



# mipcom<sup>®</sup> CANNES DIVERSIFY TV AWARDS

## What are the MIPCOM Cannes Diversify TV Awards?

Dedicated to championing and promoting diversity and inclusion in all its forms across the international television industry, the sixth edition of [MIPCOM Cannes Diversify TV Awards](#) will take place during MIPCOM (17-20 October 2022).

MIPCOM Cannes Diversify TV 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 **Race & Ethnicity, 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 24 July 2021 and 22 July 2022**) on a linear and/or non-linear platform.

To be eligible to the “Premio MIP Cancun”, the programme should also:

- **originate from** and/or **be produced for** Latin America, the Caribbean & US Hispanic

To be eligible to the “Behind the Scenes Impact Award”, the nominated person/team:

- **should be endeavouring to represent Diversity & Inclusion ethics and principles behind the scenes of a TV Production.** Whether from early stage, final production or throughout the process this Award celebrates the impact of actions and a vision of how to move forward with D&I.

## What are the categories?

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

## Behind the Scenes Impact Award

A **Premio MIP Cancun** will be awarded to the best programme in all sub-categories originating from and/or produced for Latin America, the Caribbean & US Hispanic.

## How do I apply?

The applicant must:

- Complete in English the [online Entry Form](#) **by 22 July 2022**
- 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 22 September 2022 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 RX France.
- In case his/her programme would be shortlisted, commit to **participate in the Awards Ceremony** physically.

We ask you to please read the MIPCOM Cannes Diversify TV 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 Cannes Diversify TV 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 RX France'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 Cannes Diversify TV Awards.

2. The applicants will be informed of the selection of their programme by email by RX France mid-September 2022.
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 Cannes Diversify TV Awards Ceremony (Date to be confirmed).

## When the selected programmes will be announced?

The Official Selection will be announced by end of September 2022 and the applicants will be notified by email by RX France mid-September 2022.

## What will I get if my programme is shortlisted?

The shortlisted programmes will be featured during the Awards Ceremony and will be offered the opportunity to feature their program on OneMIP (terms to be confirmed by RX France).

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

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

## Who will attend the MIPCOM Cannes Diversify TV Awards?

The MIPCOM Cannes Diversify TV 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: 22 July 2022**
- Shortlisted programmes confirmation: Mid-September 2022
- Official Selection's public announcement: by end of September 2022
- The MIPCOM Cannes Diversify TV Awards ceremony, Cannes: **Wednesday 19 October 2022.**

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

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

Please send an email to Myriam Laville at [myriam.laville@rxglobal.com](mailto:myriam.laville@rxglobal.com)