

# XR DEVELOPMENT MARKET

## Regulations

### Call for projects 2024

Call for projects is open from **Tuesday, October 31st, 2023** to **Tuesday, January 30<sup>th</sup>, 2024** (11:59pm, GMT). Go to the application form: <https://nif24-xrdevmarket.paperform.co>

*Last update on 30/10/2023.*

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#### 1- About the XR Development Market

**1.1 - Introduction:** Since 2019, the XR Development Market has been a leading market in Europe for the promotion, funding, and co-production of immersive works and experiences, including films/VR360 pieces, 6DoF experiences, gamified experiences, and immersive performances (theatre, concerts, opera, etc.). Its goal is to contribute to the growth of the immersive arts industry by facilitating one-on-one business meetings (in person) between project creators and individuals who can support, fund, or distribute them (co-producers, public or private funding sources, museums, online distribution platforms, location-based entertainment venues, industry leaders, etc.).

The format adopted for XR Development Market 2024 is exclusively in-person. Depending on the evolution of the public health situation, the festival team may naturally adapt its setup and, if necessary, will communicate the measures and arrangements taken.

**1.2 - Jury and award.** The selected projects are subject to an evaluation by an international jury invited from Decision Makers and compete for the XR Development Market award (€1,000 - subject to change).

## 2- Eligibility

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

- These projects, regardless of their form (film/VR360 work, interactive/gamified experience, game, interactive work, performance, art installation, etc.), explore new narrative forms through XR technologies (VR, AR, MR) or innovative and immersive devices (binaural sound, AI, etc.).
- They can be in the development phase (concept, pre-production, work-in-progress with or without a prototype, or nearing completion with a non-final version). There is no minimum funding requirement, and projects at any funding stage can participate.

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 30<sup>th</sup>, 2024 (11:59pm, GMT)**.

The festival guarantees the confidentiality of the submitted information and materials. The PDF presentation and application summary will be shared with the pre-selection committee to the XR Market, and with the jury for the XR Development Market Prize. 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 navigation)
- Once a project is registered, no modifications to the information can be made until the selection phase. Updates will be offered to the selected teams at the end of March.

By submitting, you declare and guarantee that you are the holder of all the usage rights to the work necessary for this registration, or have been authorised 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 submission must be completed by payment of an entry fee (€48 including tax), intended to cover various operational costs. Please note that entry fees are subject to the applicable VAT rate in the country where the event takes place. Registrations pending payment will not be considered, and these fees are non-refundable. They do not constitute accreditation and do not provide access to the festival in any way.

**3.3 - Multiple submissions.** 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 submitted 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 committee 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 (at least 45) will be announced in March 2024. All the project holders, whether selected or not, will be preliminary notified by email.

**4.3 - Confirmation of participation.** From the moment the selection is confirmed, selected applicants have six calendar days to confirm their participation:

- By proceeding with the mandatory accreditation as described in section 6.1 of these regulations,
- you are confirming and/or updating the information related to your work(s) for inclusion in the catalogue and the initial version of the Swapcard booth (or other event platform)

**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 2024" on all promotional and publicity materials, as soon as the official announcement is made (a promotional kit will be sent in March)
- to answering the impact study forms that will be sent at three different moments after April 2024 by the festival team.

## 5- Compensations

**5.1 - Access to the festival.** Accreditations purchased by the selected project holders include:

- Full access to the festival's Industry Days, on site and online (conferences, workshops, social or special events)
- Accessing to the selected immersive works on site
- A one-year access to their professional account ("Network") allowing them to connect, chat with other participants as well as to promote their project to the NewImages Festival community

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

- 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 organise one-on-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 even if they are not directly involved in the XR Development Market

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 2024

**5.3 - Meetings: organisation 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

Mornings of April 24, 25, and 26, from 9:30pm to 1:30pm : in-person meetings with the Decision Makers in Paris, the appointments will last 25 minutes. The exact location will be communicated later but will be in the 1st arrondissement of Paris.

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.

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<sup>1</sup> An average of 8.5 meetings per selected project in 2019 and 2020 increased to an average of 11 meetings per project in 2021 and 2022. In total, over 700 meetings were organized during the last edition, reflecting a significant increase..

#### **5.4. - 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).

Please note that this virtual booth is part of the mandatory accreditation to participate in the XR Development Market 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 late March in order to prepare the publication of the festival’s catalogue)
- 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
- download the emails of people they have met and been in touch with during the festival

#### **5.5. - Pitching sessions “*hors-les-murs*” (off-site)**

Projects holder will be offered to apply for participating to pitching “*hors-les-murs*” (off-site) in the context of one or several European partner events taking place after the XR Development Market (April 2024) 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.

## 6- Participation to NewImages Festival

**6.1 - Costs for selected project holders.** To be applied to all the selected projects (excluding the paid submission fee during the call for projects):

- **Accreditation for one project and one participant = €200 (taxes incl.) or Accreditation for one project and two participants = €250 (taxes incl.)**
  - Purchasing one of these two packages is mandatory to confirm your selection and participation, as being selected implies the Full Access accreditation of at least one person per project/team that will be present for the meetings in Paris
- **From the 3rd participant accreditation = €126 (taxes incl.)**
  - This accreditation is at a special and fixed rate of €126 (instead of €180) for other team members per project participating in the XR Development Market and is equal to a Full Access accreditation, including XR Development Market one-to-one meetings.

To avail this opportunity, please send an email to [newimages-xrmarket@forumdesimage.s.fr](mailto:newimages-xrmarket@forumdesimage.s.fr), providing justification for the presence of a third person.

**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 borne by the participants.

**6.4 - XR Development Market dates and schedule.**

- **April 24<sup>th</sup>, 25<sup>th</sup> and 26<sup>th</sup> 2024 — In person meetings with Decision Makers:** meetings with Decision Makers (1st and 2nd rounds) will be scheduled in the mornings. All online meetings with Decision Makers will take place on the mornings of 24, 25 and 26 April 2024, subject to availability.

Additional meetings (3rd round) cannot 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.** Starting from early March, the selected teams will have the opportunity to confirm and/or update the information related to their project. By accepting these regulations, you grant the festival permission to use the general information (visuals and texts) from the application for promotional purposes across its various communication channels, for a duration of three 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 be reminded that general information that will be used in the festival's catalogue (synopsis, project team, basic technical information, stills) must be confirmed no later than mid-March 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 2024" on their communication tools (a promotional kit will be sent in March).



## 8- Schedule

**Tuesday, October 31<sup>th</sup> 2023:** call for projects opens.

**Tuesday, January 30<sup>th</sup> 2024 (11:59pm, GMT):** call for projects closes.

**From early March:** notification to applicants, participation confirmation, project(s) details for the festival's catalogue must be confirmed (text and visuals). For organisational reasons, your accreditation will be purchased during the first two weeks of March. We kindly ask you to anticipate this cost.

**Mid-March 2024:** selected projects are officially announced.

**April 24<sup>th</sup>, 25<sup>th</sup>, and 26<sup>th</sup> 2024 (Wednesday to Friday):** in person meetings with Decision Makers

**April 24<sup>th</sup> to 26<sup>th</sup>, 2024:** Industry Days, NewImages Festival.

**Friday, April 26<sup>th</sup> 2024:** Closing Ceremony of NewImages Festival Industry Days and XR Market

**April 24<sup>th</sup> to 28<sup>th</sup>, 2024:** NewImages Festival open to the general public

**After April 2024:** A satisfaction questionnaire (impact study), monitoring of new project opportunities, and non-financial support for participation in other professional events (festivals, exhibitions, pitching, applications, etc.).