



TERMS & REGULATIONS “CANARY ISLANDS FILM MARKET 2021”

CANARY ISLANDS INTERNATIONAL FILM MARKET is an activity organized by the company Festeam, Comunicación y Eventos, sponsored by the Government of the Canary Islands through Canarias Cultura en Red and PROEXCA; Tenerife Town Council through the Tenerife Film Commission; Santa Cruz de Tenerife Town Hall; Santa Cruz de Tenerife Development Society and Culture Council, with the collaboration of Atresmedia Cine, Macaronesia Films, Filmarket Hub, MAFIZ (Málaga Festival Industry Zone), CLAC (Canary Islands Audiovisual Cluster), Music Library & SFX, Rahn Mercedes Benz, La Jefa Cerveza Artesanal and ZEC (Canary Islands Special Zone).

CIIF MARKET was born 18 years ago with the objective of becoming a meeting point amongst European and Ibero-American producers, distributors, and investors, to promote the co-production of fiction or documentary films and TV series aimed for the international marketplace. CIIF MARKET focuses this edition on the most relevant projects in development in search of financing and on Spanish literary works with possibilities of being adapted to different audiovisual screens.

In order to carry out this initiative, **CIIF MARKET** opens the call for entries of fiction or documentary films, TV series & movies (fiction or documentary) in development, as well as, for Spanish literary works through its database of industry professionals, the different media outlets and the official website of the market www.ciifmarket.com.

CIIF MARKET will select a maximum of **12 projects and 3 literary works**. The main selection criteria will be based on the quality of projects aimed for the international marketplace, the talent of the directors or producers and the viability of the financing plan. In the final selection, an attempt will be made to find a balance between commercial projects and others with greater creative risk. The projects must be recent and unpublished, currently in a development phase and in search for additional funding channels.

In the case of the Spanish literary works, the quality of the story, the talent of the authors and the viability of being adapted to the cinema, television or digital platforms will be taken into account.

Participants will have the possibility of a meetings personalized agenda with the invited industry professionals with the objective of finding a partner to co-produce their projects or adapt their literary works.

CIIF MARKET, in its XVII edition, will take place in Santa Cruz de Tenerife from April 28 to 30, 2021. All entries must comply with the following terms & regulations:



ARTICLE 1

International and National Production Companies/Producers can enter their projects in development as long as these comply with the following requirements:

- Feature, documentary, TV movies & series film projects.
- Projects with a minimum 60 minutes length, as well as transmedia, crossmedia and multiplatform projects that have as one of its main premises the cinematographic film.
- The non-fiction projects as audiovisual reports of a journalistic or informative nature will not be accepted.
- The projects will be entered by the production company and must count with the involvement of the director/s and scriptwriter/s.
- The producers of the projects must present a budget in euros and a financing plan with at least 20% already secured.
- Projects must be recent and still looking for additional sources of funding.
- Projects must be viable from the point of view of its production and subsequent international distribution.
- Projects must be aimed to the international marketplace.
- Projects that were selected for previous editions of the market will not be accepted.
- It will be taken into account if it is the first time that the project is entered to a market; that the producer has at least partnered an international coproduction; the innovation in formats and the approach of new formulas of distribution and financing, as well as, the additional documentation or information, including previous works by the director and/or producer.

Likewise, the authors, editors and/or copyright holders of literary works can be entered as long as these comply with the following requirements:

- Fiction and nonfiction literary works by Spanish authors, (novels, tales, plays, essays, etc.), of all genres and sub-genres (drama, comedy, etc.) and aimed at all types of audiences (children, youngsters, adults).

ARTICLE 2

- Production Companies/Producers and Editors/Authors interested in participating in the XVII edition of CANARY ISLANDS INTERNATIONAL FILM MARKET may enter their projects or literary works until **March 15, 2021**, through the online registration form available on the market website: www.ciifmarket.com
- The registration of projects and literary works is free of cost. The participation fee will only be paid if the project or literary work is selected for the 2021 edition of the market.
- If the project or literary work is selected for CIIF MARKET 2021, participants will have to pay €100 (50% discount for members of the CANARY ISLANDS AUDIOVISUAL CLUSTER, TENERIFE FILM COMMISSION or FILMARKET HUB). This amount will be transferred to the BBVA account: ES51 0182 5801 1802 0165 2536, indicating Project Name/ CIIF MARKET 2021.



- The registration form must include acceptance of the terms & regulations. In case necessary, participants are requested to provide links in order to allow the organization to download any additional audiovisual material. Audiovisual materials in physical storage formats are not allowed. If the files weight more than 6MB, these should be sent via we-transfer to the following email: production@ciifmarket.com.
- In order to carry out the selection process, interested parties must provide:
 - ✓ **Projects:**
 - Short synopsis
 - Treatment and/or script
 - Biography / filmography of the director and producer
 - Summary of the budget and financing plan
 - Distribution & Marketing plan
 - Link to screen previous works (optional)
 - ✓ **Literary works:**
 - Short synopsis
 - Treatment (1-2 pages)
 - Biography of the author

ARTICLE 3

For the acceptance of any extra images and/or audiovisual materials, the interested party must provide a link to view said materials. Physical images and/or audiovisual materials are not allowed.

ARTICLE 4

CIIF MARKET will recognize the undersigned of the registration form and the terms & regulations as the sole spokesperson for all aspects related to the participation of the literary works or audiovisual projects, and as the sole responsible party in front of other companies or people who are involved in the said literary works or audiovisual projects.

ARTICLE 5

The decision taken by the **SELECTION COMMITTEE**, formed by renown professionals of the audiovisual sector as to the selection of the literary works and audiovisual projects for the 2021 edition will be final.

ARTICLE 6

The producers of the selected projects and the authors or editors of the literary works commit to:

- Confirm the participation of the project or literary work in CIIF MARKET 2021.
- Confirm their presence and/or that of the director during the days of the market, being recommended the assistance of both. In the case of literary works, it must be confirmed the presence of the author, editor or copyright holder.



- Send in English and Spanish all additional materials requested by the organization for the market guide, website or for dissemination purposes.

ARTICLE 7

Once finished shooting of the projects or the adaptation of the literary works to the different screens, the participants must include the CIIF MARKET logo in the credits of the final copy. The logo is available in the official website of the market: www.ciifmarket.com

ARTICLE 8

The Organization will give the following awards in the category of **Projects**:

1. CIIF MARKET AWARD to the project with the greatest international impact with a cash amount of 1,200 euro under the following conditions:

- The cash amount must be used to attend an international market of your choice.
- The project must include the CIIF MARKET logo in all its promotional materials and presentations.
- The production company must send to the organization receipt of the accreditation to the said international market and copy of the plane ticket.

2. CANARY ISLANDS FILM AWARD

Canarias Cultura en Red will award the best Canary project of this edition with a travel grant to attend an international market. Detailed information regarding the terms & regulations of this award will be provided by Canarias Cultura en Red to the winner once the event has come to an end.

3. FILMARKET HUB AWARD

In collaboration with Filmarket Hub, the renown European online platform for projects in search of co-production and financing, the best project of this edition will be awarded with one year free registration on the platform, thus facilitating access to the most important companies of the audiovisual sector and financing funds in search for projects.

4. MACARONESIA FILMS AWARD

To the project with international potential consisting of financial and legal advisory services (project finance) regarding tax incentives in the Canary Islands that includes: development of the corporate structure, drafting of contracts, allocation of incentives, assistance in the search for tax financing and assistance in preparing the financing plan.

5. MUSIC LIBRARY & SFX AWARD

The winning project will be awarded with a flat rate limited to one free production, which will allow the synchronization of the production music from the Music Library & SFX catalogs for the content of the project, through its musical supervision division Acorde. Once the music used is licensed, it is covered by the main rights for cross-platform broadcasting throughout the world and for the entire life of the content.



6. MAFIZ AWARD

Two projects will be awarded with free accreditation (maximum 2 delegates per company) to access all the activities, conferences, forums and masterclasses of MAFIZ, the industry area of the Malaga Film Festival. It will also allow the representatives of the winning projects to access information and contact details of more than a hundred producers, distributors and other international agents of the audiovisual sector, amongst others.

7. LITERARY WORK AWARD

The award will be given to the literary work with the greatest potential and viability to be adapted to film, television or digital platforms.

ARTICLE 9

Any questions or doubts that may arise as to the interpretation of these terms & regulations will be solved by the Market Management.

ARTICLE 10

The entry through the online registration form, together with the consent to the terms & regulations of the call, implies the acceptance of all of its conditions to participate in the selection process.

ARTICLE 11

The celebration of the market and any modification or implementation of new measures is subject to the evolution of the situation caused by the Covid-19 pandemic and the restrictions that the competent health authorities set for its management.

ARTICLE 12

The CIIF Market 2021 Organization is committed to carrying out all safety, health and security protocols imposed by governmental authorities and arising from the pandemic.