

# JUNIOR CO-PRODUCTION MARKET 2025

39<sup>th</sup> Cinekid Festival, Amsterdam

Junior Co-production Market calendar outline:

- Selection procedure
- Entry form online: 4 March 2025
- Application deadline: 29 June 2025
- Selection results: Week commencing 11 August 2025
- Programme: 21 - 24 October 2025

## REGULATIONS

### BACKGROUND INFORMATION

1. The Junior Co-production Market is an integrated three-day co-production market that enables financiers, broadcasters, and producers to assess new and innovative children's projects across film and television sectors.
2. The Junior Co-production Market is a platform for projects in development and for works-in-progress.
3. The final selection consists of maximum 20 projects:
  - a. 15 projects across the film- and TV sections.
  - b. 5 projects in the work-in-progress section.

### ELIGIBILITY

1. Submissions can be feature length film projects or TV/serial/episodic projects, and can either be fiction, documentary, animation, or live action as well as crossover projects for an audience of 3-14 years old.
2. Submitted projects need to have at least 10% of the financing in place (excluding own investments), and a confirmed production company in the country of origin.
3. A draft of the script must be available upon request.
4. For works-in-progress: (rough) material available should not be less than 8 minutes long and there should be a teaser from the film or TV production.
5. Only entry forms that we receive before the deadline of 29 June 2025, 23:59 CEST are considered for selection.
6. Projects can only be entered by submitting our digital JCM entry form on our website - <https://forms.cinekid.nl/>

### SELECTION CRITERIA

1. The main criteria for selection are the viability and quality of the plans and the demonstrable talent of the makers. Additionally, Cinekid strives to present a selection of projects that reflects on the current society, in the story, cast and crew.
2. The following information needs to be submitted:
  - a. Project information:
    - i. Logline (max 35 words)
    - ii. Synopsis (max 250 words)
    - iii. Treatment (max 10 A4 pages)
    - iv. Director's statement (max 250 words)
    - v. Producer's statement (max 250 words)
    - vi. A statement regarding how you intend to reduce the environmental impact of your project's development and production.
    - vii. A reflection on how your project addresses diversity and inclusion, either in its story or through casting and crew choices.
    - viii. Still(s) or visual reference(s)



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- b. Film credits:
  - i. Name and contact details for director, producer and if applicable: writer, co- producer, financier, sales agent
  - ii. Director's biography (max 120 words)
  - iii. Producer's biography (max 120 words)
  - iv. Streaming link(s) with previous work of the maker, for works-in-progress the rough material, no less than 8 minutes.
- c. Technical info:
  - i. Estimated running time
  - ii. Languages
  - iii. Type
  - iv. Genre
  - v. Target audience
  - vi. Planned production date
  - vii. Intended release date
- d. Financial info:
  - i. Total budget (in euro),
  - ii. Financing already secured (amount as well as explanatory overview)
  - iii. Financing Plan (detailing secured finance and total budget)

## SELECTION

1. After selection:
  - a. If selected, you will receive an email in the week of 11 August. In that email, we ask you to confirm your participation and the participation fee (amount to be confirmed), and we ask you to send us the following information for our press release within 48 hours.
    - i. Original title of the project
    - ii. English title of the project
    - iii. Director(s) (if applicable)
    - iv. Producer(s)
    - v. Production company/companies
    - vi. Production country/countries
2. Selected for JCM:
  - a. Cinekid covers\*:
    - i. For max. 2 representatives per project: three nights of hotel accommodation, complimentary accreditation for Cinekid for Professionals.

\*If selected for the JCM, the attendance of the director is mandatory.

- a. All selected projects will be included in the CFP Booklet, which is distributed to all accredited guests of Cinekid for Professionals.
- b. Representatives of selected projects pitch their project during the JCM Pitches. These pitches are only accessible for accredited guests of Cinekid for Professionals.
- c. Cinekid will arrange scheduled meetings between the project representatives and the interested professionals.
- d. Selected projects have the opportunity to test their project in our Ask Your Audience session during Cinekid for Professionals: a focus session with children from their target age group, where the team will present the project to the kids.
- i. Finished film and TV projects that participated in the Junior Co-production Market should mention Cinekid and the Junior Co-production Market and display the Cinekid logo in their credits. Preferably, the following sentence should be mentioned in the credit list: "<project title> participated in Cinekid's Junior Co-production Market in <year of participation>." Please contact [professionals@cinekid.nl](mailto:professionals@cinekid.nl) to request the correct version of the logo.



3. The submission of an entry implies acceptance of these regulations.
4. In case the Junior Co-production Market must be organised online, changes might apply to dates, events, and the participation fee.
5. All dates mentioned are subject to change if necessary.

## AWARDS

### 1. Eurimages Co-production Development Award

Feature projects selected for the Junior Co-Production Market may be eligible for the Coproduction Development Award presented by Eurimages, worth €20,000.

Projects must meet the following requirements to be eligible for this award:

- a. Projects must be in the development stage.
- b. Projects must target theatrical release.
- c. Projects must be designed as a European co-production between at least two Eurimages fund member states for other than purely financial reasons.

### 2. PUBLIKUM Audience Awareness Award

All feature and series projects in development are eligible for the PUBLIKUM Audience Awareness Award, which consists of €9,000 in services containing a tailor-made audience research trajectory in collaboration with Will & Agency.

### 3. Filmmore Post-production Award

All live-action projects feature and series projects in development are eligible for this €5,000 award, paid in the form of services by post-production facility Filmmore.

For all further questions, kindly contact Cinekid for Professionals: [professionals@cinekid.nl](mailto:professionals@cinekid.nl).

