

# mipjunior<sup>®</sup>

13-15 October 2023

JW MARRIOTT – Cannes, France

## **DIGITAL SERVICES**

*INSTRUCTIONS FOR ADMIN USERS\**

- > Friday 13 October : Pre-Opening (half-day)
- > Saturday 14 – Sunday 15 October :  
Full Market : meetings, networking, conferences and content discovery



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## \*ADMIN DEFINITION:

Administrator of your MIPJUNIOR online account is the first registered person of your company. They have all entitlements to purchase services in the ESHOP (content credits), they can upload content in the screening library and set up your company page.

They can also add secondary ADMINS (unlimited) in your company hub page online to share their rights with other colleagues for account set up.

mipjunior<sup>®</sup>

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1. TIMELINE UNTIL MIPJUNIOR

2. UPDATE YOUR COMPANY PROFILE  
AND FIND COMPANIES ATTENDING MIPJUNIOR

3. UPDATE YOUR PARTICIPANT PROFILE  
AND FIND PARTICIPANTS ATTENDING MIPJUNIOR

4. EMPERIA MOBILE APP TO SCAN PEOPLE'S BADGES

5. MIPJUNIOR SCREENING LIBRARY FOR BUYERS &  
SELLERS

6. MIPJUNIOR SCREENING LIBRARY CONTENT CREDITS  
PRICES & PURCHASES

7. MIPJUNIOR SCREENING LIBRARY CONTENT UPLOADS  
GUIDE

# 1. MIPJUNIOR AGENDA

Buyers & Sellers can purchase tickets on mipjunior.com

Complete your Company & Participant Profiles on mipjunior.com

Buyers start preparing their playlist online on MIPJUNIOR Screenings platform (no video screenings yet)

Buyers can screen content and contact sellers

- At the JW Marriott
- And online

MIPJUNIOR Screenings Library closing

**Registrations**

**17.07**  
Database Access

**30.09**  
Deadline uploads

**02.10**  
Buyers Playlists

**Friday 13.10**  
Opening - 2pm

**13.10 – 15.10**  
Full Market

**15.11**  
Closing

Sellers can purchase content credits in their ESHOP\* on mipjunior.com

Seller start to upload their content on mipjunior.com Company Hub « Edit My profile »

Deadline for sellers to upload content into the MIPJUNIOR library

Opening of the Screenings Library:  
- At the JW Marriott  
- And online (with video screenings)

Sellers receive lead reports daily via email & on the platform

**Get 20% DISCOUNT on programmes by purchasing 3 programmes or more in the ESHOP on mipjunior.com**

**mipjunior®**



## 2. COMPANY PROFILE

**YOUR PROFILE**

Exhibition - Event edition: OneMip - April 2022

Profile completeness: 53%

Translations: Default Language (English)

**Profile** | Company Administrators

When you upload your content on to this website you acknowledge and confirm that either you, the Exhibitor, own all intellectual property rights in that content, including in all images within that content or you have obtained the rights owner's formal consent to upload that content, including all images within that content and place that content on this website. In addition, personally identifying information should not be entered / uploaded in this profile.

**Quality Inc**

**Brands we represent**  
Tell visitors all the brands that your company will represent at the show  
Feature Films, Silent Films, Islandisco Favorites

**Filters**  
Select items that best represent your company to help visitors find you on the website directory. Other Filters selections might be available in Matchmaking (the section below).

**Your company activities**  
Licensing - IP - Merchandising

**Your company country / region**  
France

**Your company genres**  
Docs - Factual

**Gallery of products and services**  
Add products to your Profile to show what you have to offer. Upload an image and full details for each product.  
[+ Add product](#)

**COMPANY WEBSITE**

**COMPANY EMAIL**

**COMPANY PHONE**

**ADDRESS**  
27 Quai Alphonse Le Gallo  
CS 10026  
BOULOGNE-BILLANCOURT CEDEX  
92513  
France

Click on “Edit my profile” in your “Company Hub” or in the top right menu “My Company”. Then update your company profile by clicking on the pen icon button on each section

You can add:

- Your logo (recommended size 180x180px , max. 1MB)
- Your banner (recommended size 600x150px, max 1MB)
- Your company description and contact info
- Your company content genre
- **Projects & programmes** (see next page)
- Documents (PDF format, max size 5 MB per file)
- Your sponsored category if you have a GOLD package (Limited upgrades available )
- **Other ADMINS** : add your colleagues as admins as well so they can also upload content in the library

**IMPORTANT:**  
Please be as comprehensive and accurate as possible when setting up your company details so participants can easily find you in our listings.





# 2. COMPANY DIRECTORY

Enter any **keywords** to find your targets.

Same email (login) & same password for mipcom.com and mipjunior.com (if you are registered to both)

Find out which companies are showcasing content in the MIPJUNIOR screening library

Find your best targets using the **filtering options**

MIPCOM MIPTV MIP CANCUN

mipjunior 14-15 October 2023 Cannes, France

Access MIPCOM Hello

My Hub Companies Participants Screenings Library Sessions Speakers

## MIPJunior Company Directory

Search exhibitors

102 Exhibitor(s)

**Filters**

**Features**

- Without content (96)
- With content (1)

**Networking**

- Companies I follow

**Company activities**

- Content distribution - media rights (1)

**Company content genre**

555

WITH CONTENT

Animaj

WITHOUT CONTENT

ANNETTE VAN DUREN AGENCY

Add a participant to your **favourites** list called "My Network & Plan" (Heart icon on top)

Quick link to company details

Tag displayed on companies showcasing content in the MIPJUNIOR screen library



# 3. PARTICIPANT PROFILE

**Peter EVANS**  
Marketing director  
QUALITY SARL

Upload picture  
Formats: jpg, png, gif  
Max file size: 1MB  
Minimum: 180\*180px

About Peter  
Marketing director at Quality 3 Sarl for 4 years, living in France

atlasre.edehx@gmail.com  
+33683850823

Twitter LinkedIn

Select items that best represent your company to help visitors to find you through searching the participant directory.

Your main activity  
the selected item will be used in filter  
Producer

Participant activities?

Your country / region

Click in top right menu under your name on “My Profile”.

Then update your personal profile by clicking on the pen icon button on each section

You should add:

- **MANDATORY FOR BADGE : YOUR PHOTO**  
(recommended size 180\*180px, max 1MB)
- Your job function and more details about your activity
- Links to your social media profiles (Twitter & LinkedIn)
- Your contact details are displayed by default. Click on the pen picture, then “Change” to hide your email & phone.

**IMPORTANT:**

Please be as comprehensive and accurate as possible when setting up your personal page so other participants can easily find you in our listings.



# 3. PARTICIPANTS DIRECTORY

**Filters**

Filter participants by

- buyers/visitors status,
- job function,
- content genre of expertise,
- countries, etc...

The screenshot shows the MIPJunior Participants Directory page. At the top, there are navigation links for MIPCOM, MIPTV, and MIP CANCUN. The main header includes the MIPJunior logo, the dates 14-15 October 2023, and the location Cannes, France. A user profile for 'Hello, Aurélien' is visible. Below the header, there are navigation tabs: My Hub, Companies, Participants (selected), Screenings Library, Sessions, and Speakers. The main title is 'MIPJunior Participants Directory'. A search bar with the placeholder 'Search participants' and a magnifying glass icon is highlighted with a red box. To its right is a dropdown menu for sorting, currently set to 'Last name (A-Z)', also highlighted with a red box. Below the search bar, it says '108 Participant(s)'. On the left side, there is a 'Filters' sidebar, also highlighted with a red box. It contains three sections: 'Features' with checkboxes for 'Buyers (35)' and 'Visitors (49)'; 'Participant job function' with checkboxes for 'Content creation - right holders (20)', 'Content distribution-media rights (14)', 'Content sourcing-commissioning (8)', 'Financing & investors (1)', and 'Others (2)'; and 'Countries covered' with checkboxes for 'All countries (28)' and 'Asia (2)'. The main content area displays a list of participants. The first two are 'Allocate 1' and 'Allocate 10', both 'test Visitor' at 'Mercury GBS Test Cinco' in the 'United States'. Each participant card includes a profile picture, name, company, location, creation date, email address, and two buttons: 'Add to My Network' and 'Send a message'. The 'Add to My Network' button for 'Allocate 10' is highlighted with a red box. The third participant, 'Allocate 11', is partially visible at the bottom.

Search by job title, first and last names and company name

Sort by:

- A-Z
- Z-A
- Newest
- Recently updated!!

Option to add a participant to "My Network & Plan" (favourites)





## 4. EMPERIA LEAD CAPTURE

*Your mobile app to scan badges at MIPJUNIOR*

Capture, qualify, deliver high quality leads

- Unlimited user access for your company
- Enriched data base with all visitor profile information
- Database available anytime during/after the show
- Customizable questions for your leads
- Online lead capture on mipjunior.com



# 4. EMPERIA LEAD CAPTURE

## Before the market

### 1. Download the Emperia App

### 2. Use your company access code

*Sent by email to your company 2 weeks before the show and also available on your company hub*

### 3. Log in to Emperia

*Using your full name and the company access code. Share your code with your sales team so they can use their own device to capture the contact information*

## During the market

### 1. Scan badges by clicking on the icon

*Hover your device camera over the visitor badge QR code*

### 2. Rate your leads and add comments

*You can edit, add further notes and adjust your lead scoring*

### 3. Follow your lead on each device

*The company admin can download the global leads report at anytime*

## After the market

### 1. Open the end of show email

*Access your lead report via a direct link, you can download an excel file with all the details. The link is also available in the Emperia welcome email and the exhibitor hub*

### 2. Use the collected information

*Keep in touch to follow up, send quote, or any information and increase your ROI*



# 4. EMPERIA LEAD CAPTURE

 Edit Profile Page This information will appear in the show website.	 Emperia Lead Capture Services A consolidated list of leads. (Total: 0, New: 0)	 Upgrade your package Get more out of your digital profile.	 Invite Manager Manage invites for attendees and your staff.
 Shop Upgrade and promote via digital and the physical show.	 Badges and participants Add & manage badges and participants.	 Manage Company entitlements Manage and share entitlements with your visitors.	 Exhibitor Dashboard Analytics No insights available yet. Please check back after sessions.

**Emperia**  
Lead Capture Services  
A consolidated list of leads.  
(Total: 0, New: 0)

### DOWNLOAD LEAD REPORT

Download your consolidated leads in the format of your choice

Total Leads: 0    New Leads: 0

[.CSV](#)    [.XLSX](#)

### GETTING STARTED

MIPCOM is fast approaching. We want to make sure you're prepared for an important part of your experience - collecting leads with the Emperia Lead Retrieval Application. Using the app at the event is easy - simply scan the code on the visitor badge to capture your connection and record their contact details. Here's a simple 'Exhibitor's Guide to Emperia' to get you started and answer some commonly asked questions about the Emperia lead scanning tool.

Available on app store and play store

### LOGIN DETAILS

Use these credentials to login to the app. Share this access code with your colleagues from your company so they can capture leads on their own devices as well.

Company access code  
**RQVR6NAZ**

### DOCUMENT(S) YOU WANT TO SHARE WITH YOUR LEADS

Select up to 3 documents that you want to highlight and share with your leads as part of the end-of-show summary email that the visitors will receive.

### CUSTOM QUESTION(S)

Add custom qualifying questions that you would like to ask your leads during lead capture using the Emperia app at the show. Add multi-choice options for each question. Receive these questions and the captured responses as part of your leads report post show.

Download your leads report

Download the mobile app to scan visitors badges on site

Select documents you want to share with your leads with the end-of-show summary email that visitors will receive



# 5. MIPJUNIOR SCREENINGS LIBRARY

## *For Buyers*

- **Once registered to MIPJUNIOR (ticket purchased), Buyers will receive instructions** on how to use the dedicated MIPJUNIOR Screenings Library prior to the event. They will also receive instructions on how to use mipjunior.com platform.
- They will get an **invitation** via email to access MIPJUNIOR Screenings Library in early October so **they can start preparing their playlist on October 2<sup>nd</sup>**.

*Please note that the login and password to access the Screenings Library are the same as for MIPCOM & MIPJUNIOR account.*

- While preparing their playlist, buyers will not be allowed to screen any videos yet, but only check-out and preselect contents within the full catalogue



# 5. MIPJUNIOR SCREENINGS LIBRARY

## *For Buyers*

- **On FRIDAY 13 October at 2p.m.**, the MIPJUNIOR Screenings Library will open on-site at the JW Marriott in Cannes as well as online. Buyers will be able to screen MIPJUNIOR catalogue of projects & programmes:
  - **on-site** in a dedicated screening room on level 3 of the Palais des Festivals with 150 screening booths
  - **online** via the dedicated <http://www.screening.mipjunior.com> platform .
- **Buyers will also be able to continue screening online after MIPJUNIOR until 15 November.**
- **Buyers' viewing reports will be sent daily via email** and can also be downloaded at any time from the MIPJUNIOR Screenings Library.
- **Buyers can contact sellers via the MIPJUNIOR Screenings Library** (contact button) and will automatically send them leads when screening their contents.
- **Buyers can take notes and save them when screening a content within the platform**



# 5. MIPJUNIOR SCREENINGS LIBRARY

## *For Sellers (ADMIN)*

- **Once registered (ticket purchased) Sellers will receive instructions** on how to use the dedicated MIPJUNIOR Screenings Library prior to the event. They will also receive instructions on how to use mipjunior.com platform to **purchased content credits** and then to **upload their content**.
- **From 17 July ADMINs sellers can buy content credits for MIPJUNIOR content upload via the E-SHOP on mipjunior.com “company hub”**
- **Then ADMIN sellers can upload MIPJUNIOR content via mipjunior.com platform using their credits**
- **30 September: Deadline for sellers to upload** and update their projects and programmes via mipjunior.com platform for MIPJUNIOR Screenings Library
- **IMPORTANT : Add as many other admins as you like in your company page among your registered colleagues so they can help purchasing credits & uploading content into the library**





# 5. MIPJUNIOR SCREENINGS LIBRARY

## *For Sellers (ADMIN)*

- **Sellers will have access to buyers' information** if buyers contact them or screen their content. All participant & company details are on mipjunior.com platform.
- **Sellers can download their lead report at any time from their account on the Screenings Library until 15 November**
- *The lead report will also be sent via email automatically every day* to the sellers' contact list.

*Please note that the login and password for this dedicated Screenings Library are the same as for MIPJUNIOR and MIPCOM account.*

- Lead data includes screening date, duration, if content was in playlist/favourites, buyers' profile, and more.
- The lead reports will allow sellers and buyers **to arrange meetings during MIPJUNIOR, MIPCOM and after the events**



## 6. MIPJUNIOR SCREENINGS LIBRARY

### *Prices*

ADMIN Sellers can buy content packages for MIPJUNIOR Screenings Library directly via the E-Shop on the company hub on mipjunior.com platform

	1	2	3
PROJECT	70€	70€	70€
PROGRAMME	250€	250€	DISCOUNT!

Get 20% OFF on 3 programmes or more in the ESHOP on mipjunior.com  
3 programmes = ~~750€~~ = 600 euros!!



# 6. MIPJUNIOR SCREENINGS LIBRARY

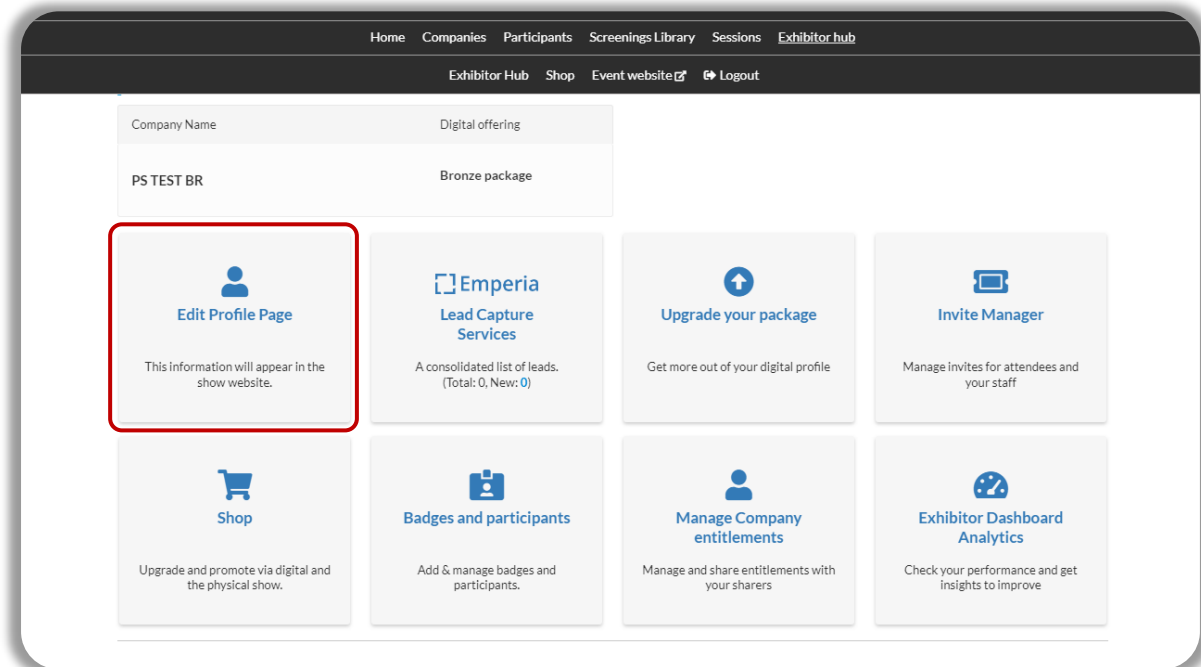
## Buy Content Credits

You need to buy content credits in order to upload programmes and projects in MIPJUNIOR library:

- > Go to your company hub and click on the e-shop section
- > Once you arrive on the e-shop, select the content you want to buy
- > Project: €70
- > Programme: €250

**Get 20% OFF on 3 programmes or more**  
**3 programmes = 750€ = 600 euros!!**

**ONLY ADMINS can buy credits and upload content !!**  
Add as many account administrators registered colleagues as you want in your company hub



# 7. MIPJUNIOR SCREENINGS LIBRARY

## *Content Uploads Guidelines (ADMIN)*

Step by step on how to upload MIPJUNIOR projects & programmes on mipjunior.com with purchased credits:

1. Go to your MIPJUNIOR.com account (activation email sent after your registration),
2. Select “Company Hub” in the top right menu
3. Click on “Edit profile”
4. Scroll down till the “Gallery of projects & programmes”
5. Click on “Add content” and start filling out all mandatory fields for each content and save once the **GREEN LOADING BAR** is full (10 seconds).

**NO NEED TO WAIT UNTIL YOUR CONTENT IS FULLY LOADED TO SAVE**

*(The full 100% upload will continue on its own automatically).*

**IMPORTANT:** You are uploading your content via mipjunior.com but the Screenings Library will be on: <http://www.screening.mipjunior.com>



# 7. MIPJUNIOR SCREENINGS LIBRARY


## Content Uploads Guidelines (ADMIN)


### Gallery of products and services

Add products to your Profile to show what you have to offer. Upload an image and full details for each product.

[+ Add product](#)

\* indicates a mandatory field





Product name \*

Enter the name of the product. Maximum 50 characters.

Charlie Chaplin's "The Good For Nothing"

Description

Describe the product. Maximum 900 characters.

Charlie Chaplin's 25th Film Released Aug. 21 1914 As His New Profession An American comedy silent film made at the Keystone Studios and starring Charlie Chaplin. The film involves Chaplin taking care of a man in a wheelchair. <http://www.imdb.com/title/tt0004101/>

Production status

Programme

Genres

Comedy

Year of production

Pre-2018

Year of release

Pre-2018

Fields with a star (\*) are mandatory.

Each content (product) can be updated using the pen button.

- Guidelines for the image is 472x472px (square format).
- Guidelines for the video is .mpg .mpeg .m4v .mp4 .mov .wmv .avi .flv .mkv format, max. 8GB. (see *more details on how to upload a video on the next slide*)

**IMPORTANT:** Try to be as accurate as possible when filling in the synopsis in your descriptions, and all attached data. We have enhanced filter and searching capabilities that will be used by buyers to find content based on their acquisition strategy.



# 7. MIPJUNIOR SCREENINGS LIBRARY

## Content Uploads Guidelines (ADMIN)

**Video**  
Attach a .MP4 or .MPEG video file to support your product. Maximum size 8GB.  
Please ensure you own or have the owner's consent to use this video.

**Upload video file**

Publish video  
Video can be published once video processing is done

1

- You can choose a file from your computer by clicking on “Upload video file”
- As of today, following formats are supported: .mpg .mpeg .m4v .mp4 .mov .wmv .avi .flv .mkv format, max. 8GB.

**Video**  
Attach a .MP4 or .MPEG video file to support your product. Maximum size 8GB.  
Please ensure you own or have the owner's consent to use this video.

**Video uploading** - AngelAndTheBadMan\_512kb.mp4 - 394.54 MB

Closing this page will cause the upload to cancel

Publish video  
Video can be published once video processing is done

2

- Wait until video green loading bar is full to click save.**
- Loading will then continue automatically
- Clicking on cancel will cancel the process.

**Video**  
Attach a .MP4 or .MPEG video file to support your product. Maximum size 8GB.  
Please ensure you own or have the owner's consent to use this video.

**Video Processing** - AngelAndTheBadMan\_512kb\_132682490268677322.mp4 - 394.54 MB

Video processing can take a few hours. You can save your product now while we're processing your video in the background.  
Warning: Tapping cancel will discard any changes made

Publish video  
Video can be published once video processing is done

3

- When video is processing , it is possible to leave the page after clicking on “save”**

