



YEAR ROUND
PROGRAMME

WORD TO SCREEN MARKET 2024

FAQs

Q. What is a MyMAMI Account?

A. If you wish to submit a book or a magazine article to **MAMI Word to Screen Market 2024** you will first have to register on the MAMI website (<https://mami.mumbaifilmfestival.com/>) using your email ID. Upon registration, you will have access to your own **MyMAMI** page. If you have already registered your email ID, you will be prompted to use your login credentials to log into your MyMAMI Account.

Q. How do I apply for MAMI Word to Screen Market 2024?

A. The application process for MAMI Word to Screen Market is completely online. You will have to first create a MyMAMI account. You will have to read the [Rules & Regulations](#) carefully. You will be expected to fill the online form with the required details which you can access through your MyMAMI Account.

If you already have an existing MyMAMI account, please login to your account to submit an application. If you do not have a MyMAMI account, please register on the MAMI website (<https://mami.mumbaifilmfestival.com/my-mami/>) to create one.

For any queries regarding the submission, please contact wordtoscreen@mumbaifilmfest.com.

Q. What is Word to Screen Market ? What is the aim of the market?

A. Word to Screen Market is an initiative through which Mumbai Academy of Moving Image (MAMI), creates a platform to bring the publishing industry and film industry together, to cultivate meaningful relationships, where published works may be optioned for screen adaptations.

Q. What are the dates for Word to Screen Market 2024?

A. Word to Screen Market will be held in September 2024. The exact date will be updated on MAMI's website and social media pages. An email will also be sent to applicants upon confirmation of date.



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Q. Who can participate in the Word to Screen Market?

A. The Word to Screen Market is open to -

1. Rights holder of written works, as detailed in the [Rules and Regulations](#).
Additionally, authors of submitted works are encouraged to attend the Market.
2. Content creators including film studios, production houses and individual film, television and digital producers who are considering adaptation of written works.

We are accepting submissions to books and magazine articles written by South Asian authors, South Asian diaspora authors from the following countries - Afghanistan, Bangladesh, Bhutan, India, Maldives, Myanmar, Nepal and Sri Lanka - as well as titles written on South Asian themes.

Q. What should be the language of the written work submitted to Word to Screen Market?

A. The works can be originally written in any language, including English. However, the entire application form must be submitted in English only.

Q. What is the format of Word to Screen Market?

A. Word to Screen Market 2024 will be held over a course of one day. The Market consists of one-on-one industry meetings between the sellers (i.e rights holders of written works) and buyers (content creators, producers, production houses, etc.), an open pitch session where representatives of selected written works will pitch their works to the potential buyers in the audience, and panel discussions.

Q. What is the selection process for Word to Screen Market?

A. Applications that fulfil submission criteria are presented to a jury that is made up of industry professionals. The jury decides on a selection of pre-eminent pitches. Applicants of these top submissions are invited to pitch their work live on the day of the Word to Screen Market.



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Please note that all books and magazine articles, upon successful submission, will be a part of the Word to Screen Market catalogue even if they are not part of the open pitch.

Q. What kind of written works can I submit to Word to Screen Market 2024?

A. Word to Screen Market is open to (a) published books and (b) magazine articles that are between 2,000-8,000 words in length.

Q. Can I submit a written work previously submitted to an earlier edition of Word to Screen Market?

A. No. We only accept written works which have not been submitted to earlier editions of Word to Screen Market.

Q. Who can submit written works to Word to Screen Market?

A. Submissions are accepted only from the audio-visual adaptation rights holder of written works. In case a rights holder is unable to submit the application, the applicant who is not a rights holder, by filling this form undertakes and warrants that he/she/they have the requisite authority from the rights holder to submit entries to the MAMI Word to Screen Market 2024.

Q. Can I submit a written work to Word to Screen Market if I cannot be present for the Market?

A. No. The rights holder or their representative will have to be available on the day of the Market. Authors of submitted works are also encouraged to attend Word to Screen Market 2024.

Q. If I am a book publisher, how many books can I submit from my catalogue for Word to Screen Market?

A. A publisher is allowed to submit a maximum of five books for Word to Screen Market. In case you submit more than five books, additional submissions will not be considered valid for the Market. Please select the five most appropriate titles for your submission.



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Q. As a publisher of magazine articles, how many articles can I submit for the Market?

A. A publisher of magazine articles is allowed to submit a maximum of five articles to the Market.

Q. What are the submission requirements for books submitted to the Market?

A. For each entry, submissions include information about the publisher, the author, logline, short-synopsis, long synopsis and a note about what makes the title suitable for screen adaptation. Please read the Pitch Guide by clicking [here](#) for more information.

Q. What are the submission requirements for magazine articles submitted to the Market?

A. Material required for submission include: logline, synopsis, digital link to article, PDF file of the article in case it is behind a paywall and cannot be accessed through a link, and note on what makes the article suitable for adaptation to screen.

Q. What is the fee for submitting entries for Word to Screen 2024?

A. For each book submitted, the submission fee is INR 1,500/- The link to make payment for each submission will be sent to the applicant once the MAMI team has screened and approved the application.

Please note that the registration fee does not include accommodation and travel expenses incurred to attend Word to Screen Market.

Since this is the inaugural year for entry of magazine articles at Word to Screen Market, the submission fee for magazine articles will be INR 500/- per magazine article.

Q. What is the deadline for submission to Word to Screen Market 2024?

A. The deadline to submit the application form/s is July 25, 2024.

Q. Is MAMI involved in commercial dealings between buyers and sellers at the Word to Screen Market?

A. MAMI, through Word to Screen Market, provides a platform to connect buyers with sellers and facilitate published works get optioned for screen adaptations.



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However, MAMI does not guarantee sales through the Market and it does not intervene in commercial dealings, nor does it have commercial interest in any deals at the Word to Screen Market.

MAMI cannot be held accountable for any issues arising between parties during or after a deal is signed.

In case you have any additional queries not covered in the Rules & Regulations or in this document, please write to wordtoscreen@mumbaifilmfest.com.