

XR DISTRIBUTION 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: nif25-xrdistrib.paperform.co

Last update on 15/10/2024.

1- About the XR Distribution Market

1.1 - Presentation. Since 2019, the NewImages Festival has been organising the XR Market, a programme of industry meetings, to provide a specific time and space for immersive digital creation projects (VR360 films/works, 6DoF experiences, gamified experiences, immersive performances - theatre, concert, opera, etc.). This market, initially dedicated to works in development, has opened up to projects that are finalised and ready for distribution from 2022, in response to the sector's growing need to circulate works that already exist.

More than ever, the XR Market at the NewImages Festival aims to be a platform for exchanges between professionals that best meets their needs, and in particular the challenges of distributing completed works and structuring the industry.

1.2 - Objectives. For curators and programmers in the cultural and creative sectors, it is a major opportunity to learn about immersive artworks in all their variety of aesthetics, approaches and techniques, and to acquire a complete understanding of immersive creation. Each year, **works from the catalogues of a wide range of organisations** are presented to the market (for example Astrea...).

The XR Distribution Market is also a unique opportunity for creative immersive artists, producers and distributors to meet with curators and programmers from all over the world and present the works they are likely to distribute.

Since 2024, the XR Market has also invited buyers and platform managers in order to better represent the full range of distribution outlets.

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 2025 edition of the XR Distribution Market will be fully in-person in Paris¹.

2- Submit an immersive artwork

2.1 - Eligible artworks. The XR Distribution Market is open to any immersive works:

Exploring new kinds of storytelling and narrative (regardless of format: film, gaming, interactive work, live performance, installation, etc.) using either XR technologies (VR, AR, MR) or immersive and/or innovative devices (binaural sound, AI, etc.). Projects should be:

1. Completed (regardless of the completion date)
2. Ready for distribution in 2025
3. Designed for physical or digital 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 / 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 / company.

Applicants can include :

- production companies
- distribution companies
- Studios
- artists or freelance writers

Applications must be made:

¹ 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.

- In English
- online no later than **Wednesday January 15th 2025** (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 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 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.

2.3. Participation / Visibility exclusion

Any participant involved in a project (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 organisation for the defence 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- 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 February, 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 seven (7) calendar days to confirm your participation:**

- by purchasing the mandatory accreditation 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 full access to the conferences, workshops, access to the XR experiences showcased, invitation to social events (most of them are upon reservation, on a first come, first served basis).
- by confirming and/or updating their project information for the catalogue and first version of the Swapcard booth (or any other online event platform used by the Festival.)
- by sending your builds for the XR library (cf. part 5.1 below)

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

- not to disclose information regarding their participation prior to the Festival official announcement
- to include the logo “Selected to XR Distribution Market - NewImages Festival 2025” on all promotional and publicity materials, as soon as the official announcement is made (a promotional kit will be provided).

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 Market accreditation guarantees for participants are:

- Access to the conferences, workshops, access to the XR experiences showcased, invitation to social events (most of them are upon reservation, on a first come, first served basis)
- 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 2025 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 via a catalogue, 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 the industry event of the NewImages Festival. 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 at the XR Market tables in the afternoon. The meeting requests are at the discretion of the participants, via Swapcard.

Please note that :

- the XR Distribution Market cannot guarantee a minimum number of meetings for each project
- Names of Decision Makers will be announced regularly from the beginning of 2025.

4.3 - Meetings: Organisation and format. There are 3 steps:

1. **1st Round:** Meetings initiated by Decision Makers and pre-arranged by the festival team (participants have no actions to take).
2. **2nd Round:** Meetings directly requested by project participants with Decision Makers (subject to acceptance).
3. **3rd Round:** Meetings requested by other accredited individuals (Industry Days; 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 9, 10, and 11, 2025.**

4.4 - Virtual Booth. An online booth, called “exhibitor centre” on Swapcard, 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 - Accreditation. Purchasing the XR Distribution Market accreditation is mandatory to confirm your selection and participation, as being selected implies the accreditation of **at least one person per project/team that will be present for the meetings in Paris**

- **Fees related to the XR library**

- For each flat video file (trailer, demo) : 10€
- For each VR360/PCVR experience (Pico/Quest 2/3 compatible) : 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 9th, 10th & 11th. These files should be submitted in February 2025 .

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 9th, 10th & 11th 2025, from 9:30 AM to 1:30 PM (to be confirmed): in-person meetings with the Decision Makers at Forum des images in 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 2025" on their communication tools - a promotional kit will be sent.

7- Schedule

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

Wednesday, January 16th 2024 (11:59 pm, GMT): call for projects closes.

Early February 2025: 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.

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.