

XR DEVELOPMENT MARKET

Regulations

Call for projects 2025

Call for projects is open from **Tuesday, October 15th, 2024** to **Wednesday, January 15th, 2025** (11:59pm, GMT).

Go to the application form: <http://nif-xrdevmarket25.paperform.co>

Last update on 15/10/2024.

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, financing, and co-production of immersive works and experiences (VR360 films/works, 6DoF experiences, gamified experiences, immersive performances - theatre, concert, opera, etc.).

Its aim is to contribute to the development of the immersive arts industry by organizing one-to-one (face-to-face) business meetings between project owners and individuals likely to support, finance, or distribute them (co-producers, public or private aid funds, museums, online distribution platforms, LBEs, industry leaders, etc.).

The XR Development Market 2025 meetings will be held exclusively in person in Paris.

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

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, gaming, interactive work, performance, art installation, etc.), explore new narrative forms through XR technologies (VR, AR, MR), spatial computing, or innovative and immersive devices (binaural sound, AI, etc.).

Projects 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 / manon.blot@forumdesimages.fr

2.3. Participation / Visibility exclusion

Any participant involved in a project eligible to our programme (XR Competition, Out of Competition, XR Market or any other section of the festival) who is under investigation or has been judicially convicted for acts of violence, particularly those of a sexist or sexual nature, will not be highlighted for the duration of the procedure or the penal sentence, out of respect for the victims. This applies to our Swapcard platform, our website, our social networks, and our communications. Consequently, the eligible project will be removed from the program if the investigation or conviction is known before the event; and it will be removed from our website and Swapcard platform if the accusations become known afterward, for the year of the concerned edition.

The modalities of this non-highlighting measures are as follows:

2.3.1. The disclosure of the investigation or penal conviction decision may be made public by the national media. This disclosure can also come from the victim or their lawyer, who may contact the NewImages Festival team for this purpose. The team will offer to involve an association or an organization for the defense of victims of violence.

2.3.2. The individuals in question will be contacted by the NewImages Festival team, who will inform them about the non-highlighting measure concerning them and their potential recourse (if it is proven that the accusation is inaccurate or if it has ended after a final decision of dismissal, acquittal, or by serving the sentence).

3- Submission process

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

- in English
- [online](#) no later than **Wednesday, January 15th, 2025th, (11:59pm, GMT)**.

Confidentiality:

The festival ensures the confidentiality of all submitted information and materials. The PDF presentation and application summary will be shared with the XR Market pre-selection committee and with the jury for the XR Development Market prize.

Declaration of Rights: 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 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.

Important Notes:

- Submit your project well before the deadline to avoid technical issues.
- Incomplete entries will not be considered.
- There is no time limit to complete the application form.
- Your answers and data are automatically saved, allowing you to return to the form from the same device and browser (excluding private navigation).
- Once a project is registered, no modifications can be made until the selection phase.

Updates for Selected Projects: Selected teams will have the opportunity to update their information by the end of February 2025.

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 be submitted by the same person or company.

A 20% discount is granted on submission fees for additional projects after the first registration, applicable to both XR Competition and XR Development Market submissions.

How to Obtain a Discount:

- Submit your first project.

- Contact newimages-xrmarket@forumdesimages.fr to request a discount code.
- In your email, include the title and submission ID of your first project (found in the confirmation email).
- You will receive a non-transferable, single-use code for 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 the second half of February, 2025. 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 seven (7) calendar days to confirm their participation by proceeding with the mandatory accreditation as described in section 6.1 of these regulations. This process involves 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 used by the Festival).

4.4 - Undertakings of selected teams.

They commit:

Not to disclose information regarding the selection prior to the Festival's official announcement.

To include the NewImages Festival logo and mention "*Selected for XR Development Market - NewImages Festival 2025*" on all promotional and publicity materials, as soon as the official announcement is made (a promotional kit will be sent in due course in March).

To answer the impact study forms that will be sent at three different moments after April 2025 by the festival team.

These questionnaires are important to demonstrate the impact of our actions to the organisations that support us - and to ensure that the XR Market continues to take place.

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

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 new opportunities to finance, develop or distribute their projects.
- Prior to the festival, the presentation of selected projects to all Decision Makers. They will be advised on their choices and meeting requests according to their expectations and/or artistic and editorial policies.
- The organisation of 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.
- Confirmed Decision Makers will be regularly announced starting early 2025.

5.3 - Meetings: Organization and Format. There are 3 steps:

1. **First round** — Meetings are requested by Decision Makers and pre-organized by the festival (no action required from selected project holders apart from sharing their availability).
2. **Second round** — Meetings are directly requested by selected project holders to Decision Makers and must be approved by the latter (subject to acceptance).
3. **Third round** — Additional meetings are requested by other participants (e.g., Industry Days attendees) to selected project holders or vice versa. In either case, requests must be approved.

Meeting Schedule: Mornings of April 9, 10, and 11, from 9:30 AM to 1:30 PM: In-person meetings with Decision Makers at Forum des images in Paris. Each appointment will last 25 minutes.

5.4. - Virtual Booths.

All selected project holders will have access to a Swapcard Exhibitor Center (or similar platform) to promote their project to Decision Makers and all accredited professionals. The virtual booth and its 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. It will provide selected project holders with the following opportunities:

1. Promote their project by:
 - Adding a presentation video or stills
 - Including a synopsis
 - Attaching additional documents and links
 - Specifying the types of partners they wish to meet
2. Update and/or add details about the project at any time before and after the festival.
(Note: Main information must be confirmed no later than late February for inclusion in the festival's catalogue)
3. Manage their meeting schedule, including:
 - Specifying availabilities
 - Sharing meeting requests between team members
4. Open their own chat and communicate with other accredited professionals
5. Download contact information of people they have met and interacted with during the festival

The virtual booth serves as a centralised platform for project promotion, networking, and meeting management throughout the XR Development Market event.

6- Participation in NewImages Festival

6.1 - Costs for selected project holders. It is mandatory to purchase the XR Market accreditation to be part of the XR Market. This accreditation gives access to XR Market, all Industry Days programme, artistic programme and invitation to networking events.

6.2 - If not selected

For each submitted project, the festival will provide teams with a code (valid two times) granting a 30% discount on any accreditation to Industry Days.

6.3 - Other expenses

In either case, please note that travel, accommodation costs, and any other expenses are to be borne by the participants.

6.4 - XR Development Market dates and schedule

- April 9th, 10th, and 11th, 2025 — In-person meetings with Decision Makers: Meetings with Decision Makers (1st and 2nd rounds) will be scheduled in the mornings.
- 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 platform (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-February 2025 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 2025" on their communication tools (a promotional kit will be sent in March).

8- Schedule

Tuesday, October 15th 2024: call for projects opens.

Wednesday, January 15th 2024 (11:59 pm, GMT): call for projects closes.

Mid-February 2025: Notification to applicants, participation confirmation, and project details for the festival's catalogue must be confirmed (including text and visuals). For organizational reasons, your accreditation should be purchased in the days following the notification. We kindly ask you to anticipate this cost.

Early March 2025: official announcement

April 9th, 10th, and 11th 2025 (Wednesday to Friday):

- **Morning** : pre-arranged meetings ; workshops
- **Afternoon** : meetings ; panels ; roundtables
- **All day** : exhibition (XR Competition, Out of Competition, NewImages Hub residencies' project)

Friday, April 11th 2025: Closing Ceremony of NewImages Festival (industry event, by invitation only.)

After April 2025: 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.).

By participating, you agree to answer three of these questionnaires (each taking no more than 10 minutes). **These questionnaires are important to demonstrate the impact of our actions to the organisations that support us - and to ensure that the XR Market continues to take place, and that the price of accreditation remains at its current level.**