



CANARY ISLANDS INTERNATIONAL FILM MARKET

2023 BASES

CANARY ISLANDS INTERNATIONAL FILM MARKET is an activity organized by the company Festeam, Comunicación y Eventos, S.L, sponsored by Cabildo de Tenerife; Government of the Canary Islands, through the Canary Islands Institute of Cultural Development, Canary Islands Film and PROEXCA; Tenerife Film Commission, with the support of Turismo de Tenerife; Santa Cruz de Tenerife City Council; Development Society of Santa Cruz de Tenerife; Audiovisual Cluster of the Canary Islands; Macaronesia Films and Rahn Star.

CIIF MARKET was born 20 years ago with the vocation of becoming a meeting point for European producers, distributors and investors, with the aim of promoting the search for financing and encouraging the international co-production of feature films, documentaries and television series for the global market.

To carry out this initiative, CIIF MARKET launches an international public call for the registration of projects of fiction or documentary feature films, tv movies and series and miniseries for television (fiction or docuseries) in development stage through its database of industry professionals, media and the official website of the market www.ciifmarket.com.

CIIF MARKET will select up to a maximum of 12 projects to participate in its National and International Section and up to a maximum of 5 Canarian projects to be presented in the Focus Canarias Section. The main selection criteria will be based on the quality of the projects, that they are aimed at the international market, 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 a balance between commercial projects and others with greater creative risk. The projects must be recent and unpublished, be in the development phase and not have exhausted all possible avenues of financing.

Participants will have the possibility of having a personalized agenda of appointments



and pitching sessions with the professionals and recipients invited to co-produce their projects. They will also have access to all the market and networking activities of CIIF Market 2023.

The 19th edition of CIIF MARKET will take place in Santa Cruz de Tenerife from June 12 to 16, 2023. The projects presented to the market will be subject to the following rules and regulations:

ARTICLE 1

National and international production companies with projects in the 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 fiction series and miniseries or docuseries.
- Projects with a minimum total duration of 60 minutes, as well as transmedia, crossmedia and multiplatform projects that have a cinematographic film as one of their main bases.
- 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 market.
- 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 send their projects through the registration form available on 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 2023 edition of the event.

- If the project is selected for CIIF MARKET, 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) and CIMA (Asociación de mujeres cineastas y de medios audiovisuales). Likewise, selected projects from Latin America will receive a 50% discount if they participate online and the fee will be free if they attend in person. This amount must be paid into the BBVA account number: ES51 0182 5801 1802 0165 2536, with the concept, Name of the project/CIIF MARKET 2023.

- The registration form must be completed and sent together with the acceptance of the rules before April 30, 2023 at 23:59h, Canary Islands time, Spain, date and time limit for the registration of projects.

In order to carry out the selection process, interested parties must provide the organization with this documentation in a single PDF document (maximum 10MG) to the following address: 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
- Viewing link(s) of previous work (optional)
- Letter/mention indicating 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 a web link for the admission of any extra audiovisual material, from which said material may be viewed. Audiovisual material on physical support will not be received.

ARTICLE 4

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

ARTICLE 5

The selection of projects shall be the responsibility of the Committee of Experts made up of professionals of recognized prestige in the audiovisual sector. The decision on the selection of projects shall be final.

ARTICLE 6

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

- Confirm the participation of the project in the CIIF MARKET.
- Confirm their presence and/or that of the director during the days of the market, being advisable the attendance of both.
- Send the informative material required by the organization for its catalog or web page in Spanish and English.

ARTICLE 7

Once the event is over, those responsible for the project must commit to include the logo of the market in all communication and promotional materials. Once the production of the project is finished, the project leaders must include the CIIF MARKET logo in the credits of the final copy. The logo is available on the Market's official website. www.ciifmarket.com



ARTICLE 8

The Organization will award the following prizes in the project category:

1. CIIF MARKET SANTA CRUZ DE TENERIFE PRIZE to the project with the greatest international projection for an amount of 2,000 euros under the following conditions:

- The amount of the prize 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 presentation.
- The company must send to the organization proof of accreditation to the international market and a copy of the airline ticket.

2. CABILDO DE TENERIFE AWARD FOR ATTENDANCE TO EUROPEAN MARKET

To the project with the greatest European projection, with a free accreditation to attend a European film and/or audiovisual market of their choice.

3. CANARY ISLANDS FILM AWARD

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

4. FILMARKET HUB AWARD

Filmarket Hub, the European online platform for projects in search of co-production and financing, will award access to its online marketplace through an exclusive invitation to exhibit in its catalog for unlimited time, within the curated industry area, and will offer a script analysis of the same.

5. MUSIC LIBRARY & SFX AWARD

The winning project will have a flat rate limited to a free production, which will allow the synchronization of production music from Music Library & SFX catalogs in the content of the project, through its music supervision division Acorde. Once the music used is licensed, it is covered by the main rights for multiplatform broadcast worldwide and for the life of the content.



6. MAFIZ AWARD

An award will be given to the Spanish project with the greatest co-production potential for its participation in the Spanish Copro Forum 2024 of MAFIZ, the industry area of the Malaga Festival. This section includes personalized mentoring focused on the detection of potential co-producers, the preparation of lift pitch, and advice in terms of international distribution.

ARTICLE 9

Any doubt that may arise in the interpretation of these regulations shall be resolved by the Market management.

ARTICLE 10

Sending the registration form duly completed, together with the conformity to the rules of this call, implies the acceptance of all its conditions to participate in the selection process.

ARTICLE 11

The Organization of CIIF Market 2023 is committed to carry out all the safety, hygiene and security protocols imposed and/or recommended by the governmental authorities derived from the Covid-19 pandemic.

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