



TERMS AND CONDITIONS CANARY ISLANDS FILM MARKET 2022

CANARY ISLANDS FILM MARKET is an activity organized by Festeam, Comunicación & Eventos, sponsored by the Government of the Canary Islands, through the Canary Islands Institute for Cultural Development, Canary Islands Film, PROEXCA, Tenerife Council, Tenerife Tourism, Tenerife Film Commission; Santa Cruz de Tenerife City Council; Santa Cruz de Tenerife Development Committee and Culture Council, with the collaboration of Secuoya Studios, River Flow Pictures, Macaronesia Films, Filmarket Hub, Clúster Audiovisual de Canarias, MAFIZ (Málaga Festival Industry Zone), Music Library & SFX, Rahn Mercedes Benz, ZEC (Canary islands Special Zone), PNR (Emerging Film Directors & Producers Platform) and CIMA IMPULSA.

CIIF MARKET was born 19 years ago with the objective of becoming a meeting point for European producers, distributors and investors, with the aim of promoting the search for financing and encouraging the international coproduction of fiction feature film projects, documentaries and television series intended for the global marketplace.

CIIF MARKET launches through its database of industry professionals, media and the official website of the market (www.ciifmarket.com) an international public call for the entry of projects in a development stage in the following categories: fiction or documentary feature films, TV movies, TV series and miniseries (fiction or docu-series).

CIIF MARKET will select a maximum of 12 projects for its national and international sections and a maximum of 5 projects for the Canary Islands Focus Section. The main selection criteria will be based on the quality of the projects, that these are aimed for the global marketplace, the talent of the directors or producers and the viability of the financing plan. The producers of the projects must present a budget in euros and a financing plan with at least 20% already secured. The final selection will seek for a balance between commercial projects and others with greater creative risk. The projects must be recent and unpublished, must be in a development phase and looking for additional financing channels.

Participants selected will receive a pre-arranged meetings agenda and will pitch their projects to professionals and key agents of the sector. They will also have access to all the market and networking activities of CIIF Market 2022.

The 18th edition of CIIF MARKET will take place in Santa Cruz de Tenerife October 22-26, 2022. All projects submitted must comply with the following regulations:



ARTICLE 1

National and international production companies with projects in a development stage that meet the following requirements may participate in the call:

- Projects in Spanish or English of fiction or documentary feature films, TV movies and TV series and miniseries (fiction or docu-series).
- Projects with a minimum length of 60 minutes, as well as transmedia, crossmedia and multiplatform projects that have a cinematographic film as one of their main objectives.
- Audiovisual reports of a journalistic or informative nature will not be considered as projects.
- The projects will be presented by the production company and must have the involvement of the director/directors and scriptwriter/scriptwriters.
- 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 not have exploited all possible sources of financing.
- Projects must be viable from the point of view of production and subsequent international distribution.
- Projects must be aimed at the international marketplace.
- Projects that have participated in previous editions of the market will not be accepted.
- The fact that it is the first time the project is presented in a forum, that the production company has already made at least one international co-production, the innovation in formats and the approach of new distribution and financing formulas, as well as, the complementary documentation that includes previous works completed by the director and/or producer will be valued.

ARTICLE 2

- Production companies and authors interested in participating in the CANARY ISLANDS INTERNATIONAL FILM MARKET may enter their projects through the registration form available at the market's website: www.ciifmarket.com.
- The registration of projects is free of charge. The participation fee will only be paid if the project is selected to participate in the 2022 edition of the event.
- If the project is selected for CIIF MARKET 2022, participants will have to pay the amount of 100 € (50% discount for members of the CLUSTER AUDIOVISUAL DE CANARIAS, TENERIFE FILM COMMISSION, FILMARKET HUB, PNR (Plataforma de Nuevos Realizadores), CIMA (Asociación de mujeres cineastas y de medios audiovisuales), as well as for projects coming from Latin America. This amount must be paid through the BBVA account number: ES51 0182 5801 1802 0165 2536, with the concept: Name of the project/CIIF MARKET 2022.
- The registration form must be completed and sent together with the acceptance of the rules before September 18, 2022 at 23:59h, Canary Islands time, Spain, the deadline date and time for registration of projects.



- In order to carry out the selection process, interested parties must upload a single PDF document (maximum 6MB) or send it by email or wetransfer to: production@ciifmarket.com.
- Short synopsis
- Treatment (no more than 10 pages)
- Notes from the producer / director
- Director's and producer's biography / filmography
- Budget summary and financing plan
- Distribution and marketing plan
- Link(s) of previous work (optional)
- Letter/document stating who owns the rights to the project

ARTICLE 3

Projects that do not send the required documentation will be discarded for selection. The interested party must provide links of any extra audiovisual material. Audiovisual material on physical supports will not be accepted.

ARTICLE 4

CIIF MARKET will recognize the signer of the registration form and the terms and regulations as the sole spokesperson for all aspects related to the participation of the project in the audiovisual co-production market and as the responsible party before other companies or persons involved in the same.

ARTICLE 5

The selection of projects will be the responsibility of the CIIF Market Experts Committee formed by renowned professionals of the audiovisual sector. The decision regarding the selection of projects will be final.

ARTICLE 6

The producers and/or directors of the selected projects are committed to:

- Confirm the participation of the project in CIIF MARKET 2022.
- Confirm the presence of the producer and/or the director during the days of the market; the attendance of both is advised.
- Send all the materials requested by the organization for the market guide, web page, press releases or social media in Spanish and English.

ARTICLE 7

At the end of the event, the representatives of the project must commit to include the market logo in all the communication and promotional materials of their projects. Once the production is finished, the CIIF MARKET logo must be included in the credits of the final copy. The logo is available for download on the Market's official website: www.ciifmarket.com



ARTICLE 8

The selected projects are eligible for the following awards:

1. CIIF MARKET AWARD to the project with the greatest international outreach for an amount of 1,200 euros under the following conditions:

- The amount of the award must be used to attend an international market of their choice.
- The project must include the CIIF MARKET logo in all its promotional materials and presentations.
- The company must send to the organization proof of the accreditation to the international market and a copy of the airline ticket.

2. CANARY ISLANDS FILM AWARD

Canary Islands Film will award to the best Canary Islands project of this edition with a travel bag to attend an international market. Detailed information about the conditions of this award will be provided to the winner at the end of the event by Canary Islands Film.

3. FILMARKET HUB AWARD

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

4. MACARONESIA FILMS AWARD

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

5. MUSIC LIBRARY & SFX AWARD

The winning project will receive a flat rate limited to one free production, which will allow the synchronization of production music from the Music Library & SFX catalogs into the content of the project, through its music supervision division Acorde. Once the music used is licensed, it will be covered by major rights for multi-platform broadcast worldwide for the life of the content.

6. MAFIZ AWARD

One project will be awarded with free accreditation to have direct access to all the activities, conferences, forums and masterclasses of MAFIZ, the industry area of the Malaga Festival. It will also allow the representatives of the awarded projects to access information and contact details to the database of producers, distributors and other international agents of the sector attending the market.



ARTICLE 9

Any doubts that may arise in the interpretation of these regulations will be resolved by the Market's organization.

ARTICLE 10

Sending the registration form duly completed, together with the conformity to the terms and conditions of this call, implies the acceptance of all 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 Organization of CIIF Market 2022 undertakes to carry out all safety, hygiene and security protocols imposed and/or recommended by the governmental authorities resulting from the Covid-19 pandemic.