

# XR DISTRIBUTION MARKET

## Regulations

### Call for projects 2024

Call for projects is open from **October 31st 2023** to **Tuesday, January 30th 2024** (11:59pm, GMT).

Go to the application form: <https://nif-xrdistribmarket-24.paperform.co>

*Last update on 19/10/2024.*

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## 1- About the XR Distribution Market

**1.1 - Presentation.** As part of the NewImages Festival XR Market, one of the leading markets in Europe for immersive projects and artworks since 2019, the XR Distribution Market (previously XR Art Fair) is a brand-new programme launched by the NewImages Festival in 2022 with the support of Creative Europe.

The intention is to bring together museum curators, cultural institution programmers and artists / producers from the immersive creation field. In this way, the NewImages Festival intends to encourage the structuration of a European and international distribution network that will efficiently support immersive creation by helping and promoting the dissemination as well as the exhibition of those artworks.

**1.2 - Objectives.** For the curators and cultural programmers, participating in the XR Distribution Market is a great opportunity to get into immersive art, to get to know those new techniques and technologies, to learn how to evaluate the potential of this new artistic form and to discover each year a selection of innovative artworks specially designed for a physical distribution / exhibition and carefully selected by the festival.

On the other hand, the XR Distribution Market represents a unique opportunity for artists and producers to meet with curators and programmers from all over the world in order to promote their completed artwork(s).

**1.3 - Programme format.** The XR Distribution Market is designed in such a way that all participants will be able to get the best quality of service and get the most from the event. The 2024 edition of the XR Distribution Market will be fully in-person in Paris.

According to the evolution of the health situation, these conditions may have to be updated. Should this happen, decisions and measures taken by the festival team will be announced as soon as possible.

## 2- Submit an immersive artwork

**2.1 - Eligible artworks.** The XR Distribution Market is open to any artwork:

- exploring new kinds of storytelling and narrative (regardless of its format: film, game, interactive work, live performance or installation, etc.) using either XR technologies (VR, AR, MR) or immersive and/or innovative devices (binaural sound, AI, etc.)
- completed (regardless of the date) and ready for distribution in 2024
- designed for physical distribution / exhibition

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

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)

**2.2 - About the call for projects.** Submitting a project to the XR Distribution Market is free of charge. Several projects can naturally be submitted by the same person / production company.

The call for projects is open to all immersive creators / producers and is not selective. Registrations 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. 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)
- each applicant can submit several projects
- once the registration is finalised, you are not allowed to change the submitted information before you receive the confirmation of your participation (in early March, you will be provided an opportunity to update project information before the official announcement)

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 authorised to do so. NewImages Festival cannot be held responsible in any way for any claim, conflict or lawsuit in connection with the registration of the project.

**Please note that the registration of a project to this present open call is not considered as an accreditation for the Industry Days and therefore, does not give access to the festival. To participate, you shall confirm your participation and purchase your accreditation to the XR Distribution Market.**

### **3- Registration and conditions of participation**

**3.1 - Registration validation.** There is no selection process for the XR Distribution Market. At the end of the call for projects, the festival team will ensure the conformity of the submitted artworks with the eligibility criteria (previously mentioned).

**3.2 - Participation confirmation.** In early March, all eligible applicants will receive an email confirming their participation in the XR Distribution Market.

From the moment the invitation is sent, you will have six calendar days to confirm your participation:

- by purchasing the XR Distribution Market package for one person and one project - or two persons and two projects, in accordance with the offer described in section 5.1 of these regulations. This includes the full access to the Industry Days, invitation to social events, access to the XR experiences showcased.

- by confirming and/or updating their project information for the catalogue and first version of the Swapcard booth (or any other online event platform)
- by sending your builds for the XR library (cf. part 5.1 below)

**3.3 - Official announcement.** Selected artworks for the XR Distribution Market will be announced in early March. Here are the undertakings of selected teams. They commit:

- not to disclosing information regarding their participation prior to the Festival official announcement
- to including the logo “Selected to XR Distribution Market - NewImages Festival 2024” on all promotional and publicity materials, as soon as the official announcement is made (a promotional kit will be sent).

**3.4. - Impact study.** The participants undertake to complete the impact study forms that will be sent at three different moments by the festival’s team.

## 4- Compensations

**4.1 - Access to the festival.** The XR Distribution Market accreditation guarantees for participants are:

- Access to all Industry Days, both physical and online events of the festival (conferences, workshops, social or celebratory events).
- Access to the festival's selection of XR experiences on-site.
- Access to the online event space for one year (networking and chat with all NewImages Festival members, project promotion throughout the year to the 2024 accredited individuals and festival network members, etc.)."

### 4.2 - Connections with Decision Makers

The XR Distribution Market guarantees :

- the participation of curators from museums and programmers from cultural institutions (Europe and international) likely to distribute the works presented
- the presentation of selected projects to Decision Makers prior to the event, as well as tailor-made support when organising meetings (advice and promotion of projects to Decision Makers, according to their expectations and/or their artistic and editorial line).
- organising the meetings requested by Decision Makers.

In addition, the XR Distribution Market guarantees that the works selected will be visible to all those taking part in Industry Days. The selected teams will also have the opportunity to organise additional meetings with other accredited persons, even if they are not participating directly in the XR Distribution Market. These meetings can take place outside the tables reserved for XR Markets.

Please note that

- the XR Distribution Market cannot guarantee a minimum number of meetings for each project
- the names of the Decision Makers will be announced regularly from the beginning of 2024.

**4.3 - Meetings: organisation and format.** There are 3 steps:

- 1st Round: Meetings initiated by Decision Makers and pre-arranged by the festival team (participants have no actions to take).
- 2nd Round: Meetings directly requested by project participants with Decision Makers (subject to acceptance).
- 3rd Round: Meetings requested by other accredited individuals (outside XR Market) with project participants, and vice versa (subject to acceptance).

Each meeting, lasting 25 minutes, will be held in person in Paris on April 24, 25, and 26, 2024.

Any additional meetings (3rd round) should take place outside the time slots mentioned above (reserved for the 1st and 2nd rounds). The choice of date and location is at the discretion of the participants. However, please note that these additional meetings cannot be organised within the space reserved for the XR Market.

**4.4 - Virtual Booths.** An online booth (or "Virtual Booth") will allow each team to present the project(s) of its company to the Decision Makers as well as to all the 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 Distribution Market as described part 5.1 below and will give selected project holders the opportunity to:

- Present and promote their work(s), including the option to add videos, visuals, synopses, attachments, and links. They can also specify the type of partner(s) they are seeking.
- Independently update and/or complete information related to their work(s) before and after the festival. However, key information should be confirmed at the time of the selection announcement for the preparation of various communication materials.
- Manage their schedule, set their availability, and potentially distribute meeting requests among their team members.
- Create their own chat space, enabling interaction and exchange with all participants.
- Download the contact information of individuals they have interacted with during the festival.

## 5- Join the XR Distribution Market

**5.1 - Costs for participants.** Those costs will be applied to each selected company:

- **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 Market and is equal to a Full Access accreditation, including XR Distribution Market one-to-one meetings.

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

If the participant also has a promo code, they can naturally apply this discount when purchasing their accreditation.

- **Fees related to the XR library**

- For each flat video file (trailer, demo) : 10€
- For each VR360 (Pico/Quest compatible) or PCVR experience: 20€

By applying to the XR Distribution Market, you commit to presenting each of the submitted experiences in our XR library. This should be done in your preferred format: a flat video of your chosen duration (for installation or performance-type projects, etc.) or the build of your experience. The XR library is an exclusive viewing space for Decision Makers, allowing them to freely view the catalogue of works from the XR Distribution Market over the three days of April 24, 25, and 26. These files should be submitted in March 2024.

**5.2 - Other expenses.** Please note that travel or accommodation costs and any other expenses are to be borne by the participants.

**5.3 - XR Distribution Market: dates and schedule.**

Mornings of April 24, 25, and 26, from 9:30 AM to 1:30 PM (to be confirmed): in-person meetings with the Decision Makers in Paris. The exact location will be communicated later but will be in the 1st arrondissement of Paris.

## **6- Communication and promotion**

**6.1 - Communication materials.** From March onwards, teams participating in the XR Distribution Market will have the opportunity to confirm and/or update their project(s) information. By registering, you authorise the festival to use these elements (text and images) on its different communication channels, for promotional purposes and during the three next years.

**6.2 - Update.** As soon as their participation is confirmed, participants are allowed to update their project(s) details, at any time via their professional account on the festival's online platform.

However, please remember 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, following the same timing to confirm your participation.

**6.3 - NewImages Festival logo.** As soon as the projects participating in the XR Distribution Market are announced, teams will be requested to add the festival logo and mention “Selected to XR Distribution Market - NewImages Festival 2024” on their communication tools (a promotional kit will be sent in March).

## 7- Schedule

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

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

**Latest early March 2024:** 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:** official announcement

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

**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.).