



MTV Load.....Brief

After the success of the global Art Break project, the MTV International Creative team continues to give creative minds the chance to show their work to a worldwide audience with *MTV Load*.

MTV Load's aim is to create an extensive archive of short animations, films and visual art and make it available to a huge audience around the world. To distribute your work of art, MTV will not just use its regular TV networks, but also mobile phones. In addition to a series of mini-shows on TV, viewers can go to a dedicated *MTV Load* web- and WAP-site, where we will make the database of films available for free download onto mobile phones.

In short, it's a real chance for artists/directors/animators to get their work shown on a massive platform.

After approaching the world of film and animation professionals, MTV is now opening up the project to non-professionals from around the world. So we're contacting various film schools to make sure its students know about this project and get the chance to create/send in innovative work for this new platform.

What are we looking for? Original, highly creative, funny and entertaining material. There's no restriction on style: it could be animation, mixed media, Flash, live action... It could be 1 film or a series of films. We simply want strong and unique material that works well on the small screen of a mobile phone (colourful, short, direct,...).

Needless to say we can't ignore broadcast regulations, so avoid anything to do with violence, sex, drugs and politics. Also, there's no need to include the MTV logo; we're not expecting MTV promos, but free, personal work.

Material can be newly created or pre-existing, as long as it hasn't been committed to another party.

Practical stuff

- 0__Email your films as 320x240 Quicktime files.
- 1__All films should be between 5 and 45 seconds.
- 2__Final delivery of all films needs to be on tape (DigiBeta, BetaSP or DV) in PAL format (4:3).
- 3__Avoid dialogue and language.
- 4__All rights (images as well as sound) need to be cleared by the artists.
- 5__As part of the competition for non-professionals, there are prizes for the winners (flights to London, spending money, phones,...), which are being finalised. But the main thing is definitely the exposure; the chance to be part of this massive project.
- 6__We're making this material available to MTV networks around the world, so we're aiming for worldwide copyrights for broadcast and all digital media (e.g. mobile devices).
- 7__Timeline: final date of submissions is tbc. But it looks like 31 Aug or 7 Sep.

Contact

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