

## SHORTO FILM MARKET

10<sup>th</sup> Anniversary | November 24<sup>th</sup> - 25<sup>th</sup>, Torino

### CALL: XR Content

The *XR Content* call is open to 3DoF and 6DoF Extended Reality experiences and content to take part in the ShorTO XR Theatre Market Showcase.

Content presenting more narrative approaches is especially encouraged to apply, as they will be eligible for the acquisition award.

ShorTO XR Theatre Market Showcase is a series of industry screenings aimed at promoting recently or less recently completed XR content productions to an audience of film industry professionals.

Please note that the showcase will be accessible exclusively in place to TFI Torino Film Industry and ShorTO badge holders, film industry professionals; therefore, participation in the ShorTO XR Theater Market Showcase does not count as a public screening and doesn't affect any premiere status.

The *XR Content* call is dedicated to producers, artists, filmmakers, and extended reality content creators aiming to promote their content to a diversified audience of professionals, buyers, festival representatives, directors, producers, and film institutions.

### DATE AND PLACE

ShorTO XR Theatre Market Showcase is scheduled from Monday, November 24<sup>th</sup> to Tuesday, November 25<sup>th</sup>, 2025, during ShorTO Film Market.

ShorTO XR Theatre Market Showcase is scheduled to take place in Torino, Italy.

### SUBMISSIONS

To submit an XR content preview, applicants are required to:

- Register and sign in at <https://shorto.filmchief.com>

If applicants have already been accredited to TSFM from 2017 on, their username and password remain the same, and they can be used to sign in. In the event of lost credentials, these can be retrieved directly on the website.

- Submit a filled online entry form, accessible at this link:

<https://shorto.filmchief.com/submit-work/xr-content-2025>

### Mandatory regulations

- Submitted XR Content should have been completed in 2024 or 2025.
- Submitted XR Content must have embedded English subtitles if the content is spoken in a language other than English.
- The submission of the XR Content must be provided through a link towards a flat version or 360 vimeo/youtube preview.
- If there is no flat or 360 version available, but only APK, write to [cineteca@centrodelcorto.it](mailto:cineteca@centrodelcorto.it)

### DEADLINES & FEES

The call opens on Wednesday, July 18th, 2025.

Regular deadline: Sunday, August 31<sup>st</sup>, 2025 at 23:59 CEST. Fee/Regular: 25,00 €

Late deadline: Monday, September 30<sup>th</sup>, 2025 at 23:59 CEST. Fee/Late: 40,00 €.

The fee is payable at the end of the submission process via PayPal only.

### NOTIFICATION

The selected applicants for ShorTO XR Theatre Market Screenings will receive a selection notice via email by **Sunday, November 1st, 2025**.

The selected applicants must send the required materials by **Friday, November 7th**.

Filmmakers of XR content selected to take part in ShorTO XR Theatre Market Screenings are not required to come to Torino. Anyway, ShorTO will provide a free market event accreditation to a single representative for each selected XR content. Travel and lodging costs will not be covered or reimbursed.

## **AWARDS**

RAI Cinema is actively presiding over the virtual reality content market by strengthening the national virtual space by supporting production, audience development, literacy, research, and distribution. RAI Cinema will award one of the VR Content showcased projects with an exclusive acquisition for the Italian territory on RAI Cinema Channel VR App, available on App Store, Play Store and Meta Store.

## **CONTACT**

For any further information, please contact [info@centrodelcorto.it](mailto:info@centrodelcorto.it)