



**MIPTV AND FOX ALTERNATIVE ENTERTAINMENT OPEN *MIPFORMATS*  
PITCH CALL FOR ENTRIES**

WORLDWIDE SEARCH FOR INNOVATIVE UNSCRIPTED FORMATS TO BE PRESENTED  
AT MIPFORMATS 2023 IN CANNES THIS APRIL

PRIZE OF US\$5000 FOR DEVELOPMENT AND OPPORTUNITY TO BE PART OF FOX'S  
US\$100 MILLION INTERNATIONAL UNSCRIPTED FORMAT FUND



**Paris, 25 January** – Paris, 25 January 2023 - RX France today confirmed that the Call for Entries is now open for the MIPFORMATS Pitch 2023 staged in association with FOX Entertainment's unscripted studio, FOX Alternative Entertainment and seeking innovative non-scripted entertainment formats with clear global potential.

Now in its 13th edition, MIPFORMATS, the annual gathering and showcase for the international formats community will take place during the MIPTV Spring International Content Market (17-19 April) in Cannes, France.

The *MIPFORMATS 2022 Pitch* in association with FOX Alternative Entertainment drew submissions from 27 countries with game show *Cheat* on the *Glitch* from the

Philippines triumphing over concepts hailing from Austria, Spain, Turkey and Japan in the final. Cheat on The Glitch, created by Christian Gamboa, is currently being developed by FOX Alternative Entertainment, which is marking its second consecutive year joining forces with RX France on the MIPFORMATS Pitch.

In selecting, the FOX Alternative Entertainment jury will be looking for the originality, innovation, and potential for universal appeal and returnability, of each concept. In addition to a prize of US\$5000 for development, the winner will have the chance to have their format pitched to global buyers by FOX Alternative Entertainment as part of its \$US100 million International Unscripted Format Fund.

Producers and content creators globally are invited to submit entries as of today via the MIPFORMATS website for original unscripted entertainment formats, as yet not commissioned, broadcast or exhibited and for which worldwide rights are available. Closing date for entries is 9 March 2023. Finalists will pitch onstage in Cannes during MIPTV in front of FOX executives and a live audience on Monday 17 April 2023. Full terms, conditions, and prizing terms can also be found via the MIPFORMATS [website](#).

The FOX Alternative Entertainment studio's ongoing association with MIPFORMATS reflects the studio's proactive strategy to identify, develop and finance the production of unscripted ideas from all over the world as part of its \$US100 million International Unscripted Format Fund.

Allison Wallach, President of Unscripted Programming, FOX Entertainment commented: *"Last year's MIPFORMATS Pitch was an amazing experience, proving that some of the most creative and innovative ideas can, and do, come from anywhere. We are honored to once again work with RX France and excited to return to Cannes to see what this year's contest holds, meet our finalists and review a fresh, new crop of formats as we make the difficult decision on which series we will develop."*

RX France Entertainment Division Director & Director of MIPTV Lucy Smith said: *"Cannes is THE world stage to pitch formats. FOX are one of the world's pre-eminent studios with an exceptional track record and ongoing commitment to discovering and championing innovative formats globally. Our mission is to continually provide potential game-changing opportunities for producers from every country at our markets - this event and this partnership does exactly that."*

### **Further: MIPTV 2023**

Billed as 'the biggest week in unscripted television', MIPTV also features genre focused strands for Documentary & Factual (MIPDOC), Drama (MIPDRAMA) and Kids and Young Adults (Future of Kids TV) in addition to MIPFORMATS - all accessible with one pass.

The footprints for both MIPDOC and MIPFORMATS are significantly expanded for the 60th anniversary edition of MIPTV, including the inaugural MIPDOC International Buyer Screening Showcase for over 500 invited buyers on the eve of the market and an extended MIPFORMATS programme featuring further workshops, the FRAPA summit and a new Fresh TV Formats survey from The WIT.

In addition, 2023's MIPTV will feature the build out of a 2000 SQM MIPDOC & MIPFORMATS Producers Hub including a lounge and conference room in the renowned Riviera Hall, set against the backdrop of Cannes' iconic Mediterranean Sea view designed to accommodate hundreds of meetings daily for creators, producers, commissioners, financiers and development executives.

Once again running alongside MIPTV will be international festival CANNESERIES (14-19 April) whose Season 6 also introduces its first [documentary selection](#).

Re-shaped in 2022, the three-day concentrated MIPTV is expected to welcome more than 200 exhibitors and 2500 buyers with participants hailing from 100 countries.

### **Further: FOX Alternative Entertainment**

FOX Alternative Entertainment (FAE) is the in-house unscripted studio of FOX Entertainment. Formed in 2019 to oversee the production of The Masked Singer, U.S. television's #1 unscripted series, FAE develops and produces alternative programming for the FOX Network, its streaming service, Tubi, and third-party platforms. In addition to The Masked Singer, FAE currently produces Gordon Ramsay's cooking competition and last season's #1 new entertainment series, Next Level Chef, and the upcoming series Gordon Ramsay's Food Stars (both with Studio Ramsay Global); I Can See Your Voice, hosted by Ken Jeong; Alter Ego, the 2021-22 season's #1 new unscripted program; Joe Millionaire: For Richer or Poorer; Crime Scene Kitchen (with Fly on the Wall Entertainment), Summer 2021's #1 new series hosted by Joel McHale; Name That Tune, featuring Jane Krakowski and Randy Jackson; as well as Domino Masters, hosted by Eric Stonestreet. Third-party series produced by FAE include the dating show Love Trip: Paris for Freeform in the U.S., the variety competition program The Big Deal for Ireland's Virgin Media Television in partnership with Dublin-based BiggerStage and the celebrity performance competition The Masterpiece for Workpoint in Taiwan.

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#### *Further Information*

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#### *Notes To Editors:*

#### **About RX and RX France**

*RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.*

*RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo, Maison&Objet\*... and many more. RX France's events take place in France, China, India, Italy, Mexico, Russia and the United States.*

*RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)*

*\*Organised by Safi, a subsidiary of Reed Expositions and Ateliers d'Art de France*

#### **About CANNESERIES**

*Established in 2018 by an independent association chaired by Fleur Pellerin, the CANNESERIES festival aims to promote and highlight series from all over the world and become the voice of this modern, popular and ultra-creative art. Drawing its energy from the very heart of the world-renowned city of Cannes, the festival takes place in parallel with MIPTV.*



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