

# BOOK TO SCREEN



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FEATURED DESTINATION: ATLANTA

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, offering a dynamic forum to engage 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 forge exciting new partnerships. The initiative encompasses a comprehensive schedule of events, including Pitching Sessions, One-to-One Meetings, and a robust lineup of masterclasses, keynotes, and case studies. These sessions are designed 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, propelling the transformation of distinguished literary works into groundbreaking cinematic experiences.

## SUBMISSION CRITERIA

### PROJECT DOCUMENT

Maximum 12 page pdf document. Creating a persuasive pitch for adapting your book into a film or television series is an art form that requires clarity, vision, and a deep understanding of both your story and the screen medium. This guide outlines a structured approach to developing your pitch, ensuring you cover all essential elements to showcase your book's screen potential effectively.

### STEP 1: INTRODUCE YOUR BOOK

- **Title and Genre:** Begin with your book's title and its genre, setting the context for your story.
- **Brief Overview:** Provide a succinct summary that highlights the plot's unique elements and distinguishing qualities.

### STEP 2: DELVE INTO THE CORE STORY AND THEMES

- **Narrative Arc:** Detail the story's main narrative, focusing on how the beginning, middle, and end interconnect.
- **Themes:** Emphasise the primary themes, explaining their relevance to contemporary audiences and their universal appeal.

### STEP 3: OUTLINE CHARACTERS AND RELATIONSHIPS

- **Main Characters:** Introduce the protagonist and other key characters, describing their development and pivotal conflicts.
- **Relationship Dynamics:** Explain the evolving relationships that propel the narrative, showcasing the depth of character interactions.

### STEP 4: IDENTIFY THE TARGET AUDIENCE AND MARKET FIT, ADAPTATION VISION STYLE

- **Audience:** Specify the intended audience for the adaptation and the reasons for its appeal.
- **Comparables:** Cite similar successful adaptations as evidence of market viability and audience interest.
- **Adaptation Style:** Clarify whether you envision the adaptation as a movie, TV series, or limited series.

### STEP 5: CONFIRM RIGHTS AND AVAILABILITY

- **Legal:** Ensure you have the rights to adapt the book and are authorised to pitch it for screen adaptation.

### ADDITIONAL TIPS FOR A SUCCESSFUL PITCH

- **Prepare for Questions:** Anticipate inquiries regarding character development and narrative adjustments.
- **Passion and Connection:** Express your enthusiasm for the project and personal connection to the story, emphasising the timing and relevance of the adaptation.

## KEY DATES

- **Submissions closed:** 13 June 2025
- **Dossier is made available:** 21 July 2025
- **Projects announced:** 3 August 2025
- **Pitching:** 1-3 September 2025

