

# 2024 EBU Proud to Present Fiction

The aim of the “**2024 EBU Proud to Present Fiction**” is to showcase Public Service Media’s (PSM) best recent and forthcoming TV drama series from all the corners of Europe and to connect drama executives through their drama series.

## Timeline

**Submission period:** 18 June 2024 - 27 August 2024 (weeks 25 to 35)

**Evaluation/selection period:** 2 September – 20 September 2024 (weeks 36-38)

**Announcement** of the selected series: Between 24 and 27 September 2024 at the latest (week 39)

The Series will be presented during the **2024 EBU Proud to Present Fiction** to take place in the framework of MIA Market on **Tuesday 15 October 2024** (afternoon).

## Submission Criteria

### Eligible Applicants

All EBU Members, Active and Associates as well as Approved Participants (the "Eligible Applicants") are eligible to submit series (for broadcast and online) for the 2024 EBU Proud to Present Fiction.

Programmes may be submitted as either **Finished series** or **Development series**, the criteria for which are set out separately below.

### Eligible Series

The followings are eligible to enter the selection process for the 2024 EBU Proud to Present Fiction.

- **Finished** TV and web series for adults (as from 16+) for linear and/or online broadcasting,
  - Which **episodes length/duration is between 5 and 90 minutes**,
  - There is **no maximum set in the number of episodes composing the series**,
  - **All genres** are eligible **except telenovelas/soaps or similar**,
  - To be regarded as eligible, the **Series must have been first broadcast, published or scheduled for broadcast** by the submitting Eligible Applicant **between 1<sup>st</sup> of September 2023 and 31 December 2024**.
  - Only “new” programmes are allowed (seasons 2 and further are excluded) and a series can only be submitted once.
  - **Programmes in this category should meet the following** (cumulative) criteria:
    - highlight the unique points and key elements within their idea, which sets it apart from other series,
    - AND
    - are distinctive from commercial ones and highlight public broadcasters’ values,
    - AND
    - have proven to be successful in their local markets/towards local audiences,
    - AND
    - have potential to travel in other markets.
  
- **In development** TV and web series for adults (as from 16+) for linear and/or online broadcasting,
  - Projects being **developed internally or externally** via a third-party producer,
  - The proposal must be **submitted by an EBU member broadcaster** (Eligible Applicant)
  - The attached producer should be willing to offer **pre-buy and or co-production opportunities to EBU members on a priority basis** (suggested option window: 3 months form the date of the EBU Proud to Present session)
  - Projects with EBU member organizations (the more, the better) already attached will be given priority.

Each EBU Member organization may submit a **maximum of one title per category (Finished/Development)**.

## Submission Instructions

By the **27 August 2024** deadline for submissions, all Eligible Applicants interested in submitting an entry for the 2024 EBU Proud to Present Fiction are invited to submit the following information/documents using the [EBU showcase platform](#).

Owing to the international composition of the Editorial Board all material is to be submitted either in English (paper support) or with English subtitles (video material).

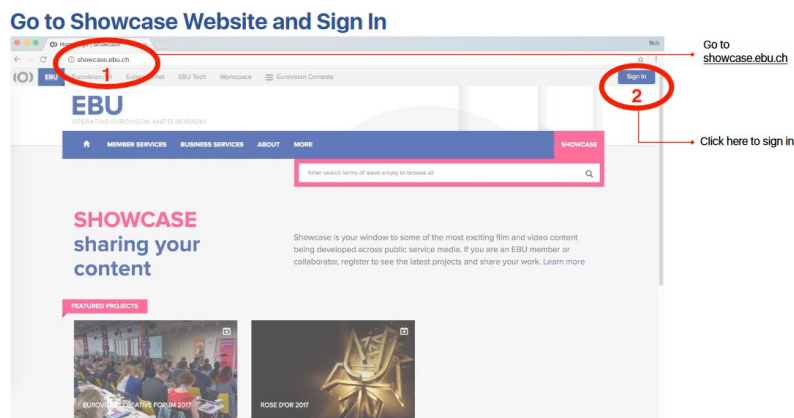
All submissions will be evaluated on the basis of the following material:

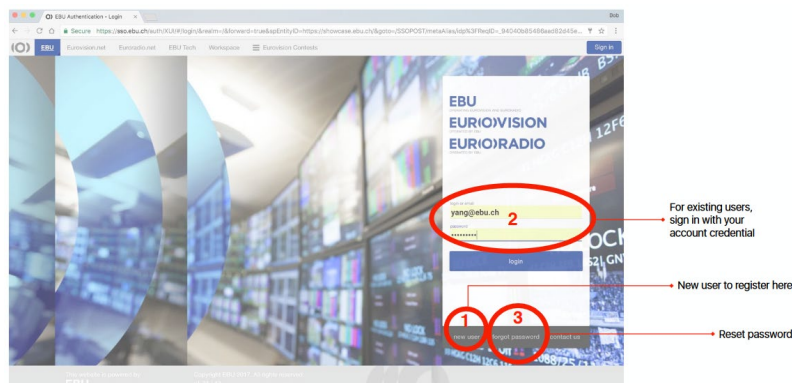
- Finished Programmes
  - The specific submission form duly filled in,
  - A trailer subtitled in English,
  - The first episode of the TV series subtitled in English,
  - A short synopsis of the other episodes in English (max. 3 pages).
- Development Programmes
  - All available development materials available (e.g. marketing brochure, pilot script/s, mood board, sizzle reel, production bible, budget/financing plan).

The selection of the series to be presented is to be made by a body (Editorial Board) composed of some of the fiction bureau members (Fiction experts coming from EBU Members). While selecting the bureau members might be supported by colleagues (drama and/or acquisition experts).

By submitting a series, each Eligible Applicant expressly agrees that the EBU shall be entitled to reproduce, exhibit, and edit any material and to use any element of the series submitted in connection with the 2024 EBU Proud to Present Fiction as well as for promotional purposes without limitation in time on a worldwide basis.

To submit your entry, activate or create your account on the platform, following this link: <https://showcase.ebu.ch/> and click the "Sign in" button at the top right-hand corner.





Once your account created, inform Karen Simha ([simha@ebu.ch](mailto:simha@ebu.ch)) to be granted the necessary rights on the platform and informed about the procedure to proceed with your uploads.

It is recommended that you also notify Karen Simha ([simha@ebu.ch](mailto:simha@ebu.ch)) as early as possible about your intention to submit an entry.

## Selection Process

The Editorial Board will select the series to be presented at the 2024 EBU Proud to Present Fiction from all the entries submitted.

The Editorial Board reserves the right to refuse any series at its sole discretion.

The Eligible Applicants whose series has been selected for presentation for the 2024 EBU Proud to Present Fiction shall be notified by the end of September (in the course of the week 39) and will be required to attend the 2024 EBU Proud to Present Fiction on **Tuesday 15 October** (and possibly some preparatory sessions online).

## Presentation

### Presenting teams

During the 2024 EBU Proud to Present Fiction, the selected series shall be presented by one [1] or two [2] speaker(s) maximum, comprising (mandatory) a representative of the EBU Member and (optionally) the producer.

Presenting EBU members are expected to attend the EBU Plenary Meeting (of which the Proud to Present 2024 forms a part) and for which the registration process will open on 9 September (with a deadline on 3 October). Producers are invited to join the presentation in person only if they are registered to attend the MIA market. If this is not the case, the Producer may join the presentation virtually (or by mean of a recorded pitch).

For sustainability reasons, no EBU member representatives or producers should travel only to attend the Proud to Present session.

All costs related to the presentation of a programme/project during the 2024 Proud to Present Fiction are to be supported by the presenting team members directly.

**Indicative structure of the presentation** (to be adjusted nearer the time according to set up):

Each presentation is to last maximum 15 minutes, incl Q/A and to go as follow:

- Moderator's intro of the programme/Team (**30''**)
- Commissioner's intro (**2'**). The LIVE presence of the Commissioning Editor entering/supporting the project is MANDATORY.
- Programme presentation including trailer (mandatory). This part can be handled by the Commissioner or by the creative member (producer, director, etc...) if joining (**7'30''**). It can

contain a video excerpt, or a video edit of the programme. The programme presentation can be done either live or through pre-recorded elements (incl. trailer (mandatory)).

- Q/A (5'): For the live Q/A, the Commissioning Editor can be joined by a member of the creative team (optional).

## Content of the presentation

HEADLINE: Make sure the presentation is attractive for the professionals (see target audience) to join the session(s). It should rather be built as a Public Relation/Release presentation rather than as a case study.

- How was the idea born: adaptation, true story,
- How was it developed: in house production or outsourced/commissioned to an independent showrunner,
- Content facts: originality, distinctiveness from PSM commissioner (vs commercial), approach from the commissioner, challenges/difficulties met (top 3),
- Financial facts: How much it cost, development budget/production budget,
- Production facts: How long it took to develop, to produce,
- Audience related info (Audience approach? For whom was the series imagined, made? For which audience? If already broadcasted, was it successful? Data? Nationally/internationally?) to be provided by the commissioner after the pre-recorded presentation. Is there a distributor attached?

## Pre-screenings and material availability

One (or more) episode(s) of the series to be presented on the day of the event might be made available to the audience about a week before the event for pre-screenings.

Following the Proud to Present session, materials will be made available to EBU Members (including those having attended the event). EBU members may, during a period of 3 months from the date of Proud to Present, submit marks of interest in the projects (depending on submitter's wish when filling in the application). Marks of interest will be passed on to the submitting EBU member, who will follow up as necessary with the interested parties, involving the Producer where necessary.

## The Small Prints

The Organiser shall have the right to release excerpts of up to 5 minutes from any entry for promotional use or for use online. All graphic material sent in by the Eligible Applicants will be released free of charge for use in all publications (press, printed material, Internet). The Organiser will keep the files of all submitted productions for its archives.

The submission of a series for the 2024 EBU Proud to Present Fiction implies full acceptance of these Terms & Conditions which are issued in English.

## Data Protection

By login in or creating an account on the Showcase Platform and uploading your Submission form as well as associated related submission material, you acknowledge that your personal data will be collected and processed by us in order to manage your participation in the "2024 EBU Proud to Present Fiction" and allow the EBU to prepare, organise and manage the Event.

## 2024 EBU PROUD TO PRESENT FICTION

### SUBMISSION FORM

Please fill in the below and upload it together with the required documents and videos or send it to Karen Simha ([simha@ebu.ch](mailto:simha@ebu.ch)). It is recommended that you also notify Karen as early as possible about your intention to submit an entry.

EBU MEMBER SUBMITTING THE ENTRY		
<b>Name</b>		
<b>Contact details</b>	Email	
	Phone	
<b>Company</b>		
<b>Country</b>		
PROGRAMME		
<b>Title of the Series</b>	English title	
	Original title	
<b>Submission Category</b>	Finished Programmes	<input type="checkbox"/>
	Development Projects	<input type="checkbox"/>
<b>Format (ep x length)</b>		
<b>Genre</b>		
<b>Original language</b>		
<b>Production Company</b>		
<b>Producer(s) name(s)</b>		
<b>Contact details</b>	Email	
	Phone	
<b>Co-Producer(s)</b>		
<b>Distributor</b>		
<b>Marks of Interest</b>  Please, indicate which Marks of Interest you would be interested in receiving from EBU Members:	Co-Development <i>(Development Projects)</i>	<input type="checkbox"/>
	Pre-Buy <i>(Development Projects)</i>	<input type="checkbox"/>
	Co-Production <i>(Development Projects)</i>	<input type="checkbox"/>
	Sales <i>(Finished Programmes)</i>	<input type="checkbox"/>

<b>SHORT DESCRIPTION</b>	
<b>PRODUCER'S NOTE</b>	
<b>COMMISSIONER'S NOTE</b>	
<b>PRODUCTION &amp; BROADCAST</b>	
Date of Production (end):	
Total Budget:	
<b>Date/time of the First Broadcast</b> <i>Or</i> <b>Date/time of scheduled broadcast</b>	
<b>Linear or online</b>	