



**The Screen Makers Conference with ABC iview  
announces  
PITCH-O-RAMA  
\$10,000 web series pitching competition**

Pitch-o-rama is an entertaining, performance style pitching competition for online content creators.

This is a unique opportunity to pitch a web series concept for ABC iview to a panel of industry representatives in front of a packed audience at this year's Screen Makers Conference.

It's a fun, fast-paced event, with only three minutes to engage the panel and the audience, so be creative, be memorable and pitch to win!

The creator/s of the winning pitch will receive \$10,000 to put towards development. Assistance will also be received from the relevant ABC TV commissioning team to help progress the concept.

**Please note that winning Pitch-o-rama does not guarantee that the ABC will further develop or commission the project.**

## Selection Criteria

- Applicants selected to participate will need to be registered delegates of the Screen Makers Conference.
- Projects should be designed as a short-form web series suitable for ABC iview.
- Projects should target a diverse audience of under 35-year-olds.
- Pitches should fit within the scripted genres of contemporary drama, narrative comedy, animation, horror, science fiction, fantasy. Children's and factual ideas are not eligible.
- All applicants must be available to pitch live and on stage at the event. All expenses incurred for participating are the responsibility of the entrant.

## Application Process

- Submissions **OPEN on Tuesday 12<sup>th</sup> June 2018.**
- Submissions **CLOSE on Monday 9<sup>th</sup> July 2018.**
- Up to 10 shortlisted projects/teams will be **NOTIFIED by Thursday 19<sup>th</sup> July 2018.** This will give plenty of time to prepare presentations (but not over-prepare).
- Three-minute pitches to be **PRESENTED on Saturday 28<sup>th</sup> July 2018.**
- **WINNER ANNOUNCED after lunch 28<sup>th</sup> July 2018.**



- Video material is not allowed at the pitching event however, props and costumes definitely are.
- In addition to standard contact details the applicant must submit the following:
  - Title
  - Logline
  - Genre
  - Proposed duration and number of episodes
  - 100-word synopsis

## The Pitch Event

- Pitch-o-rama will run over a one-hour session at the Screen Makers Conference on Saturday 28<sup>th</sup> July.
- Up to 10 projects will pitch for three minutes, and each project will then receive up to two minutes feedback from the audience and the panel.
- The event will be recorded by C44.

The panel will consider the following in selecting the winning pitch:

- a) Originality of the concept
- b) Creative presentation
- c) Audience response

**APPLY FOR PITCH-O-RAMA [HERE](#) BY MONDAY 9<sup>th</sup> JULY 2018**