

mipjunior[®]

18-20 October 2024

JW MARRIOTT – Cannes, France

DIGITAL SERVICES

*INSTRUCTIONS FOR ADMIN USERS**



mipjunior[®]



***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.

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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

24.07
Database Access

04.10
Deadline uploads

07.10
Buyers Playlists

Friday 18.10
Opening - 2pm

19.10 – 20.10
Full Market

25.11
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

mipjunior®

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



2. COMPANY PROFILE

The image shows two overlapping screenshots of the MIP Junior website. The background screenshot displays the 'YOUR PROFILE' page for 'Quality Inc' during the 'OneMip - April 2022' exhibition. It shows a profile completeness bar at 53%, a default language of English, and various sections for company information. The foreground screenshot shows the 'Edit my profile' interface, with a red box highlighting the blue pen icon used to edit the 'COMPANY EMAIL' field.

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

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

Enter any keywords to find your targets.

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

Animaj

ANNETTE VAN DUREN AGENCY

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

Quick link to company details

Tag displayed on companies showcasing content in the MIPJUNIOR Screenings 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

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

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 event dates (14-15 October 2023) and location (Cannes, France), and a user profile for 'Hello, Aurélien'. Below the header is a navigation menu with 'My Hub', 'Companies', 'Participants', '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, 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. A third participant, 'Allocate 11', is partially visible at the bottom.

Filters

Filter participants by

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

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 shares.	 Exhibitor Dashboard Analytics No insights available yet, please check back after sometime.

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 get an **invitation** via email to access MIPJUNIOR Screenings Library in **early October** so **they can start preparing their playlist**.
- They will also receive instructions on how to use the dedicated MIPJUNIOR Screenings Library & how to use mipjunior.com platform prior to the event.

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 18 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 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 25 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 mipjunior.com platform to **purchased content credits** and how to use the dedicated MIPJUNIOR Screenings Library to **upload their content** prior the event.
- **From 24 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 directly on the MIPJUNIOR Screenings Library using their credits**
- **4 October: 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 25 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/favorites, 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	255€	255€	DISCOUNT!

Get 20% OFF on 3 programmes or more in the ESHOP on mipjunior.com

3 programmes = ~~765€~~ = 612 euros!!



6. MIPJUNIOR SCREENINGS LIBRARY

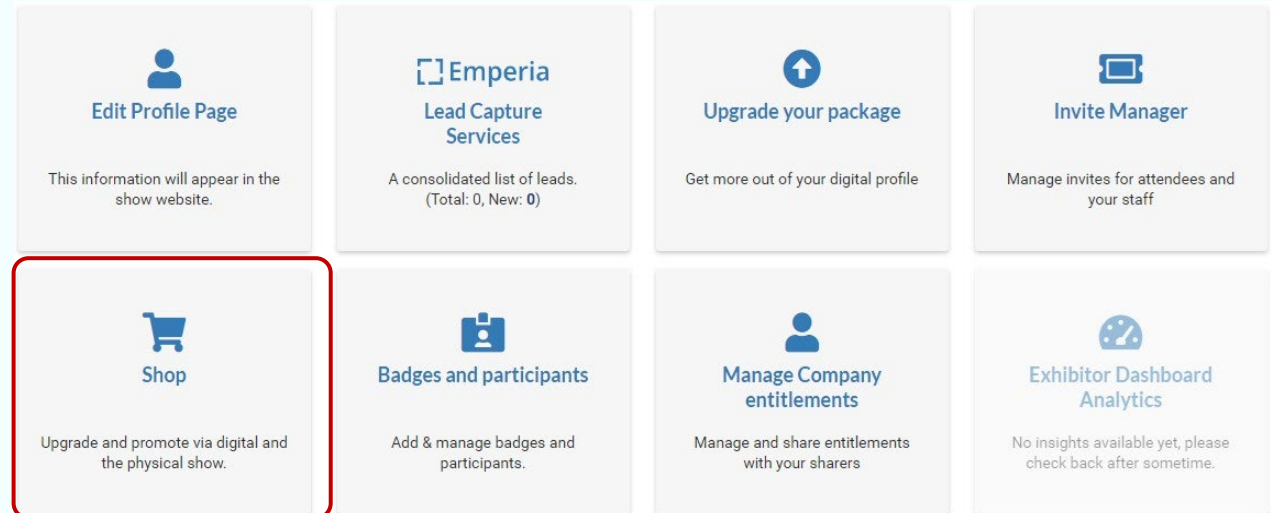
Buy Content Credits (Sellers)

You need to buy content credits in order to upload programmes and projects in MIPJUNIOR Screenings 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: €255

**Get 20% OFF on 3 programmes or more
3 programmes = ~~765€~~ = 612 euros!!**

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

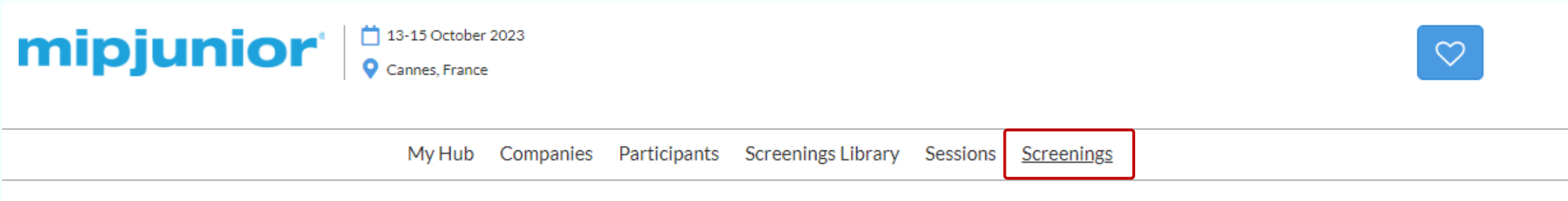


7. MIPJUNIOR SCREENINGS LIBRARY

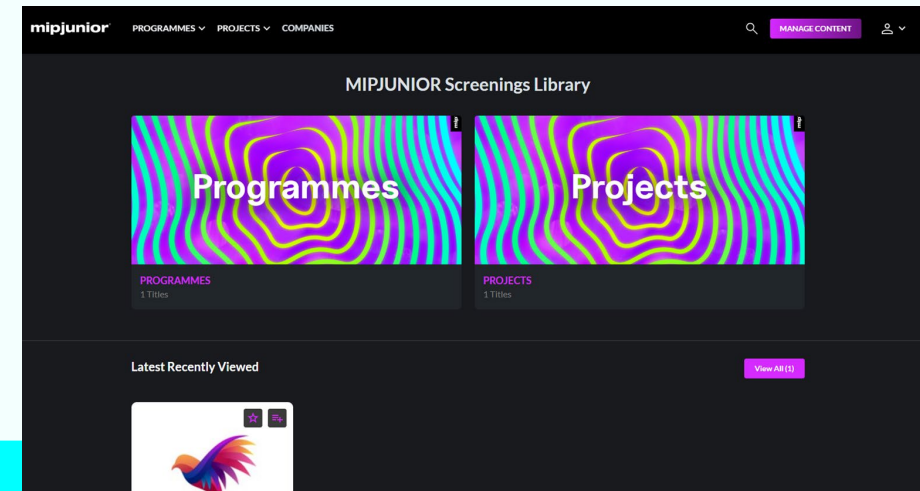
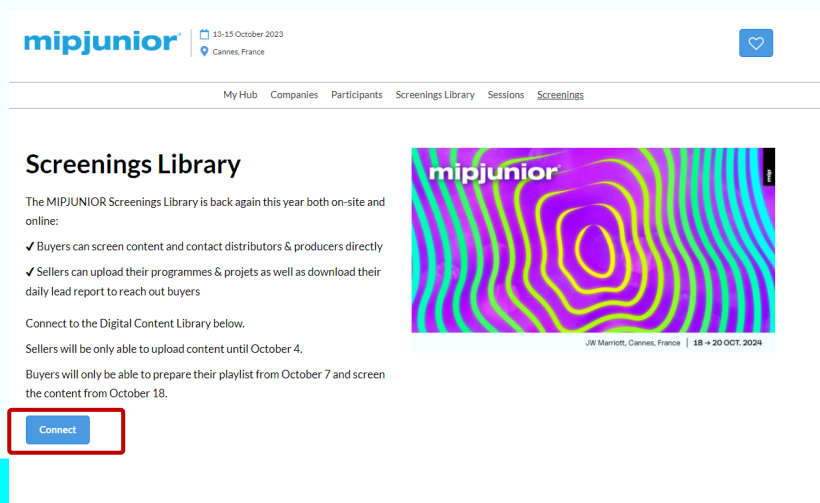
Content Uploads Guidelines (Sellers ADMIN)

Step by step on how to upload MIPJUNIOR projects & programmes on MIPJUNIOR Screenings Library with purchased credits:

1. Go to your MIPJUNIOR.com account (activation email sent after your registration),
2. Select "Screenings" in the top menu:



3. Click on "connect" on the page and you will be redirected on the MIPJUNIOR Screenings Library Homepage



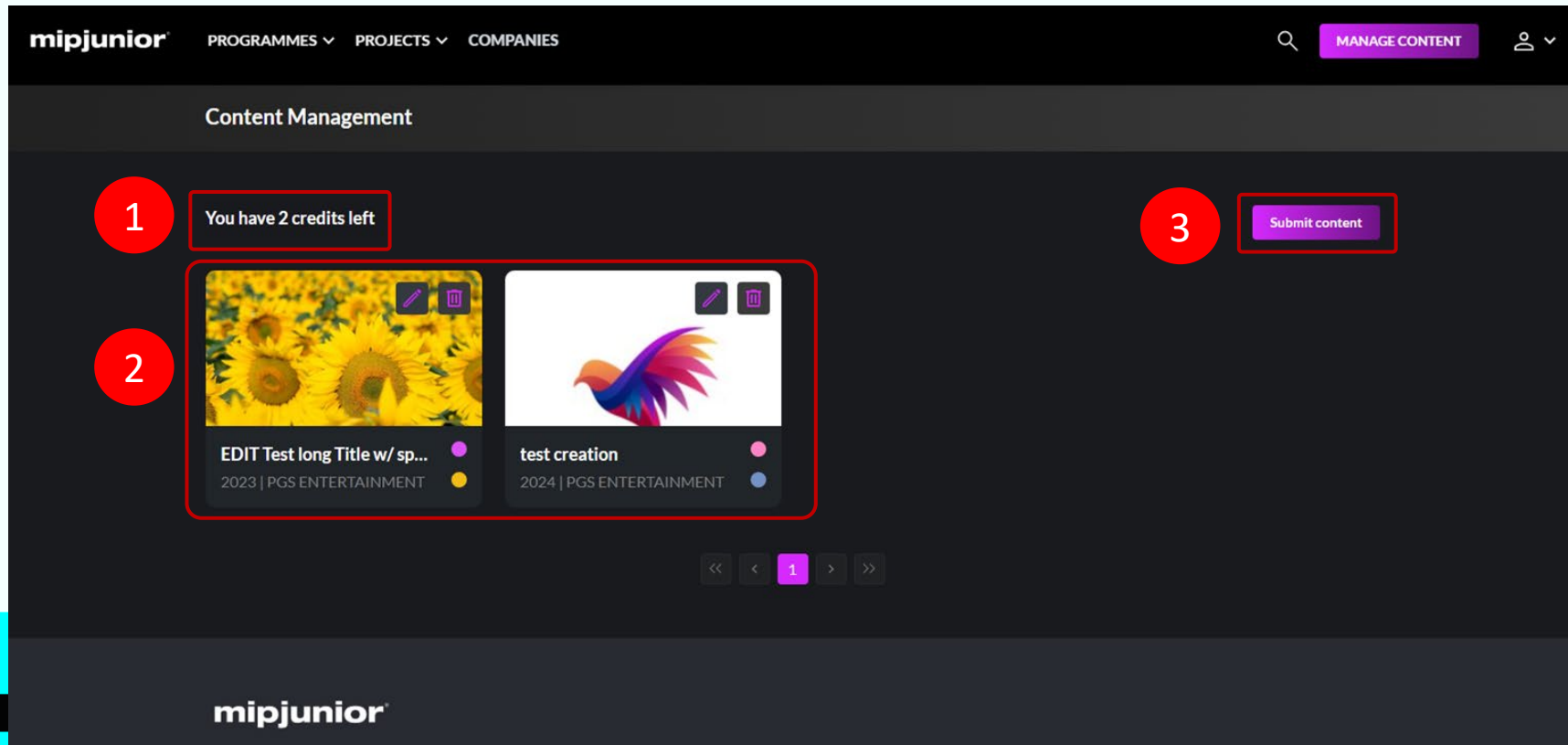
7. MIPJUNIOR SCREENINGS LIBRARY

Content Uploads Guidelines (Sellers ADMIN)

4. Click on "manage content" on the top right menu of the home page:

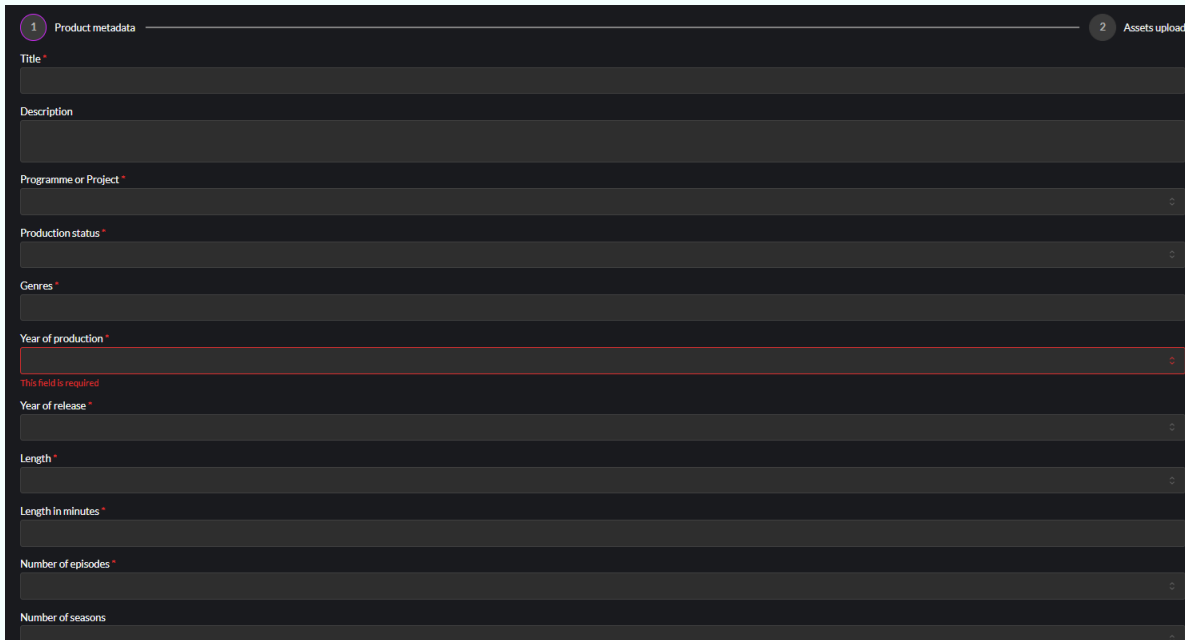


5. On the "content management" page, you will be able to see how many credit you have left (1), the content you already uploaded (2), and upload new content (3)



7. MIPJUNIOR SCREENINGS LIBRARY

Content Uploads Guidelines (Sellers ADMIN)



The screenshot shows a dark-themed web form with two tabs: '1 Product metadata' (active) and '2 Assets upload'. The 'Product metadata' section contains the following fields:

- Title *
- Description
- Programme or Project *
- Production status *
- Genres *
- Year of production * (highlighted with a red border and a red error message: "This field is required")
- Year of release *
- Length *
- Length in minutes *
- Number of episodes *
- Number of seasons

Once you click on 'Submit content' please fill out the "product metadata" form.

Fields with a star (*) are mandatory.

- Guidelines for the image is **high-quality image in landscape orientation and approx. 16:9 ratio**
- Guidelines for the video is .mpg .mpeg .m4v .mp4 .mov .webm .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

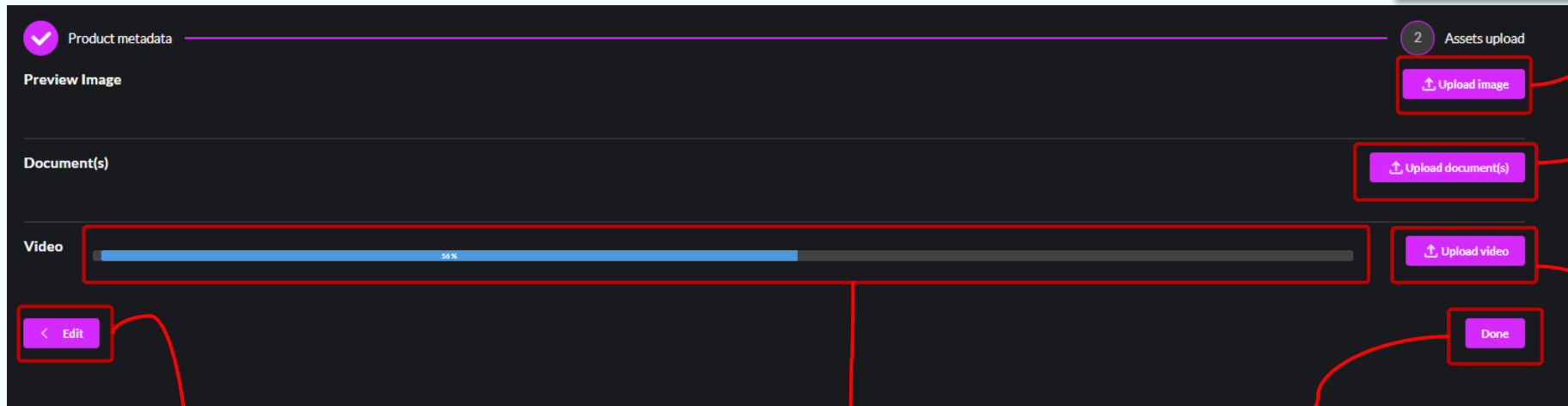
Content Uploads Guidelines (Sellers ADMIN)

Once you have finished to complete the “product metadata” form, click on the “submit content” button at the bottom right to go the next step : “Assets Upload”

Your content needs a key art image, upload a high-quality image in landscape orientation and approx. 16:9 ratio

Upload any complimentary document to your video (optional)

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 .webm .mkv
format, max. 8GB



Wait until video loading bar is full to click 'done'

Click here to come back on the previous page and edit the “product metadata” form



7. MIPJUNIOR SCREENINGS LIBRARY

Content Uploads Guidelines (Sellers ADMIN)

You can come back at anytime on the Content Management page to edit your contents that are already uploaded by using the pen icon or delete them with the bin icon.

