

# **NewImages Festival — 4<sup>th</sup> edition**

**June 9<sup>th</sup> to 13<sup>th</sup>, 2021**

## **Call for projects**

### **XR FINANCING MARKET 2021**

Regulations (updated on January 21<sup>st</sup>, 2021)

Submissions are open from  
January 21<sup>st</sup> to March 22<sup>nd</sup>, 11:59pm (GMT)

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## 1. XR Financing Market

**1.1 - Presentation.** Since 2019, the XR Financing Market has been the leading market in Europe for the funding and the coproduction of immersive contents (film and narrative experience, modern or live performance, game, etc.)

It is designed to contribute to the development of the immersive arts industry by organizing individual business meetings (in person or online) between project holders and leading actors looking for projects to produce or distribute (co-producers, representatives of private or public funds, museums, online distributors, LBE or industry key players, etc.)

In 2021, the XR Financing Market will be designed to enable all participants - whether they attend the event in real life or remotely - to get the best quality of service. Given the exceptional circumstances linked to the COVID-19 epidemic and according to the evolution of the health situation, the following conditions and information may have to be adapted. Should this happen, decisions and measures taken by the festival's team will be announced as soon as possible.

## 2. Eligibility

**2.1 - Eligible works.** Registrations for the XR Financing Market are open to any immersive work:

- at development stage (whether it is a concept, a work-in-progress with or without a prototype or a first version completed part)
- exploring new kinds of storytelling and narration (no matter the form: film, game, interactive work, performance or installation, etc.) using either XR technologies (VR, AR, MR) or immersive and/or innovative devices (binaural sound, AI, etc.)

- regardless of the amount of financing already acquired (no minimum required)

The country of production, length, genre and choice of SDK or distribution platform are not selection criteria.

**2.3 - Not eligible.** One-off programs (live broadcasts, concerts, news and current affairs, talk shows ads, etc.) are excluded.

### **3. Submission process**

**3.1 - Prerequisite.** Submissions must be made in English (registration as well as additional files) and [online](#) no later than Monday, March 22<sup>nd</sup>, at 11:59pm (GMT). No other applications will be accepted, nor will incomplete entries be considered.

**3.2 - Submission fees.** Each project submission shall be finalized by paying entry fees to cover operating costs (€40 excl. taxes - €48 incl. taxes). No project will be considered until the fees have been paid. These fees are non-refundable. They cannot be considered as an accreditation, and therefore, do not give access to the festival.

**3.3 - Multiple registrations.** Multiple projects can of course be submitted by the same person / company. In this case, once the first project has been registered, a 20% discount is granted on the submission fees for any additional project registered whether for the XR Financing Market or for the XR Competition.

How to get a discount? Once you have received the email confirming the submission of your first project, please contact the festival's team ([newimages@forumdesimages.fr](mailto:newimages@forumdesimages.fr)) to get a discount code. The title and the

registration number of your first project must be included in your email (submission ID, mentioned at the bottom of the confirmation email). A non-transferable single-use code will be provided to be applied to your next registration.

**3.4 - Submission form.** Please note that:

- all projects shall be submitted in English
- there is no time limit to complete the form
- your answers are auto-saved, so you can close and/or return to the form from the same device and browser (excluding private windows)

We strongly advise you not to wait until the last days of the call for submissions to register your project. Before starting, we invite you to read carefully what information is requested in the submission form as well as the required documents.

→ [Download check-list \(.pdf\)](#)

→ [Download submission form and prepare registration \(.xlsx\)](#)

The festival guarantees the confidentiality of the submitted information and materials.

By registering, you declare and guarantee that you are the holder of all the usage rights to the work necessary for this registration, or have been authorized to do so. NewImages Festival cannot be responsible in any way for any claim, conflict or lawsuit in connection with the registration of the project.

Please note that no change can be made between the submission of your project and the end of the selection process. An update of the project information will then be offered to the selected applicants.

Any question or request? Please contact Elie Levasseur and Ayrton Sakot or NewImages Festival's team: [elie.levasseur@forumdesimages.fr](mailto:elie.levasseur@forumdesimages.fr), [ayrton.sakot@forumdesimages.fr](mailto:ayrton.sakot@forumdesimages.fr), [newimages@forumdesimages.fr](mailto:newimages@forumdesimages.fr).

## **4. Selection**

**4.1 - Selection board.** All eligible projects will be evaluated by a committee made up of the festival's director, the head of XR Financing Market and members of the programming team, with the help of a panel of experts and/or consultants.

**4.2 - Official announcement.** The list of selected projects (at least 40) will be officially announced mid-April. All applicants, whether selected or not, will be preliminary notified by email.

**4.3 - Confirmation of participation.** From the moment the invitation is sent, selected applicants have six days to confirm their participation by purchasing their "Virtual Booth" (in order to share their project with Decision Makers) and registering at least one participant.

**4.4 - Undertakings of selected applicants.** They commit:

- not to disclosing information regarding the selection prior to the Festival's official announcement
- to including NewImages Festival logo and mentioning "Selected to XR Financing Market - NewImages Festival 2021" on all promotional, publicity materials and credits, as soon as the official announcement is made (a promotional kit will be sent in April)

## **5. Benefits for selected project holders**

**5.1 - Access.** Accreditations purchased by selected project holders are equal to FULL ACCESS accreditations. In this respect, they will take advantage of:

- a full access to all the physical and online events of the festival: conferences, workshops, social or special events (be careful, booking will sometimes be required)
- an access to the selected immersive works, either on site for those who will be in Paris (Forum des images and other festival's venues) or via our virtual platform
- a one-year access to their professional account ("Network") allowing them to chat and organize video conferences with other participants

**5.2 - Connections with Decision Makers.** XR Financing Market's guarantees for selected project holders are:

- the participation of leading players in the XR industry (Decision Makers), thus offering to the selected applicants opportunities to finance, develop or distribute their project
- prior to the festival, the presentation of selected projects to all the Decision Makers. These ones will be advised on their choices and their meeting requests according to their expectations and/or their artistic and editorial policy
- to organize all the one-to-one meetings requested by Decision Makers with selected project holders

However, please note that there is no guarantee of a minimum number of meetings (for your information, in 2019 and 2020, on average, projects had 8.5 appointments with Decision Makers).

Confirmed Decision Makers will be regularly announced starting from mid-March. The complete list will be published no later than late May.

**5.3 - New in 2021: opening to all accredited professionals.** Now open to all Industry Days participants, the XR Financing Market will provide selected projects with a greater visibility. This way, selected project holders will have the chance to organize additional meetings.

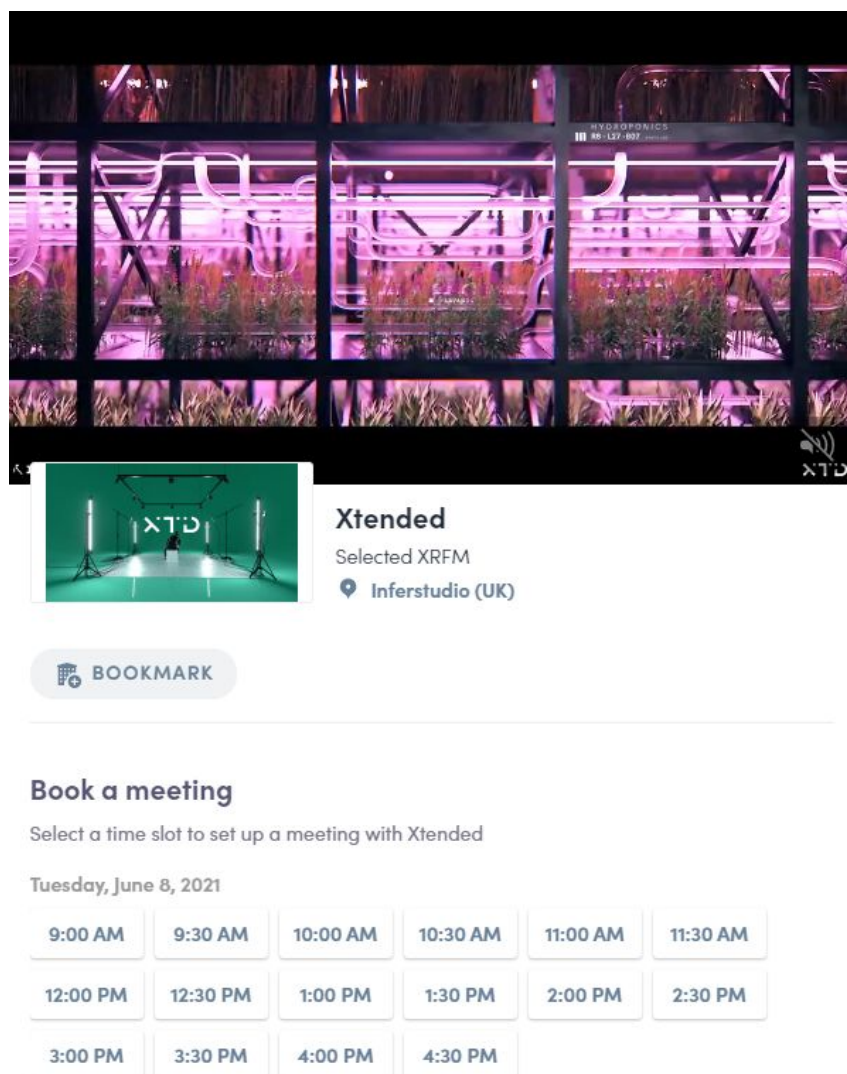
**5.4 - Meetings: organization and format.** There are 3 steps:

- **1<sup>st</sup> round:** these meetings are requested by Decision Makers and pre-organized by the festival (nothing has to be done by selected projects holders)
- **2<sup>nd</sup> round:** these meetings are directly requested by selected project holders to Decision Makers and must be approved by these ones (subject to acceptance)
- **3<sup>rd</sup> round:** these additional meetings are requested by other participants to selected project holders or vice versa. In either case, requests must be approved as well

Meetings will last 25 minutes and can be held either online (via video conference application available in professional account) or on site, depending on participants location and the way they will attend the festival.

**5.5 - New in 2021: virtual booth.** Each selected project holder will have a "Virtual Booth" to present his/her project to Decision Makers and all accredited professionals.





**Xtended**  
Selected XRFM  
Inferstudio (UK)

BOOKMARK

**Book a meeting**  
Select a time slot to set up a meeting with Xtended

Tuesday, June 8, 2021

9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	11:30 AM
12:00 PM	12:30 PM	1:00 PM	1:30 PM	2:00 PM	2:30 PM
3:00 PM	3:30 PM	4:00 PM	4:30 PM		

The virtual booth will be available online (via Network) and will give selected project holders the opportunity to:

- promote their project as they like, by adding a presentation video (a billboard of the festival will automatically be included), a synopsis, additional attached documents or links
- update and/or add details about the project, at any time (nevertheless, please note that main information will have to be confirmed no later than mid-May, before the publication of the festival's catalog)
- manage their meeting schedule, specify availabilities and share meeting requests between team members

- open their own chat and get in touch with other accredited professionals
- share job adverts or services
- download the emails of people they have met and been in touch with during the festival

The Virtual Booth and features are accessible for one year.

**5.6 - Public Pitching Sessions option.** In addition to one-to-one meetings with Decision Makers, Pitching Sessions give selected project holders the chance to introduce their work to a wider audience of XR professionals. It is a good opportunity to meet new partners, not only among accredited professionals but also more widely.

Indeed, in 2021, NewImages Festival goes in partnership with Artizen.Fund, a community fund for artist grants with 10,000 members from XR industry (artists, producers, distributors, curators).

The "Pitching Session" option is charged, including:

- prior to the event, a 3-hour individual support per project in order to help selected project holders to work on their pitch presentation. René Pinnell (founder of Artizen.Fund) will be in charge of these support sessions
- the pitch presentation video streamed to all accredited professionals on NewImages Festival website (Network) and on Artizen.Fund platform for community members
- eligibility for the XR Market Prize for the best presentation, awarded by our partner to the pitch presentation with the highest number of votes on Artizen.Fund platform (the winner will be announced during the Award Ceremony on Friday, June 11<sup>th</sup>, 2021).

## 6. Participation Industry Days / XR Financing Market

**6.1 - Costs for selected project holders.** To be applied to all the selected projects (submissions fees paid during the call for projects are not included):

- **XRFM Pack (virtual booth + 1 accreditation) = €200**
  - mandatory to confirm your participation
  - including the Virtual Booth and a FULL ACCESS accreditation
- **Additional accreditation = €50**
  - selected teams will be provided with a code for the accreditation of additional participants (up to 2, equal to FULL ACCESS accreditation, including XR Financing Market one-to-one meetings) at a special rate (€50 instead of €130)

Finally, the festival will offer a 40% discount to any additional person from a selected team wishing to get accredited (for Industry Days only, XR Financing Market meetings not included).

**6.2 - Accreditation option if not selected.** For each submitted project, the festival will provide the teams with a code (valid three times) granting a 30% discount to be used for any accreditation to Industry Days (FULL or ONLINE ACCESS).

**6.3 - Other expenses.** In either case, please note that travel or accommodation costs and any other expenses are to be paid by the participants.

**6.4 - XR Financing Market dates and schedule.** Watch out! This year, to be sure all participants can fully enjoy the Industry Days line-up, online one-to-one meetings will start before the festival (starting from Monday, 7<sup>th</sup> June). Please also keep in mind that time slots are different for online or face-to-face meetings.

- **online meetings** — all online meetings with the Decision Makers (1<sup>st</sup> and 2<sup>nd</sup> rounds) will have to be scheduled on Monday, June 7th and Tuesday, June 8th 2021 between 10am and 2am (CEST), according to participants availabilities (as specified on your professional account)
- **face-to-face meetings (Forum des images)** — for the Decision Makers and selected project holders in Paris who want to meet in real life at the Forum des images, their meetings will have to be scheduled on Wednesday, June 9th and Thursday, June 10th between 9am and 1pm. To this end, a quiet room will be reserved (“Lounge”)

Remember that at any time and up to the last minute, participants can agree on how their meeting will be held (online or face-to-face), via their professional account.

Additional meetings (3<sup>rd</sup> round) can not take place during the time slots mentioned above. Participants are free to agree on date and time, on site or online, even after the festival.

## **7. Communication and promotion**

**7.1 - Communication materials.** For the selected works: the information and elements transmitted during the registration will be used for the festival communication (web/print). By registering, you authorize the festival to use these elements on its different communication channels, for promotional purposes and during the three next years.

**7.2 - Update.** As soon as their participation is confirmed, selected project holders can update their project’s details, at any time via their professional account on the festival’s website (Network). However, please remember that for any update after

mid-May, the festival will not be able to guarantee the update and conformity of its printed communication tools.

**7.3 - NewImages Festival logo.** As soon as the selection is announced, selected project holders will be asked to add the festival logo / mention "Selected to XR Financing Market - NewImages Festival 2021" on their communication tools (a promotional kit will be sent in April). After the festival, the winner will be provided with a special communication kit with a new logo, including the award.

## **8. Recap deadlines 2021**

**Thursday, January 21<sup>st</sup>** — call for projects opens

**Monday, March 22<sup>nd</sup> at 11:59pm (GMT)** — call for projects closes

**mid April** — selection official announcement

**late May → early June** — for "Pitching Session" options: individual support sessions and pre-recording

**Monday, June 7<sup>th</sup> and Tuesday, June 8<sup>th</sup> (10am-2am)** — online meetings with Decision Makers

**Wednesday, June 9<sup>th</sup> and Thursday, June 10<sup>th</sup> (9am-1pm)** — face-to-face meetings (Forum des images) with Decision Makers

**Friday, June 11<sup>th</sup>** — Award Ceremony, NewImages Festival

## NewImages Festival

Entirely dedicated to digital creation and immersive worlds, NewImages Festival - hosted by the Forum des images in Paris - is an international event for both professional and general audiences.

Forward-looking and through the lenses of content and artistic creation, NewImages Festival closely embraces all revolutions that transform and reinvent the art of storytelling, always faithful to its credo: "Disrupt, Discover, Democratize".

