards Ceremony online.

Who do I contact if I have questions related to the MIPCOM Diversify TV Excellence Awards?

Please send an email to Cécile Gavet at cecile.gavet@reedmidem.com