



YEAR ROUND  
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## WORD TO SCREEN MARKET 2024

### Rules & Regulations

**Please read the rules and regulations carefully before registering for the Word to Screen Market 2024.**

#### Description

The Word to Screen Market 2024 (“Word to Screen Market”) is a part of the Year Round Programme of the MAMI Mumbai Film Festival, organised by Mumbai Academy of Moving Images (“MAMI”).

The Word to Screen Market is a pioneering initiative, through which MAMI, creates a platform to cultivate meaningful relationships, where published written works may be optioned for screen adaptations.

Participation in the Word to Screen Market is open to:

- (i) Rights holder of published written works, as detailed in the rules and regulations below. Additionally, authors of submitted works are encouraged to attend the Market.
- (ii) Content creators including film studios, production houses and individual film, television and digital producers who are considering adaptation of published written works.

Word to Screen Market takes place over the course of one day. The Market consists of an open pitch session, one-on-one industry meetings, and knowledge sharing sessions.

Participation in the Word to Screen Market does not guarantee a deal. However, in the event of an acquisition, rights-holders and buyers are requested to intimate MAMI of the same and provide credit to MAMI Word to Screen Market by using the logo of the MAMI Mumbai Film Festival, upon the adaptation of the published written work.



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#### Introducing Magazine Articles at Word to Screen Market 2024

This year MAMI welcomes publishers and writers of non-fiction magazine articles to its marquee event, Word to Screen Market 2024, the options platform that enables strong published written works from across South Asia to be cinematically adapted into films and other forms of audio-visual creations.

Magazine articles published in South Asian newspapers and magazines will be part of a special focus section of Word to Screen Market 2024. Rights holders of articles are invited to submit their works for consideration at the Market.

#### General Guidelines

1. This year, we are opening 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.

Entries are open to:

- (i) Works of fiction and non-fiction published by recognised publishers.
- (iii) Magazine articles. This includes non-fiction articles published by recognised publishers with word count between 2000-8000 words.

2. Works that were submitted to earlier editions of MAMI Word to Screen Market will not be eligible for Word to Screen Market 2024.
3. Submissions must be made only by the audio-visual adaptation rights holder of published written work. In case a rights holder is unable to submit the application, it will be assumed that the applicant who is not the rights holder has the requisite authority from the rights holder to submit the application.
4. Up to five (5) entries may be submitted by a rights holder of published written works. For example, if you are a publisher, you can submit a maximum of five books or five magazine articles for the Word to Screen Market.



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5. 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.
6. MAMI will ensure that submitted entries will be shared ONLY with accredited buyers present at the event.
7. No audio/visual recording (except for MAMI archives) is permitted at the Market, to ensure privacy of participants.
8. The Applicant must be 18 years and above as on the date of submission of application.
9. MAMI does not guarantee sales, does not intervene in commercial dealings, nor does it have commercial interest in any deals at the Word to Screen Market.
10. MAMI cannot be held accountable for any issues arising between the parties, i.e, the Rights Holder and the Content Creators, during or after a deal is signed.

### Specific Guidelines for Magazine articles

We accept entries for non-fiction magazine articles between the word count of 2000 to 8000 words published by a recognized publisher.

In case your article is behind a paywall and cannot be read without a subscription, you can attach a PDF of the article in the application form.



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#### Submission Procedure

To submit written works to Word to Screen Market 2024, please fill the application form available on the MAMI Mumbai Film Festival website.

Please note that there are separate forms for submission of books and magazine articles.

Please note that you will be required to submit a separate form for each published written work submitted. For example, if you are submitting three books or magazine articles to Word to Screen Market 2024, you will be required to submit three application forms.

You will need to create a MyMAMI account via the MAMI Mumbai Film Festival website before you begin the application process. Please click [here](#) to go to the festival website.

#### Guide to writing the pitch

Please click [here](#) to read the pitch guide to writing the synopsis of the book/s or magazine article/s you are submitting. Kindly read this document before proceeding with your submission.

#### Deadline

The deadline for submission of application forms for the Word to Screen Market 2024 is July 25, 2024.



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#### Language

The Word to Screen Market is open to submissions of published written works and magazine articles across languages. However, the Submission form **MUST** be filled in English.

#### Selection Procedure

A selection committee will shortlist titles which will be invited to be part of the open pitch session at the Word to Screen Market.

However, all titles submitted by publishers, upon successful submission, are part of the Word to Screen Market and will be included in the catalogue presented to registered buyers for consideration.

#### Documentation

1. MAMI extensively documents each application. It is very crucial that all the required information is submitted in detail.
2. This information includes name of Applicant, organisation representing (if any), details of the organisation, designation and other details of the applicant, titles and details of submitted works, name and profile of the author, high resolution images of the title page/cover page of the book and the author. Refer to [Pitch Guide](#) for word count and other specifications. Information provided by the Applicant and Content Creators will be included in the Market catalogue to be released by MAMI.



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#### Intellectual Property Rights

The participant confirms to the Organiser that they own all intellectual property rights to the book or magazine articles submitted or that it holds the authorisations necessary to participate in the Market.

#### Official Logo and Publicity

All selected titles will receive a digital logo of the MAMI Mumbai Film Festival which could be used by the Applicant and the Content Creators for further publicity of the selected title.

In the event of an acquisition, Rights-Holders and Content Creators are requested to intimate MAMI of the same and provide credit to the Word to Screen Market, organised by Mumbai Academy of Moving Images, by using the logo of the MAMI Mumbai Film Festival, upon the adaptation of the published written work.

#### Governing Law, Jurisdiction and Dispute Resolution

1. The Festival Director reserves the right to address / settle all disputes not covered by these Rules and Regulations.
2. All disputes will be governed by and construed in all respects in accordance with the laws of India. Subject to the arbitration provisions hereinbelow, the courts in Mumbai, India shall have exclusive jurisdiction in connection with any dispute arising out of or in connection with these Rules and Regulations.
3. If any disputes, claims, controversies, or differences cannot be resolved amicably by the Parties within a period of thirty (30) days from the date of dispute, then the same shall be settled in accordance with the Arbitration and Conciliation Act, 1996 and any amendments thereunder. The arbitration shall be conducted by a sole arbitrator to be appointed mutually by the Parties. The language of arbitration will be in English, and the venue shall be Mumbai, India. The arbitration award shall be final and binding on the Parties.



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#### Submission Fees

1. The fees for each book submitted via the online application form is INR 1500/-
2. As this is the inaugural year for magazine articles at Word to Screen Market, the submission fee for magazine articles will be INR 500/- per magazine article.
3. The link to make the payment will be shared once the MAMI team has screened and approved the application.
4. The submission fee does not include accommodation and travel expenses incurred to attend Word to Screen Market.
5. Approval of submissions is at the discretion of MAMI Mumbai Film Festival.

#### Compliance with Laws

The Applicant shall comply with all laws relevant to its rights and obligations under these Rules and Regulations.

#### Declaration

1. The Applicant agrees to have read and accepted the Rules & Regulations for participation in the MAMI Mumbai Film Festival's Word to Screen Market.
2. The published written work submitted has been published in any of the following countries: Afghanistan, Bangladesh, Bhutan, India, Maldives, Myanmar, Nepal and Sri Lanka.
3. The Applicant is the rightful owner, representative and/or the sole audio-visual adaptation rights owner of the published written work and there is no lien, encumbrance and/or third party right on the work submitted
4. The Applicant agrees and confirms that they are responsible for the authenticity of the published written work and the information provided, and in case of any discrepancies in the information provided, their entry will be disqualified.



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5. The Applicant or their representative will present their pitch at the Word to Screen Market 2024, should they be shortlisted to be a part of the open pitch session.
6. The Applicant confirms that the published written work has not been optioned to any other content creator / producer representing any form of audio-visual format i.e. motion picture, television, web, digital etc. along with but not limited to their derivative rights.
7. The Applicant is able to attend the Word to Screen Market and will ensure that any paperwork or further submissions required for the same will be duly processed.
8. The Applicant further understands and agrees that this is a pitching forum and that their entry only guarantees an opportunity to pitch the optioning rights of the submitted work.
9. The Applicant confirms that the submitted work is an original work under the provisions of the Copyright Act 1957 and will not infringe any right including but not limited to copyright and/or right of privacy of a third party. The submitted work or any part thereof will not be defamatory and/or against public policy in any manner whatsoever.
10. The Applicant understands that in the event their published written work or magazine article is selected, the documents submitted to MAMI in relation to the published written work or magazine article may be rendered accessible to jurors/third-party partners/evaluation committees associated with the Word to Screen Market and consents to the same.
11. The Applicant shall at all times indemnify, defend and hold harmless MAMI and its partners, sponsors, trustees, assignees, and their respective officers, employees and agents, from and against any and all claims, damages, liabilities, costs and expenses (including reasonable counsel fees) arising out of (i) any breach or alleged breach by the Applicant of any representation made hereunder, (ii) any and all third party claims for infringement of intellectual property rights with respect to the published written work or magazine articles against MAMI,





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and (iii) unauthorized use of any third party material(s) in the published written work or magazine articles.

12. The Applicant will comply with all the publicity and promotional obligations required by Word to Screen Market 2024 in connection with the submitted works.
13. MAMI reserves the right to change Rules & Regulations of the Word to Screen Market without prior intimation and the Applicant hereby agrees to be unconditionally and completely bound by the revised Rules & Regulations, that will be uploaded on the MAMI website.
14. The Festival Director reserves the right to address / settle all cases not covered by the rules and regulations and to grant exceptions in special cases. Subject to the arbitration provisions contained herein, all cases will be governed by and construed in all respects in accordance with the laws of India and settled under the exclusive jurisdiction of courts of Mumbai.
15. All forms of unethical business practices including, but not limited, to bribery, are forbidden in relation to the Word to Screen Market. All business transactions in relation to the Word to Screen Market shall be accurately and completely recorded in accordance with applicable laws. The Applicant, in connection with the Word to Screen Market, shall not accept inducements nor offer inducements to any person that can be perceived by others as an unethical business practice.
16. By submitting an application to MAMI Mumbai Film Festival's Word to Screen Market 2024, the Applicant undertakes to MAMI that they own the rights to the published written work and / or the audio-visual adaptation rights to the published written work and/or the magazine article submitted or at that they atleast hold the authorisations necessary to represent the published written work at the Market.
17. The Applicant confirms to MAMI that they own all intellectual property rights to the work submitted or that it holds the authorisations necessary to participate in the Word to Screen Market.



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18. MAMI may request the Applicant to provide documents to affirm their copyright in the published written works and/or magazine articles submitted by them.
19. It is the sole responsibility of the Applicant to clear all content of the published written work from any and all actual or potential legal claims and issues, including, without limitation, claims based upon theories of libel, defamation, invasion of privacy, violation of rights of publicity, theft of trade secrets, breach of confidence, breach of confidential relationship, and breach of express or implied contract (“Third Party Claim(s)”). MAMI expressly disavows any responsibility for, and will not be held responsible for, any unauthorized inclusion of any content or materials within or relating to the submitted published written work that are or may be the basis for any Third-Party Claims based upon any of the foregoing legal theories or others. MAMI reserves the right to disqualify such submissions.
20. The Applicant acknowledges and agrees that they are participating in the Word to Screen Market 2024 voluntarily with free-will and consent.
21. The Applicant confirms they have the full power and authority to provide this undertaking and have not entered into nor shall enter into any agreement or arrangement which will inhibit or restrict their participation in the Market.