

# XR DEVELOPMENT MARKET

## Regulations

### Call for projects 2023

Call for projects is open from **Tuesday, November 8<sup>th</sup> 2022** to **Tuesday, January 10<sup>th</sup>, 2023** (11:59pm, GMT). Go to the application form: <http://newimages-xr-dev-market-2023.paperform.co>

*Last update on November 7th, 2022.*

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## 1- About the XR Development Market

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

The XR Development Market has been designed to support 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.).

Since 2021, the XR Development Market has been designed in such a way that all participants - whether they attend the event in real life or remotely - will be able to get the best quality of service and get the most from the event.

Given the exceptional circumstances linked to the COVID-19 epidemic and according to the evolution of the health situation, these conditions may have to be adapted. Should this happen, decisions and measures taken by the festival team will be announced as soon as possible.

**1.2 - Jury and award.** Selected projects will be judged by an international jury of Decision Makers. The best project will be awarded with the XR Development Market Prize (grant will be announced shortly).

## 2- Eligibility

**2.1 - Eligible projects.** The XR Development Market is open to any work:

- 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.)
- at development stage (whether it is a concept, a work-in-progress with or without a prototype or a first version completed part)
- regardless of the amount of financing already acquired (no minimum required)

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

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

If you have any question regarding the eligibility of your project, please do not hesitate to contact us: [newimages-xrmarket@forumdesimages.fr](mailto:newimages-xrmarket@forumdesimages.fr) / [manon.blot@forumdesimages.fr](mailto:manon.blot@forumdesimages.fr)

## 3- Submission process

**3.1 - About the call for projects.** Submissions must be made:

- in English
- [online](#) no later than Tuesday, January 10<sup>th</sup>, 2023 (11:59 pm, GMT)

The festival guarantees the confidentiality of the submitted information and materials. We strongly advise you not to wait until the last days of the call for applications to submit your project, in order to avoid any technical issues.

In addition, please note that:

- incomplete entries will not be considered
- there is no time limit to complete [the form](#)
- your answers and data are auto-saved, so you can close and/or return to the form from the same device and browser (excluding private windows)
- 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)

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.

**3.2 - Submission fees.** Each project submission shall be finalized by paying entry fees to cover operating costs (€48 incl. taxes). Please note that application fees are subject to VAT applicable in the country where the event is being held. 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 Competition or for the XR Development Market.

[How to get a discount?](#) Once you have registered your first project, please contact us ([newimages-xrmarket@forumdesimages.fr](mailto:newimages-xrmarket@forumdesimages.fr)) to get your discount code. Please be sure to mention in your email the title and the submission ID of the first project (appearing in the confirmation email). A non-transferable and single-use code will be provided to be applied to your next registration.

## 4- Selection

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

**4.2 - Official announcement.** Projects selected for the XR Development Market will be announced early February. All the project holders, 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)
- by registering at least one participant
- by confirming and/or updating their project information

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

- not to disclosing information regarding the selection prior to the Festival's official announcement
- to including the NewImages Festival logo and mentioning "Selected to XR Development Market - NewImages Festival 2023" on all promotional and publicity materials, as soon as the official announcement is made (a promotional kit will be sent in February)
- to sending a video presentation / trailer (about 5 minutes, clear and concise) and written presentation of their project by early March 2023
- to answering the impact study forms that will be sent at three different moments by the festival's team.

## 5- Compensations

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

- a full access to the festival, on site and online (conferences, workshops, social or special events)
- an access to the selected immersive works, whether on site or through our virtual platform
- a one-year access to their professional account (“Network”) allowing them to connect, chat and organize video conferences with other participants as well as to promote their project to the NewImages Festival community

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

- the participation of key players in the XR industry (Decision Makers), thus offering to the selected applicants new 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

In addition, the XR Development Market guarantees that the selected projects will be visible to all those attending the Industry Days. In this respect, selected teams will also have the opportunity to arrange additional meetings with other accredited professionals.

However, please note that:

- there is no guarantee of a minimum number of meetings<sup>1</sup>
- confirmed Decision Makers will be regularly announced starting early 2023

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<sup>1</sup> For your information, on average, selected projects had 8.5 meetings with Decision Makers (in 2019 and 2020) and 11 meetings per project in 2021. During the last edition, we organized more than 450 meetings (i.e. +34% compared to 2020).

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

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

Meetings will last 25 minutes and will be held on site on April 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup>.

Additional meetings (3rd round) can not be held in the same area as the meetings with Decision Makers or during the time slots mentioned above. Participants are free to agree on date and time, on site or online, even after the festival.

### **5.4 - Development Showcase**

*The format of the development showcase will be presented soon.*

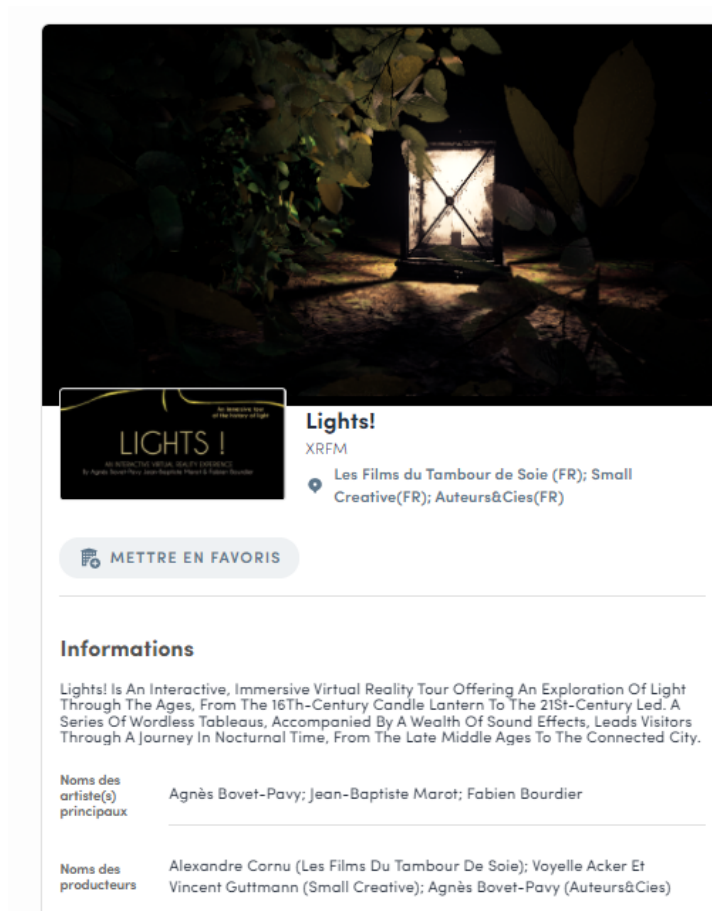
### **5.5 - Virtual Booths.**

All the selected project holders will have a “virtual booth” to promote their project to Decision Makers as well as to all accredited professionals. The virtual booth and features are accessible for one year (from the date of purchase).

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 or stills, a synopsis, additional attached documents and links, by specifying the partners they wish to meet
- update and/or add details about the project, at any time before and after the festival (nevertheless, please note that main information will have to be confirmed no later than mid-February in order to prepare 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 in order to promote their activity
- download the emails of people they have met and been in touch with during the festival



## 5.6 - Pitching sessions “hors-les-murs” (off-site)

Projects holder will be offered to apply for participating in pitching sessions (pre-registered or live) that will be hold “hors-les-murs” (off-site) in the context of one or several European partner event-s taking place after the XR Development Market (April 2023) and gathering European

professionals from related sectors such as animation, video games, science, museums or performing arts.

Those pitching sessions are part of a European circulation strategy. They are an occasion for producers to present their projects to different typologies of professionals and to reach a wider spectrum of Decision Makers. The participation in these pitching sessions is optional and depends on the interest of every producer.

The project holders/participants will be asked to send a pitch video (duration of about 5 minutes) by the end of March 2023.

These pitching sessions will remain accessible on the NewImages Festival Network to the whole festival accredited persons.

## 6- Participation to the 6th NewImages Festival

**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):

- **Virtual booth = €110 (taxes incl.)**
  - purchasing a virtual booth is mandatory to confirm your selection and participation
- **Participant accreditation = €70 (taxes incl.)**
  - equal to a FULL ACCESS accreditation, including XR Development Market one-to-one meetings
  - accreditation at a special and fixed rate of €70 (instead of €140) for each team member of the project participating to the XR Development Market

Finally, the festival will offer a 40% discount (hence €86 instead of €140) to any additional person from a selected team wishing to get accredited for Industry Days only but not part of the XR Development Market meetings.

**6.2 - 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.



**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 Development Market dates and schedule.** To be sure that all participants can fully enjoy the Industry Days line-up, online one-to-one meetings will be held before the festival.

- **April 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> 2023 — In person meetings with Decision Makers:** meetings with Decision Makers (1st and 2nd rounds) will be scheduled in the mornings of the three Industry Days.

Additional meetings (3rd round) can not be held in the same area as the meetings with Decision Makers or 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.** Early February, the selected teams will be invited to confirm or update their project information. 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 details, at any time via their professional account on the festival's website (Network).

However, please remember that general information that will be used in the festival's catalog (synopsis, project team, basic technical information, stills) must be confirmed no later than mid-February when you confirm your participation.

**7.3 - NewImages Festival logo.** As soon as the selected projects are announced, teams will be asked to add the festival logo / mention "Selected to XR Development Market - NewImages Festival 2023" on their communication tools (a promotional kit will be sent in February).

## 8- Schedule

**Tuesday, November 8<sup>th</sup> 2022:** call for projects opens.

**Tuesday, January 10<sup>th</sup> 2023 (11:59pm, GMT):** call for projects closes.

**Early February 2023:** notification to applicants, participation confirmation, project(s) details for the festival's catalog must be confirmed.

**Mid-February 2023:** selected projects are officially announced.

**Early March 2023:** video pitch/trailer/demo (about 2-5 min) and written presentation must be submitted.

**April 5<sup>th</sup>, 6<sup>th</sup>, and 7<sup>th</sup> 2023 (Wednesday to Friday):** in person meetings with Decision Makers in the mornings.

**April 5<sup>th</sup> to 7<sup>th</sup>, 2023:** Industry Days, NewImages Festival.

**Friday, April 7<sup>th</sup> 2023:** Award Ceremony, NewImages Festival.

**April 8<sup>th</sup> to 9<sup>th</sup>, 2023:** NewImages Festival, general audience.

**After April 2023:** pitching sessions *hors-les-murs* (off-site) (*optional*)