

BOOK TO SCREEN **PITCHING**

MIP AFRICA'S BOOK-TO-SCREEN PROGRAMME IS AN INNOVATIVE INITIATIVE DESIGNED TO BRIDGE THE GAP BETWEEN THE LITERARY WORLD AND THE SCREEN INDUSTRY.

This prestigious event curates a selection of compelling books with strong potential for adaptation into films or series. By extending exclusive invitations to publishers and authors, the programme facilitates their presence at the renowned event in Cape Town, providing a dynamic forum for engagement with leading African and international producers eager to discover and adapt the latest and most captivating literary IPs.

For film producers, Book-to-Screen is an unparalleled opportunity to explore fresh, literary-based film projects and establish exciting new partnerships. The initiative encompasses a comprehensive schedule of events, including Pitching Sessions, One-to-One Meetings, and a robust lineup of masterclasses, keynote speeches, and case studies. These sessions aim to illuminate the latest trends, practices, and key figures in the audiovisual rights market, ensuring participants are well-equipped to navigate the complexities of book-to-screen adaptations. Through Book-to-Screen, MIP Africa fosters a vibrant ecosystem of creativity and collaboration, driving the transformation of distinguished literary works into groundbreaking cinematic experiences.

SUBMISSION CRITERIA

- **ELEVATOR PITCH:** A concise, compelling summary of the book's plot, genre, and unique selling points.
- **DETAILED SYNOPSIS:** A thorough, but not overly lengthy, summary that outlines the main characters, primary conflict, and major plot points, giving producers a clear sense of the book's screen potential.
- **COMPARABLE PROJECTS:** References to successful, similar adaptations to establish a market for the book's screen version.
- **AUTHOR'S BACKGROUND:** Information about the author's credentials, previous works, and any awards or recognitions.
- **AUDIENCE & DEMOGRAPHICS:** Clear identification of the book's target audience and potential appeal across demographics.
- **RIGHTS & AVAILABILITY:** Detailed information about current rights holders and availability of rights for adaptation.



"Red Ink," currently streaming on ShowMax, is an adaptation of Angela Makholwa's acclaimed bestseller of the same name.



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