file:///srv/www/vhosts/miamarket.it/www.miamarket.it/website/wp-content/themes/mia/assets/pdf/cover_page.jpg Cover

Image not found or type unknown

Intro page

Image not found or type unknown

Intro page

Image not found or type unknown

Schedule

Monday, October 6, 2025

Apollo Series Workshop 1

MIA | Talks | Hotel Bernini - Apollo Conference Room | 09:30 – 18:30 | On Site | 540 min

Apollo Series is a new training program created by the Series Mania Institute and dedicated to supporting emerging European producers in the development of strong serial projects with genuine international potential, in partnership with MIA and TV Drama Vision of the Göteborg Film Festival. At MIA, two closed-door working days and two days open to the industry market in Rome for the selected participants: Serena Alfieri (Italy) with Hallyu; Anders Berg (Denmark) with The Acid Clinic; Estephania Bonnett (Spain) with Alex Is Not Alex; Evelin Penttilä (Estonia) with Business as Usual; Jimm Garbis (Sweden) with Yani; Steffen Gerdes (Germany) with The Strange Grimm; Anna Gonchar (Ukraine) with Outlaw Educators; Karoline Kunz (Germany) with Le Grand Cahier; Marcian Lazar (Romania) with Bark; Viktorija Rimkutė (Lithuania) with Not That Kind of People.

MIA 11TH EDITION - OPENING PRESS CONFERENCE

MIA | Talks | Cinema Barberini - Sala 5 | 10:30 – 13:00 | On Site | Online | 150 min

The opening press conference of MIA | Mercato Internazionale Audiovisivo, now in its eleventh edition, will focus on this year's panels, talks and showcases.

Institutional Remarks:
On. Sen. Lucia Borgonzoni, Undersecretary of State, Ministry of Culture
Lorenzo Galanti, CEO & General Director, Italian Trade Agency (ITA)
Alessandro Usai, President, ANICA
Chiara Sbarigia, President, APA

Sponsor Greetings:
Lorenza Lei, Chief Executive Officer, Fondazione Roma Lazio Film Commission
Roberto Fiorini, Regional Manager Centro Italia, UniCredit

Moderator:
Gaia Tridente, Director, MIA | Mercato Internazionale Audiovisivo

Introduction to the Use of AI in Audiovisual Production

Innovation for Creative Industries | Talks | Cinema Barberini - Sala 1 | 14:30 – 15:30 | On Site | Online | 60 min

An introductory session to help producers, distributors, filmmakers, authors, creators, funders, and policy makers understand the practical applications of AI across the audiovisual value chain. This session introduces the VERTICAL AI workshops.

Speaker:
Sami Arpa | CEO and founder, Largo.ai (Switzerland)
Celine Udriot | COO, Largo.ai (Switzerland)

Followed by networking coffee with Creative Europe MEDIA Desk Italy

MIA B2B EXCHANGE | CEE Animation Lab

B2B Exchange | Talks | Hotel Bernini - Dafne Conference Room | 14:30 – 18:40 | On Site | Online | 250 min

MIA’s B2B Exchange fires the third edition of the MIA B2B Exchange | CEE Animation Lab in collaboration with CEE Animation Workshop, a training and networking event designed to intercept producers who are looking to move steps into the Animation industry.

Selected participants will engage with industry experts and fellow producers in an interactive panel of discussion and a dedicated one-on-one networking activity, being offered also the opportunity of receiving tailored advice on their projects development especially focusing on co-production and financing strategies.

Participants:
Nataliia El Baba, Karandash (Ukraine)
Andrea Damiano, Giungla Collective srl (Italy)
Kristina Husová, Pure Shore (Czech Republic)
Kadriann Kibus, Rebel Frame (Estonia)
Giulia Negretto, Blackball TV (Italy)
Vernante Pallotti, Gastonia Motion Srl (Italy)
Jakub Rálek, Divize Animace (Czech Republic)
Kinga Tasarek, Madants (Poland)

Tutors:
Alessandra Principini | Fundraiser, Movimenti Production (Italy)
Pablo Jordi | CEO & Co-Founder, Pikkukala, (Finland / Spain)

The Brand Experience

Animation | Talks | Cinema Barberini - Sala 4 | 15:00 – 17:00 | On Site | Online | 120 min

In “The Brand Experience” format we explore the journey of cross-media IPs that have successfully expanded through audiovisual adaptations as well as licensing and publishing.

Session I: BUILDING IPs FOR LICENSING SUCCESS
How can locally developed IPs become global licensing successes? This session explores how storytelling, publishing, and audiovisual strategies can align to scale brands internationally—while preserving their original identity and embracing a licensing-first approach from the earliest stages of development.

Introduction by:
Maura Regan | President, Licensing International (United States)

Speakers:
Enrico Racca | Editorial Director Children’s Book, Mondadori Libri (Italy)
Francesco Manfio | General Manager, Gruppo Alcuni (Italy)
Mikael Shields | CEO, Acamar Films (UK)

Session II - INTERGENERATIONAL IPs ACROSS MEDIA
Can animation be both the starting point and destination of a brand’s journey? This session explores how franchises evolve across generations and platforms—from toys, publishing, and games into animation, and from screen to shelf—building long-lasting global IPs with cross-generational appeal.

Speakers:
Hélène Juguet | Managing Director, Ubisoft Film & TV Paris (France)
Iginio Straffi | Founder & CEO, Rainbow Group (Italy)
Mitsuru Oda | President, Skybound Japan Inc. (Japan)
Carlos Biern | Content & Media Sales Director, DeAPlaneta Kids & Family (Spain)

Moderator:
Federica Pazzano | Conference Programming Lead - Animation Division | MIA | Mercato Internazionale Audiovisivo (USA/Italy)

The (second) Italian Job: Stolen, Heist of the Century - an Italian shooting case history

Doc | Talks | Cinema Barberini - Sala 6 | 15:00 – 16:00 | On Site | Online | 60 min

After the success of Vatican Girl, whose images world premiered at MIA Doc, producer Chiara Messineo and Director Mark Lewis talk about their second collaboration for another Netflix titles: Stolen: heist of the century coproduced by Amblin documentary

Speakers:
Mark Lewis | Film Director and Executive Producer, Raw TV (UK)
Paolo Manera | Director Film Commission Torino Piemonte (Italy)
Chiara Messineo | Executive Producer (UK)
Davide Valentini | Head of tv Documentary/Factual Series, EiE film (Italy)

Moderator:
Marco Spagnoli, Deputy Director, Head of Doc & Factual, MIA

Italian Cinema at the Crossroads: a Reality Check

Film | Talks | Cinema Barberini - Sala 1 | 16:00 – 17:00 | On Site | Online | 60 min

From access to public and private funding to the capacity to draw both talent and audiences, as well as the positioning of Italian cinema in global markets: what strengths and weaknesses define the sector today? Which priorities are taking shape for the future, in light of shifting market dynamics, the transformation brought by streaming platforms, and changing support policies? Leading industry voices will explore the current scenario, outline strategies, and reflect on the prospects for Italian cinema within a constantly evolving landscape.

Speakers:

Gabriele D’Andrea | VP, Managing Director MUBI Italia, CEO a Circuito Cinema
Paolo Del Brocco | CEO, Rai Cinema
Laura Mirabella | Marketing Director, Vision Distribution
Annamaria Morelli | CEO, The Apartment
Massimiliano Orfei | CEO, PiperFilm
Federica Lucisano | CEO Lucisano Film Group

Moderator: Alessandra De Luca | Journalist, Ciak, Avvenire

The Art of Literary Adaptation

MIA | Talks | Palazzo Barberini - Panel Pavillion | 16:00 – 17:00 | On Site | 60 min

This panel brings together leading producers and executives to explore how great stories travel from bookshelves to global audiences. Experts will discuss the creative opportunities and challenges of adapting literature for film and television, examining the dynamics of rights acquisition, the evolving role of publishers, and the strategies that turn literary gems into acclaimed screen successes.

Speakers:
Luke Franklin | Executive Producer, See-Saw Films (UK)
Raffaella De Angelis | Head of Literary Acquisitions, Global Drama & Film, Fremantle (UK)
Leonardo Guerra Seràgnoli | Founder & Producer, Cinedora (Italy)
Carlo Carabba | Publisher, Treccani Libri (Italy)
Nicola Serra | CO-Ceo, Palomar (Italy)
Laurent Duvault | Directeur Du Développement, Mediatoon Audiovisual Rights (France)

Moderator:
Gaia Tridente | Director, MIA | Mercato Internazionale Audiovisivo (Italy)

New challenges and opportunities for the Italian Market

Doc | Talks | Cinema Barberini - Sala 6 | 16:30 – 17:30 | On Site | Online | 60 min

The new challenges and opportunities in the Italian DOC market, from regulatory developments to strategies for territorial enhancement. Industry experts and protagonists will share insights and best practices to transform challenges into opportunities for growth and international expansion.

Speakers:
Gioia Avvantaggiato | President & Executive Produce, GA&A (Italy)
Jacopo Chessa | Director, Veneto Film Commission, President, Italian Film Commissions (Italy)
Simona Ercolani | CEO, Stand by Me (Italy)
Gloria Giorgianni | CEO and Producer, Anele Produzioni (Italy)
Mattia Mariotti | Head of Factual, Sky Italia (Italy)
Cecilia Penati | Content Development and Production Senior Director Networks and Streaming, Warner Bros. Discovery Italia (Italy)
Luigi Del Plavignano | Director, Rai Documentari, Rai (Italy)

Moderator:
Andrea Biondi | Journalist, Il Sole 24 Ore (Italy)

The FUTURE DOESN'T WAIT. Grow to compete

Hosted | Talks | Cinema Barberini - Sala 1 | 17:30 – 18:30 | On Site | Online | 60 min

UniCredit is set to tackle the issue of scaling up for audiovisual companies during a roundtable discussion with key industry entrepreneurs.
During the panel, UniCredit will present DealSync, the matching platform for M&A (Mergers and Acquisitions).

Speakers:

Alessandro Usai | President, ANICA - Founder, No Name Entertainment
Roberto Sessa | CEO, Picomedia
Nicola Serra | CEO, Palomar
Stefania Godoli | Head of Mid Market Strategic Advisory, UniCredit

Moderators:
Giampaolo Letta | CEO, Medusa Film - President, Advisory Board UniCredit Centro Italia
Roberto Fiorini | Regional Manager, UniCredit Centro Italia

Tuesday, October 7, 2025

Doc Pitching Forum 1

Doc | Pitching Forum | Cinema Barberini - Sala 6 | 09:00 – 11:00 | On Site | Online | 120 min

The Doc Co-Production Market is an event committed to providing exposure to documentary projects in development. Our selection committee selects up to 15 international projects with high artistic standing and distribution potential. MIA Doc Co-Production Market is the most important Italian event dedicated to international documentary projects in development.

Titles (in alphabetical order):
Baseball Island
Building Venice
Caretakers
Edition 96
Encounter
Hijacked Life
Iman Le Caire
I Will Never Marry - The Burning Story Of Palmina Martinelli
The Lawyer
The Maserati Chronicles
Reflections Of Gauguin
Sottsass: The Poetry Of Things
Spinosaurus The Dinosaur That Swam
Through Silence And Wind
Tsybli

Apollo Series Workshop 2

MIA | Talks | Hotel Bernini - Apollo Conference Room | 09:00 – 18:00 | On Site | 540 min

Apollo Series is a new training program created by the Series Mania Institute and dedicated to supporting emerging European producers in the development of strong serial projects with genuine international potential, in partnership with MIA and TV Drama Vision of the Göteborg Film Festival. At MIA, two closed-door working days and two days open to the industry market in Rome for the selected participants: Serena Alfieri (Italy) with Hallyu; Anders Berg (Denmark) with The Acid Clinic; Estephania Bonnett (Spain) with Alex Is Not Alex; Evelin Penttilä (Estonia) with Business as Usual; Jimm Garbis (Sweden) with Yani; Steffen Gerdes (Germany) with The Strange Grimm; Anna Gonchar (Ukraine) with Outlaw Educators; Karoline Kunz (Germany) with Le Grand Cahier; Marcian Lazar (Romania) with Bark; Viktorija Rimkutė (Lithuania) with Not That Kind of People.

Animation Co-Production Market & Pitching Forum

Animation | Pitching Forum | Cinema Barberini - Sala 4 | 09:30 – 12:30 | On Site | Online | 180 min

The Animation Co-Production Market & Pitching Forum at MIA I Mercato Internazionale Audiovisivo 2025 has seen an increased number of represented countries, as well as an ever-wider variety of themes and creativity in the projects. The applications received were evaluated by the selection committee composed by Mounia Aram, Founder & CEO of MA Company (France/ Morocco); Yago Fandiño Lousa, Head of Children's Content – RTVE-Clan (Spain); Roberto Genovesi, Director of Rai Kids (Italy); Alexis Hofmann, Founder & CEO, Asphalt Jungle Productions (France); David Levine, Founder & CEO of Lightboat Media Ltd (UK); Cecilia Padula, VP Head Kids & Family brands South Europe, Middle East & Africa, Paramount (Italy); Patricia Vasapollo, Responsible Family & Fiction, HR/ARD (Germany).

The selection of 2025 participants composes of 7 Feature Films and 9 TV Series, and presents unreleased projects that debut on the market at MIA alongside projects that are not new to the market presentation but have demonstrated solid progression in the development process, ready to be brought in front of a new audience of institutions and possible financial partners to approach the production phase. Within the production structure of all 16 selected projects, a very strong and heterogeneous female presence can be noted as well as recurring, powerful, and contemporary topics, shaping the future of animation on worldwide screens.

ANIMATION PITCHING FORUM | OFFICIAL SELECTION 2025

ANCIENT CHINA OF MARS by Andrew Leung (USA)
Produced by Neal Ludevig (Snarky Elephant Productions)

ARGONAUTS by Simon Duric and Lee McQuade (Northern Ireland/ USA)
Produced by Kyle Castellanet (Echo Lake Entertainment)

DEEP WOODS. LOST AND FOUND by Jim Miller (Canada/ Cyprus)
Produced by Lucy Tsoy (Rymanco Films)

ELECTRO ANDES by Nacho Malter and Damian Fernandez Gomez (Argentina)
Produced by Micaela Gabot (Bellolandia)

FLY ! by Tjia Kian Kok Pelix (Indonesia)
Produced by Ellen Xie (ArtCodeStory)

THE GOLDEN BUTTERFLY (ZLATNATA PEPERUTKA) by Goce Cvetanovski (Argentina/ Brazil/

Colombia/ Macedonia/ Spain)
Produced by Goce Cvetanovski (Makedonska Krepost, Blurr stories, Technoscope FIlms, The G7)

IZZI'S SUPER FAN CLUB (O SUPER FÃ CLUBE DA IZZI) by Paulo Muppet (Brazil)
Produced by Luciana Eguti (Birdo)

LEGENDS OF BULAN by Duru Azubuike (Nigeria)
Produced by Ferdy Adimefe (Magic Carpet Studios)

LIKE! (Spain)
Produced by Nacho La Casa (Capitán Araña S. L)

MISSION NEW AFRICA by Miguel Llansó (France/ Portugal/Romania/Spain)
Produced by Georgiana Maliovski (Lanzadera Films, Special Touch Studios, Spamflix, Vempires in the Sun)

THE NORTHERN STAR (SERVEKA) by Eléa Gobbe-Mévellec (Czech Republic/ France)
Produced by Vladimir Lhotak and Alexandre Charlet (Hausboot, Les Film du Cygne)

PROFUMINA by Caterina De Mata, Luca Di Cecca and Annalisa Corsi (Italy)
Produced by Caterina De Mata (L&C S.r.l)

THE REJECTS (Canada/ UK)
Produced by Rick Mischel and John McEwan-Whyte (Bonnie and Braw Cartùns)

ROC AND LOLA (ROC E LOLA) by Andrea Giro (Italy)
Produced by Andrea Giro (Primal Shape)

THE TREASURE OF THE WYRM (IL TESORO DEL BIGATTO) by Francesco Vecchi (Czech Republic/ France/ Italy)
Produced by Matteo Pecorara (Small Boss)

YAP YAP by Jens Møller, Solène Azernour (Denmark/ France/ Germany/ Sweden)
Produced by Nicolas Schmerkin (Autour de Minuit)

INNOVATION FOR CREATIVE INDUSTRIES VERTICAL AI WORKSHOPS #1 Development with AI

Innovation for Creative Industries | Talks | Palazzo Barberini - Panel Pavillion | 09:30 – 11:15 | On Site | 105 min

Exploring how AI can support the development phase of audiovisual projects, providing an innovative angle particularly relevant to MEDIA development calls. In collaboration with Creative Europe MEDIA Desk Italy.

Participation is upon registration only, subject to availability.
Registrations are now closed, as the maximum number of participants has been reached.

Speakers:
Sami Arpa | CEO and founder, Largo.ai (Switzerland)
Celine Udriot | COO, Largo.ai (Switzerland)

The Nordic Blueprint

Drama | Talks | Cinema Barberini - Sala 1 | 10:00 – 11:00 | On Site | Online | 60 min

For the first time on the MIA stage, four Heads of Drama from the leading broadcasters in Northern Europe — NRK, YLE, SVT and DR — will come together to share their editorial vision, the challenges they face, and the strategies that have made the Nordic model of television globally renowned. The panel will also highlight striking data: in the first quarter of 2025 alone, the four Nordic broadcasters recorded an impressive +24%, while worldwide commissioning fell by -15%.

Speakers:
Marianne Furevold-Boland, Head of Drama, NRK (Norway)
Jarmo Lampela, Head of Drama, YLE (Finland)
Johanna Gårdare, Head of Drama, SVT (Sweden)
Henriette Marienlund, Head of Drama, DR (Denmark)

Moderator:
Josefine Tengblad, Producer & Co-Founder of Nordic Drama Queens (Sweden)

THE MONEY MAKER

Buyers Club | Market Screening | Cinema Barberini - Sala 2 | 11:30 – 13:37 | On Site | 127 min

Paris, post-war. A genius counterfeiter known as “the Cézanne of money.” A relentless commissioner on his trail. A true story of art, crime, and obsession.

TIRED OF KILLING

Buyers Club | Market Screening | Cinema Barberini - Sala 3 | 11:30 – 13:39 | On Site | 129 min

Based on a true story and Antonio Zagari's autobiographical novel, this gripping crime drama unveils the inner workings of Italy's most powerful mafia through the eyes of a reluctant hitman - while painting a powerful portrait of a generation rising up for freedom.

APA: 7th REPORT ON THE ITALIAN AUDIOVISUAL INDUSTRY

Hosted | Talks | Cinema Barberini - Sala 5 | 11:30 – 13:30 | On Site | Online | 120 min

On October 7 at 11:30 AM, the President of APA, Chiara Sbarigia, will present the “7th Report on National Audiovisual Production,” a key tool offering a snapshot of the 2024–2025 economic and employment figures and current trends.

This will be followed by a discussion with leading industry figures on the theme of production quality. The panel will feature Maria Pia Ammirati (Direttore, Rai Fiction), Daniele Cesarano (Direttore Fiction, Mediaset), Eleonora Andreatta (Vice Presidente per i contenuti italiani, Netflix), Nils Hartmann (Executive Vice President, Sky Studios Italia), and Viktoria Wasilewski (Country Manager, Prime Video Italy).

The session will be moderated by Massimo Scaglioni (Direttore del Ce.R.T.A. - Centro di Ricerca sulla Televisione e i Media Audiovisivi dell'Università Cattolica del Sacro Cuore di Milano).

Upon invitation only.

ELISA

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 11:30 – 13:20 | On Site | 110 min

Elisa, a young woman from a family like many others, has been in prison for ten years for brutally murdering her sister. Through the course of her meetings with criminologist Alaoui, memories begin to resurface, and a shocking truth emerges.

INNOVATION FOR CREATIVE INDUSTRIES VERTICAL AI WORKSHOPS #2

Production with AI

Innovation for Creative Industries | Talks | Palazzo Barberini - Panel Pavillion | 11:45 – 13:30 | On Site | 105 min

A focus on how AI can support production processes, offering a solid and practical perspective for producers.
In collaboration with Creative Europe Desk Italy MEDIA.

Participation is upon registration only, subject to availability.
Registrations are now closed, as the maximum number of participants has been reached.

Speakers:
Sami Arpa | CEO and founder, Largo.ai (Switzerland)
Celine Udriot | COO, Largo.ai (Switzerland)

Indie Voices in a Shifting Industry

Film | Talks | Cinema Barberini - Sala 1 | 14:00 – 15:00 | On Site | Online | 60 min

As traditional models continue to shift and financing daring projects becomes ever more difficult, independent producers worldwide face the challenge of resilience and reinvention. This discussion brings together professionals working across diverse cultures and industries to exchange lessons learned about sustaining ambitious storytelling and ensuring the vitality of indie cinema. The conversation will delve into approaches for defending artistic freedom amid tightening market pressures, building meaningful collaborations across borders, and keeping theatres and audiences connected to culturally rich, distinctive films.

Speakers:
Dyveke Bjørkly Graver | Partner & Producer, Eye Eye Pictures, Norway
Alexandre Moreau | Head of sales, Paradise City, France
Joseph Rouschop | Producer, Tarantula, Belgium
Yuji Sadai | Founder & CEO of Bitters End and Producer, Japan

Moderator:
Marta Donzelli | Founder & Producer, Vivo Films, Italy

A SAD AND BEAUTIFUL WORLD

Buyers Club | Market Screening | Cinema Barberini - Sala 2 | 14:00 – 15:49 | On Site | 109 min

In this sweeping love story that spans three decades of passion, heartbreak, and hope, Nino and Yasmina find themselves drawn together by a magnetic relationship. As they face an impossible choice between love and survival, they must decide if they want to build a family and chart a path to happines in Lebanon, despite the tragedies ravaging the country.

SHOW ME THE TRUTH

Buyers Club | Market Screening | Cinema Barberini - Sala 3 | 14:00 – 15:52 | On Site | 112 min

A seemingly ordinary family of five hides secrets beneath hugs and laughter. A game show offers a million euros, but only if they reveal everything on live TV. Confessions of betrayals and grudges tear them apart—risking their family for money may cost them what matters most.

Packaging Successful Stories: From Idea To International Markets

Drama | Talks | Cinema Barberini - Sala 5 | 14:00 – 15:00 | On Site | Online | 60 min

An exploration of how a successful series is created today, from concept to the international market, to understand how projects are developed, packaged, and positioned not only to secure a greenlight but also to reach a global audience.

Speakers:
Leo Becker, Head of International Originals and Co-Productions, Federation Studios (France)
Brendan Fitzgerald, CEO Secuoya Studios (Spain)
Larry Grimaldi, Creative Affairs and Original Movies, Senior Vice President, Fox Entertainment Studios (US)
Christian Rank, Managing Director & Producer, Miso Film (Sweden)
Steve Matthews, Head of Scripted, Creative, Banijay (UK)
Tesha Crawford, EVP Head of International Television, New Regency (UK)

Moderator:
Marike Muselaers, VP International Financing & Coproductions, Nordisk Film (Sweden)

Doc Pitching Forum 2

Doc | Pitching Forum | Cinema Barberini - Sala 6 | 14:00 – 15:30 | On Site | Online | 90 min

The Doc Co-Production Market is an event committed to providing exposure to documentary projects in development. Our selection committee selects up to 15 international projects with high artistic standing and distribution potential. MIA Doc Co-Production Market is the most important Italian event dedicated to international documentary projects in development.

Titles (in alphabetical order):
Baseball Island
Building Venice
Caretakers
Edition 96
Encounter
Hijacked Life
Iman Le Caire
I Will Never Marry - The Burning Story Of Palmina Martinelli
The Lawyer
The Maserati Chronicles
Reflections Of Gauguin
Sottsass: The Poetry Of Things
Spinosaurus The Dinosaur That Swam
Through Silence And Wind
Tsybli

ROBERTO ROSSELLINI LIVING WITHOUT A SCRIPT

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 14:00 – 15:36 | On Site | 96 min

In 1956, Roberto Rossellini faces artistic and personal crisis: failed films with Ingrid Bergman, a collapsing marriage, harsh press. When she leaves for Hollywood, he accepts Nehru’s invite to India - where, with doubts and a suitcase of spaghetti, he finds creative and emotional rebirth.

The Artist's POV on Technological Innovation

Animation | Talks | Cinema Barberini - Sala 4 | 15:00 – 16:00 | On Site | Online | 60 min

In a rapidly evolving landscape, this session explores how emerging technologies—from AI to new digital tools—are reshaping the creative process in animation. Artists reflect on the changing nature of authorship, creative practices, and artistic identity, highlighting how innovation is opening up new forms of expression and production, but also raising questions—and concerns—about artistic control, creative integrity, and the future of the craft.

Speakers:
Theodor Ushev | Artist & Director (Canada/Bulgaria)
Lorenzo Ceccotti (LRNZ) | Artist & Designer (Italy)

Moderator:
Carla Vulpiani | Head of Animation Co-Production Market & Pitching Forum and AnyShow (Italy)

Film Pitching Forum

Film | Pitching Forum | Cinema Barberini - Sala 5 | 15:30 – 18:00 | On Site | Online | 150 min

This year, the Film Pitching Forum will present to the international film industry 12 feature film projects. Pitching their projects on stage will be producers and directors from 14 different countries: Albania, Egypt, France, Germany, Ireland, Italy, Lithuania, Norway, Palestine, Peru, Philippines, Turkey, UK, Ukraine.

PROJECTS (in alphabetical order):

BEGINNERS
COLD SUN
DRAFT ZERO
FUGUE
I HAVE TO FUCK BEFORE THE WORLD ENDS
ROMA SHOCKING
SUMMER OF JESUS
SWEAT
THE GOOD SPIRIT
THE FOG CATCHER
THE OLD GUN
THREE TIMES JENNY

The projects were evaluated and chosen by an international selection committee composed of: Jakob Abrahamsson, CEO, NonStop Entertainment (Sweden), Dyveke Bjørkly Graver, Partner & Producer, Eye Eye Pictures (Norway), Jacques-Henri Bronckart, Producer, Versus Production (Belgium), Yana Georgieva, Head of Sales, Bankside Films (UK), Alexandra Lebret, Partner, Axio capital and Together Fund (France), Valeska Neu, International Sales, Films Boutique (Germany), Joseph Rouschop, Producer, Tarantula (Belgium), Yuji Sadai, Founder & CEO of Bitters End and Producer (Japan), Andrea Scarso, Partner and Investment Director, IPR.VC (Finland), Stefan Schmitz, CEO, Avalon (Spain), Rodrigo Teixeira, Founder & Producer, RT Features (Brazil), Rob Williams, Content Strategy & Sales Executive (USA).

Book Adaptation Forum Pitching Day

MIA | Pitching Forum | Palazzo Barberini - Panel Pavillion | 15:30 – 17:30 | On Site | 120 min

The Book Adaptation Forum (BAF) will showcase preview titles and include different targets and readerships. The international jury—composed of Raffaella De Angelis, Head of Literary Acquisitions, Global Drama & Film, Fremantle (United Kingdom); Leonardo Guerra Seràgnoli, director, screenwriter, producer, and founder of Cinedora, producer of Vermiglio (Italy); Luke Franklin, Executive Producer, See Saw Films (United Kingdom); Nathanaël Poupin, Agent and Founder, 360 Talent Management (Italy); and Lorenza Lei, CEO, Fondazione Roma Lazio Film Commission (Italy) — has selected 10 unpublished books, which will be presented in a pitch session.

The selection ranges from a feel-good tale set in the mountains about rebirth—LA VOLTA GIUSTA by Lorenza Gentile (Feltrinelli)—to a preview spy story centered on a conspiracy involving Hitler's lover, RIPARARE I TORTI by Pino Cacucci (Mondadori); from a disquieting, visionary narrative revolving around a wealthy sex influencer who must reconnect with her family of origin, L'ERA DELL'ACQUARIO by Fabio Bacà (Adelphi), to an international preview thriller set along the railway route between the Dolomites and Austria—THE ENGINEER by Pierre Chevalier (Alban Editions). Also featured are a sophisticated, slow-burning story centered on a woman grappling with her desire, UN ANIMALE INNOCENTE by Letizia Pezzali (Einaudi); and a light, engaging children's tale about a "magic whistle," SUPER-SDENTATA by Lisa Riccardi (Il Battello a Vapore). There is space as well for a crime novel set in Turin with an unexpectedly drawn protagonist, IL SUONO DELL'ANIMA by Monica Manganelli (IR Indipendent R-Evolution); a legal serial in which a former police officer turned lawyer fights for the truth in a trial for uxoricide—L'INGANNO DI MAGRITTE by Alessandro Perissinotto and Piero D'Ettorre (Mondadori); an international debut exploring the wounds within the family of a tennis player accused of sexual assault, IMPLOSION by Laurance Florisca Rivard (Heliotrope Editions); and finally, a noir that exposes the clandestine trafficking of young African footballers, LA COLPA È DI CHI MUORE by Marco Bellinazzo (Fandango).

THE LESSON

Buyers Club | Market Screening | Cinema Barberini - Sala 2 | 16:00 – 17:42 | On Site | 102 min

A young and brilliant lawyer from Trieste, after successfully defending a charismatic university professor against charges of sexual assault,is contacted by him again to file a lawsuit against the university, which, despite reinstating him, has relegated him to a marginal role...

FOR YOU

Buyers Club | Market Screening | Cinema Barberini - Sala 3 | 16:00 – 17:56 | On Site | 116 min

At 40, Paolo is diagnosed with early Alzheimer’s. Life shifts for him and his family, but he chooses courage: living each moment with love and presence. With his wife Michela and son Mattia, he creates memories and shares teachings to endure even as memory fades.

NINO

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 16:00 – 17:37 | On Site | 97 min

In three days, Nino will face a major challenge. But first, his doctors have assigned him two vital tasks. Two missions that will lead the young man on a journey through Paris, compelling him to reconnect with the world - and himself.

WHAT'S THE FUTURE OF HISTORY?

Doc | Talks | Cinema Barberini - Sala 6 | 16:30 – 17:30 | On Site | Online | 60 min

In these turbulent times, the History genre remains key for public broadcasters and many commercial platforms. This panel of European broadcasters will explore the global audiences for contemporary and ancient history, the challenges and opportunities of AI, the question of who gets to tell historical stories, and the new formats, styles and platforms changing the game.

Speakers:
Laurent Filliung | Commissioning Editor, ARTE GEIE (France)
Elisabeth Hagstedt | Head of Content and Broadcast, Histoire TV (France)
Caroline Haidacher | Commissioning Editor, ORF (Austria)
Sergiy Nedzelskyy | Head of Co-Production & Outsource Commissioning, Suspilne (Ukraine)
Proinsias Ní Ghrainne | Commissioning Editor, TG4 (Ireland)
Mikael Österby | Head of Factual SVT International, SVT (Sweden)

Moderator:
Krishan Arora | Producer and Consultant, Mixing Media (UK)

AND… ACTION! ACCESSIBILITY AS A CHALLENGE AND OPPORTUNITY FOR THE AUDIOVISUAL SECTOR

Hosted | Talks | Cinema Barberini - Sala 1 | 17:30 – 18:30 | On Site | Online | 60 min

The panel acts as the closing event following the national festival "Tutti al Cinema" and offers a discussion on accessibility in the audiovisual sector. It will address the topic as a cultural attitude and a tool for developing the film industry, with expert testimonials, analysis of best practices, and insights from the new Film Commission Sardegna promotion fund.

The meeting will conclude with a Q&A open to the public.

Speakers:
Andrea Rocco | Direttore Generale, Fondazione Sardegna Film Commission (Italy)
Francesca Melis | Production Manager, Fondazione Sardegna Film Commission (Italy)
Daniela Trunfio | Presidente, Associazione + Cultura Accessibile onlus (Italy)
Mario Mazzetti | Presidenza Nazionale, ANEC - Associazione Nazionale Esercenti Cinema (Italy)
Francesca Marchionne | Presidente, Associazione onA.I.R. - Intersteno Italia (Italy)
Laura Cocco | Founder, Società Cooperativa Sottofondo (Italy)
Chiara De Giorgio | Founder, Società Cooperativa Sottofondo (Italy)
Barbara Bladier | Distribution Manager, Vision Distribution (Italy)
Mario Mazzetti | Funzionario Direttivo, ANEC (Italy)

IF YOUR CONTENT IS STOLEN, WHO YOU GONNA CALL? Exploring new tools and mechanisms for safeguarding audiovisual content

Hosted | Talks | Cinema Barberini - Sala 4 | 17:30 – 18:30 | On Site | Online | 60 min

AGCOM has recently updated its Online Copyright Regulation, which allows AGCOM to combat the dissemination of unauthorized audiovisual content on the Internet. An important novelty of this update is the extension of the use of the Piracy Shield platform to films and TV series, meaning that illegal sites and platforms disseminating unauthorized audiovisual content can be “switched off” in 30 minutes. FAPAV, in collaboration with ANICA and MPA, is organizing a presentation of this enhanced tool with representatives of the Judiciary, Law Enforcement Agencies, Institutions and Companies, to launch a new phase in the protection of copyright… If your content is stolen, who you gonna call??

Institutional remarks:
Alessandro Usai | President, ANICA (Italy)

Introduction and moderation:
Federico Bagnoli Rossi | President, FAPAV (Italy)

Speakers:
Gianluca Boffa | Director Anti-Piracy and Judicial Authority, Services Sky Italia (Italy)
Massimo Proietti | Amministratore Delegato, Vision Distribution (Italy)
Sunniva Hansson | Vice President, Head of Policy, EMEA, Motion Pictures (Belgium)
Stefano Selli | Direttore Relazioni Istituzionali Italia, Mediaset (Italy)
Andrea Occhipinti | Producer, Lucky Red (Italy)
Crescenzo Sciaraffa | Comandante Nucleo Speciale Beni e Servizi, Guardia di Finanza (Italy)
Sergio Colaiocco | Procuratore Aggiunto, Dipartimento Criminalità Informatica (Italy)
Ivano Gabrielli | Direttore, Servizio Polizia Postale e per la sicurezza cibernetica (Italy)

Conclusions:
Massimiliano Capitanio | Commissario, AGCOM (Italy)

A cocktail reception will follow the event. Access is restricted to MIA accredited guests who register at info@fapav.it (subject to availability)

Wednesday, October 8, 2025

MINERVA PICTURES Comin'UP

Buyers Club | Comin'UP | Cinema Barberini - Sala 3 | 09:00 – 09:20 | 20 min

Minerva Pictures presents its upcoming slate with exclusive trailers and clips from its latest titles. From arthouse gems to high-concept genre films, our diverse line-up delivers international talent and broad audience appeal.

TRUE COLOURS Comin'UP

Buyers Club | Comin'UP | Cinema Barberini - Sala 3 | 09:30 – 09:50 | 20 min

True Colours Comin'UP

Breakfast with ACE

Film | Talks | Hotel Bernini - Dafne Conference Room | 09:30 – 11:30 | On Site | Online | 120 min

With this guided and targeted networking activity, MIA|Film aims to offer not only a business-focused experience, but also a space for professional growth, a mix between consultancy and a collective mentorship moment, where participants can engage in peer-to-peer exchange under the guidance of a “mentor-moderator” on specific topics.
Table 1: Co-Production & Financing – Legal Insights
No co-production or financing strategy can succeed without a good lawyer.
Don’t miss the chance to delve into key legal aspects with Marica Stocchi (Producer, Rosamont, Italy – Reading Lolita in Tehran by Eran Riklis, Misericordia by Emma Dante) and Marcello Mustilli (Studio Legale Bellettini Lazzareschi Mustilli, Italy).
Table 2: Marketing & Sales
Everything you always wanted to know about the relationship between producer and sales agent but were afraid to ask. Marketing and international circulation should be an integral part of a film project from the earliest production stages. Hear first-hand from Jacques-Henri Bronckart (Producer, Versus Production, Belgium – Close by Lukas Dhont, Vermiglio by Maura Delpero) and Catia Rossi (Head of Sales, PiperPlay, Italy).
In cooperation with ACE Producers

Participation is upon registration only, subject to availability.

Registration is now closed.

VISION DISTRIBUTION Comin'UP

Buyers Club | Comin'UP | Cinema Barberini - Sala 3 | 10:00 – 10:20 | 20 min

We will show some contents from two/three upcoming projects with a brief speech

Italians Doc It Better

Doc | Content Showcase | Cinema Barberini - Sala 5 | 10:00 – 11:00 | On Site | Online | 60 min

This exclusive showcase features Italian feature-length films, docuseries, and TV one-offs, all aiming for distribution abroad in cinemas, on television, or streaming platforms. The projects selected for Italians Doc It Better are in post-production, rough cuts, or completed but not yet presented or screened in other markets, festivals, showcases, cinemas, TV, or platforms.

Titles (in alphabetical order):
Ari: Mom, Sex And Everything Else
The Eighth Day
Fish Don't Close Their Eyes
Heart Dressed
My Father's Wigs
Oto
The Poor Theater Of Monticchiello
Pestiferus Lupus
The Possible Lives
Rosanna Between The Lines

Shoot The Book! Pitching Day

MIA | Pitching Forum | Palazzo Barberini - Panel Pavillion | 10:00 – 11:30 | On Site | 90 min

Under the umbrella of the Book Adaptation Forum, MIA offers a market platform curated by the Société civile des éditeurs de langue française (SCELF) and the Institut français. A delegation of French publishers will present a selection of titles from the year's most important new releases, whose audiovisual rights are available for the international market.
The jury composed of Luke Franklin, Executive Producer, See Saw Films (United Kingdom), Giulia Achilli (Dugong Film), and Beatrice Gulino (Teodora Film) has selected the eight (8) French titles to be presented at MIA: A HAIR'S BREADTH by Claire Berest (Albin Michel); 31 DAYS TO LOVE YOU by Sophie Jomain (Auzou Editions); 21 BENDS by Fred Poulet (Media Participations – En Exergue); THE FIERY AND SECRETIVE MILES FRANKLIN by Alexandra Lapierre (Flammarion); TOMORROW'S SHADOWS by Noëlle Michel (Editis – Le Bruit du monde); SPAGHETTI ATTACK! by Stéphane Nicolet (Media Participations – Little Urban); SMUGGLERS by Michèle Pedinielli, Valerio Varesi (Media Participations – Points); THE BALANCE OF BODIES by Jérémie Guez (Media Participations – Seuil).

Co-Production Fund With LATAM

Hosted | Talks | Cinema Barberini - Sala 1 | 10:30 – 11:30 | On Site | Online | 60 min

The New Co-Production Programme launched between Italy and Latin American Countries, is promoted by the Directorate General for Cinema and Audiovisual of the Italian Ministry of Culture (MiC) and managed by Cinecittà's International Department. The €1,000,000 annual scheme is confirmed to support co-productions between Italy and Latin American countries. A must-attend session for producers and international partners aiming to forge ambitious collaborations across Europe and Latin America.

Speakers:
Antonio Saccone | President, Cinecittà (Italy)
Roberto Stabile | Head of the International Department, Cinecittà/DGCA (Italy)

RAI CINEMA INTERNATIONAL DISTRIBUTION Comin'UP

Buyers Club | Comin'UP | Cinema Barberini - Sala 3 | 10:30 – 10:50 | 20 min

Rai Cinema International Distribution is thrilled to be presenting the 2026 slate at the MIA market

AnyShow

Animation | Content Showcase | Cinema Barberini - Sala 4 | 10:30 – 12:00 | On Site | Online | 90 min

AnyShow, the international showcase of MIA | Mercato Internazionale Audiovisivo, dedicated to animated content, returns again featuring diverse and eclectic projects almost complete and due to be released from the second half of 2025 onwards, looking for sales and distribution opportunities. AnyShow is an exclusive presentation and pitching event presenting high-end animated formats intended for television, digital and cinema distribution, of any genre and aimed at any audience.

The 11 projects selected for the eleventh edition of AnyShow at MIA are:

FIZZY AND SUDS by Gemma Lee, Michelle Lehman, Rebecca O'Brien, Kimberly Melville, Ramana Dienes-Browning, produced by Tilt Media (Australia)

HIDDEN ISLANDS (JAGTEN PÅ NUNA) by Peter Egeberg, produced by OYA Copenhagen (Denmark)

HOPE. AN (ALMOST) GYPSY FAIRYTALE by Monica Manganelli, produced by Qreactive, Q&Q Group (Italy, USA)

LYDIA AND THE MIST RIDER by Emilie Rosas, Philippe Arseneau Bussières and Nancy Florence Savard, produced by 10e Ave Production (Canada)

NIP & LENA - FIN FRIENDS by Enrico Paolantonio, produced by Lynx Multimedia Factory (India, Ireland,Italy)

PARTS OF A BIGGER STORY (MORCEAUX D'HISTOIRE) by Chrystelle Maechler and Sasha McIntyre, produced by Chrystelle Maechler Productions Inc. (Canada, France)

ROMAN PIGEONS produced by Polydont Films (Italy, Israel)

STAR RAIDER by Morade Rahni, produced by da Les Armateurs (France)

THE GREAT DREAMSCAPE by Rémi Durin, produced by Autour de Minuit (France, Belgium)

THE RECIPES OF ARTHUR & KIWI - THE ITALIAN CUISINE by Andrea Zingoni, produced by Gastonia Motion (Italy)

THEORISED: SEASON #1 RACE HISTORICISED by Midiaou Diallo, Héloïse Dorsan-Ratchet, Williams

Zouzou, Stefania Sottile, Pierangelo Pirak, produced by Pomona Pictures (Italy, Qatar, UK)

YOUTUBE: THE NEW GLOBAL DISTRIBUTION WINDOW FOR FILM & TV SERIES

Hosted | Talks | Cinema Barberini - Sala 6 | 10:30 – 11:30 | On Site | Online | 60 min

The media ecosystem is constantly evolving, and with it, the strategies for distributing audiovisual content. The growth and relevance of YouTube in the space of Connected TV and media consumption of today's viers, re-position this platform as a strategic partner for producers and distributors, offering a global distribution window capable of reaching billions of people. Together with Minerva Pictures, a successful Italian case study, we will explore how the platform can be leveraged for the distribution of films and TV series, analyzing monetization models, audience engagement strategies, present and future opportunities. We will discuss how YouTube is not just a platform for user-generated content, but a true marketplace for high-quality cinematic products, capable of offering a second life to catalogs and launching new products on a global scale.

Speakers:
Andrea David Rizzi | Head of Media & Sports Partnership Italy & Portugal, YouTube (Italy)
Luca Forlin | Head of YouTube Biz Strategy and Operations, EMEA, YouTube (Italy)
Gianluca Curti | Amministratore Delegato, Minerva Pictures (Italy)

PIPERPLAY Comin'UP

Buyers Club | Comin'UP | Cinema Barberini - Sala 3 | 11:00 – 11:20 | 20 min

Presentation of New Sales label PiperPlay and introduction to the lineup

CE U Soon

Film | Content Showcase | Cinema Barberini - Sala 1 | 12:00 – 13:30 | On Site | Online | 90 min

C EU Soon is a curated work-in-progress program spotlighting European talents aimed at supporting their international distribution potential. The program features European films in the late stages of production or post-production, presented in a dedicated session for international distributors. Each presentation includes the screening of selected excerpts (up to 7 minutes), followed by a pitch from the producers and directors.
The projects compete for the Screen International Award, which offers special media coverage for the winning project.

PROJECTS:
Cercul (The Circle)
Corredora (Runner)
I'll be gone in June
Il Cileno
Incydent (The Incident)
Maleve Të Akroceroit, Përtej (Beyond The Mountains of Acrocero)
Parkings

The finalists of C EU SOON 2025 were chosen by an international selection committee composed of Ramiro Ledo Cordeiro, CEO and Head of Acquisitions at L'Atalante Cinema (Spain), Ola Byszuk, Head of Sales and co-founder of Lucky Number (France), and Karel Och, artistic director of Karlovy Vary International Film Festival (Czech Republic).

Beyond 27%: Shaping European Drama

Drama | Talks | Cinema Barberini - Sala 5 | 12:00 – 13:00 | On Site | Online | 60 min

Beyond 27%: Shaping European Drama will shine a spotlight on the issue of representation in the European audiovisual industry. Despite progress made, the gender gap remains evident: according to a study (2019–2023), women account for only 27% of the European drama sector. On stage, six industry leaders will share their editorial and business strategies to help build a more inclusive and representative industry.

Speakers:
Caroline Hollick, Executive Producer, Former Head of Drama, Channel 4 (UK)
Laura Abril, EVP Scripted and Global Business Development, Buendia Estudios (Spain)
Claudia Bluemhuber, CEO and Partner, Silver Reel (Switzerland)
Jasmin Maeda, SVP International Fiction Coproduction & Acquisition, ZDF (Germany)
Chiara Cardoso, Managing Director, Blackbox Multimedia (UK)
Elettra Canovi, Director of Scripted Content, HBO Max(Italy)

Moderator:
Carlo Dusi, Founder and Managing Director, Turning Point Pictures (UK)

Rai Documentari: Reinventing Storytelling Through Editorial Innovation

Doc | Talks | Cinema Barberini - Sala 6 | 12:00 – 13:00 | On Site | Online | 60 min

Discover Rai Documentari’s evolving vision as they unveil bold editorial directions and strategic shifts shaping the future of Italian documentary production.

Speakers:
Luigi Del Plavignano | Director Rai Documentari, Rai (Italy).
Silvia De Felice | Commissioning Editor Rai Documentari, Rai (Italy)
Fabio Mancini | Commissioning Editor Rai Documentari, Rai (Italy)

Moderator:
Marco Spagnoli, Deputy Director, Head of Doc & Factual, MIA

Scenari Transalpini Pitching Forum

Hosted | Pitching Forum | Palazzo Barberini - Panel Pavillion | 12:00 – 13:00 | On Site | Online | 60 min

A project of the Institut français Italia in partnership with MIA and Villa Medici, in collaboration with Cinecittà, supported by the DGCA – Directorate General for Cinema and Audiovisual of the Italian Ministry of Culture and the CNC – Centre national du cinéma et de l'image animée, promoting collaboration between the French and Italian audiovisual industries by supporting the development of new works.
The six projects selected for the 2025 edition are:

The Clan of Marseillais produced by Giorgio Gucci and written by Alessandro Fabbri (Italy)
The White Queen by Sara Loffredi and Alberto Ostini (Italy)
Shadow Investigations by Giacomo Arrigoni (Italy)
La linea verde by Elio and Chiara Cassaghi (France)
Lake Como by Hanna Ladoul and Marco La Via (France)
O Sole Mio by Marguerite and Thérèse Quadrelli (France)

THE EYES OF OTHERS

Buyers Club | Market Screening | Cinema Barberini - Sala 2 | 14:00 – 15:29 | On Site | 89 min

In the untamed beauty of the island owned by an extraordinarily wealthy Marquis, Elena’s arrival marks the beginning of a passionate love affair. Complicity and transgression, sex and power, in a film inspired by 1960s Italian true crime, where erotic play unfolds into obsession.

WHISPERS IN THE WOODS

Buyers Club | Market Screening | Cinema Barberini - Sala 3 | 14:00 – 15:35 | On Site | 95 min

In the woodland realms where lynxes, bears, deer, owls, capercaillies, and river creatures roam, Munier honors nature’s splendor and captures its poetic sounds. The forest’s whispers echo those passed from his father to him, and now to his son, a heartfelt bond of love and wild beauty.

Doc Hosted Projects

Doc | Pitching Forum | Cinema Barberini - Sala 6 | 14:00 – 15:00 | On Site | 60 min

In collaboration with Bio to B, DocsBarcelona, and the Institute of Documentary Film, one project from each festival will have another chance to pitch at MIA. This session will also be a chance for our cultural partners to announce their project pick from the MIA Doc Co-Production Market & Pitching Forum official selection.

Titles (in alphabetical order):
Frozen Ocean
Giulio Regeni. All The Evil In The World. Death In Cairo
Julian Assange : The Man Who Must Be Silenced

MALAVIA

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 14:00 – 15:34 | On Site | 94 min

Sasà, 13, dreams of becoming a rapper to lift his mother from poverty. A meeting with a local legend sparks hope, but the harsh streets drag him into crime. Between despair and redemption, his final choice will decide whether music saves him—or he is lost forever.

Executive Round Table – Framework and Actions for an Implementing Standard on Audiovisual Diversification

MIA | Talks | Hotel Bernini - Enea Conference Room | 14:00 – 16:00 | On Site | 120 min

This meeting is a call to key industry stakeholders with the aim of driving innovation, diversification, and inclusion within the audiovisual sector. The goal is to bring around the table those actors in the field who can take concrete steps towards promoting, enabling access to, and adopting tangible actions.

The regulatory reference to be put into practice is the “Framework of Actions on Diversity and Inclusion in the Audiovisual Sector”, approved by the European Sectoral Social Dialogue Committee for the Audiovisual Industry in February 2025.

Closed-door session.

INNOVATION FOR CREATIVE INDUSTRIES VERTICAL AI WORKSHOPS #3. Sales and Forecast

Innovation for Creative Industries | Talks | Palazzo Barberini - Panel Pavillion | 14:00 – 16:00 | On Site | 120 min

This session could offer concrete tools to producers regarding audience reach, distribution strategies, and marketing, enhancing their projects' market potential.
In collaboration with Creative Europe Desk Italy MEDIA

Participation is upon registration only, subject to availability.
Registrations are now closed, as the maximum number of participants has been reached.

Speakers:
Sami Arpa | CEO and founder, Largo.ai (Switzerland)
Celine Udriot | COO, Largo.ai (Switzerland)

Drama Pitching Forum Session 1

Drama | Pitching Forum | Cinema Barberini - Sala 5 | 14:30 – 15:30 | On Site | Online | 60 min

This year, the Drama Co-production Market & Pitching Forum will present to the international audiovisual industry a selection of 15 series projects from 12 countries: Czech Republic, Finland, France, Germany, Greece, Ireland, Italy, Norway, Netherlands, Palestine, Switzerland, United Kingdom.

The projects were evaluated by the Selection Committee whose members are leaders of the global audiovisual industry. From the USA, Lauren Stein, Executive Vice President & Head of Creative Affairs at Sony Pictures Television, and Larry Grimaldi, Senior Vice President of Creative Affairs and Original Movies at FOX Entertainment Studios. From France Leo Becker, Head of International Originals and Co-Productions at Federation Studios and Manuel Alduy, Head of Cinema and Young Adult & International Fiction at France Télévisions. From Germany, Jasmin Maeda, SVP International Fiction Coproduction & Acquisition at ZDF. From the UK Steve Matthews, Head of Scripted, Creative at Banijay, Claire O'Brien, Development Director of Global Scripted Series at Universal International Studios, and the executive producer and former commissioner Caroline Hollick. From Norway Marianne Furevold-Boland, Head of Drama at NRK From Sweden Josefine Tengblad, Co-Founder and Producer at Nordic Drama Queens, and Marike Muselaers, VP International Financing & Coproductions at Nordisk Film Group. From Finland Andrea Scarso, Partner and Investment Director of IPR.VC. From Switzerland Claudia Bluemhuber, CEO and Managing Partner of Silver Reel. From Spain Béatrice Nouh, Head of Distribution and Coproductions at The Mediapro Studio. And, finally, from Italy, Maria Pia Ammirati, Head of Drama at RAI, and Elettra Canovi, newly appointed Director of Scripted Content at HBO Max.

DRAMA CO-PRODUCTION MARKET & PITCHING FORUM | 2025 OFFICIAL SELECTION

PROJECTS (in alphabetical order)

AÏNTA!
CATERINA
DIRTY PLAY
HITLER'S HORSES: AN ARTHUR BRAND STORY
HUNTING FOR GHOSTS
RED LIGHT EMPIRE
THE LAST GODDESS
THE ROARING BANSHEES

Follow the Money: Navigating Global Film Financing and Packaging

Film | Talks | Cinema Barberini - Sala 1 | 15:00 – 16:00 | On Site | Online | 60 min

A straight-talking conversation on the art (and reality) of getting films made.
Industry experts will break down the complexities of fundraising models and share insights on building successful financing structures.
A conversation with seasoned fund representatives, agents, and producers who will discuss their approaches on navigating the complex and fragmented world of film financing.
From the intricacies of equity financing, to tax credits, pre-sales and co-productions, as well as the caveat of different fundraising models, this panel will leave no stone unturned in mapping today’s landscape and anticipating the future trends of global film financing.

Following the talk, a limited number of accredited participants will have the opportunity to join one-on-one meetings with some of the experts. This session — available upon registration and subject to limited availability —will offer the chance to continue the conversation at a deeper, more specific level, and gain further insights.
The session will be taking place on Thursday, October 9th, from 9.30 to 13.30.

Registrations for the one-on-one session are now closed.

Speakers

Alex Brunner | Sales Agent, UTA, USA
Céline Dornier | Content Executive, IPR.VC, Finland
Alexandra Lebret | Partner, Axio capital and Together Fund, France
Dominique Malet | Managing Director, Cofiloisirs, France
Rodrigo Texeira | Founder & Producer, RT Features, Brazil

Moderated by: Tim Dams | European Editor, Screen International, UK

Enganging Audiences Today: Data-Driven Storytelling in a Fragmented Market

Animation | Talks | Cinema Barberini - Sala 4 | 15:00 – 16:00 | On Site | Online | 60 min

In today’s fragmented media landscape, how can stories truly connect with audiences? Combining exclusive audience insights from Ampère Analysis with the experience of leading creators and producers, this session explores the storytelling strategies that resonate across platforms, formats, and territories, reaching global audiences.

Introduction and Moderation by:
Guy Bisson | Executive Director, Ampère Analysis (UK)

Speakers:
Andrew Leung | Filmmaker and Concept Designer (USA)
Neal Ludevig | CCO and Producer, Snarky Elephant Productions (Spain/USA)

LADY NAZCA

Buyers Club | Market Screening | Cinema Barberini - Sala 2 | 16:00 – 17:39 | On Site | 99 min

A biopic about Maria Reiche who discovered the Nazca lines and who, while defending their exploration and preservation, fought for her emancipation as a woman.

OUR HERO, BALTHAZAR

Buyers Club | Market Screening | Cinema Barberini - Sala 3 | 16:00 – 17:31 | On Site | 91 min

A wealthy teenager from New York City tries to win over his activist crush by traveling to Texas to stop a would-be mass shooter.

Unbox Pitching Session

MIA | Pitching Forum | Cinema Barberini - Sala 6 | 16:00 – 18:00 | On Site | Online | 120 min

In collaboration with Alice nella città, the MIA presents a new edition of UNBOX PITCHING SESSION, now officially part of the market programme. Under the claim The Talents of the Future, the programme curated by Francesco Giai Via will feature a pitching session structured in three sections:

UNBOX, dedicated to a selection of feature film projects by emerging filmmakers on the verge of their first feature; UNBOX Academy, one feature film project from a David di Donatello-nominated director, done in collaboration with the Accademia del Cinema Italiano – Premi David di Donatello; UNBOX UPFOLLOW, devoted to projects previously awarded at UNBOX that have since secured a producer, and present an update on their development status.

Titles

UNBOX
Burns with Life by Francesco Manzato
Cam Girl by Bianca Di Marco. Produced by Stayblack
Demons & Dust by Antonio La Camera. Produced by Waterclock
Donnyland by Donato Sansone. Produced by Mybosswas
Night for Myself by Olga Torrico
Unhappy Animals by Leonardo Balestrieri

UNBOX Academy
Jaune et Bleu by Giulia Grandinetti. Produced by Lupin Film

UNBOX UPFOLLOW
My Apologies by Francesco Piras. Produced by Kino Produzioni
Shooting Watermelons by Antonio Donato. Produced by Cinedora

BELOVED

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 16:00 – 17:40 | On Site | 100 min

Amata, adapted from the novel by Ilaria Bernardini, tells the story of Nunzia, a 19-year-old student who secretly gives birth to Margherita and leaves her in the hospital. At the same time, Maddalena, a 42-year-old architect struggling with infertility, is on the verge of adopting a child.

LAZIO PITCHING FORUM

Hosted | Pitching Forum | Cinema Barberini - Sala 1 | 16:30 – 18:00 | On Site | Online | 90 min

LAZIO PITCHING FORUM

Lazio Region, in collaboration with Lazio Innova and the Rome Chamber of Commerce, and with the support of Azienda Speciale Sviluppo e Territorio is promoting an initiative to support the internationalization of local small and medium-sized enterprises (SMEs) developing audiovisual products.

Take part in this incredible session to witness the presentation of their projects at the 11th edition of MIA!

Selected Projects (in alphabetical order):

ALWAYS THE SKY (Doppio Nodo Double Bind)
CAROLINA'S DREAM (Hip Film)
EXODUS (Paco Cinematografica)
HALLYU (Volos Film Italia)
HONOR YOUR FATHER (Eurofilm)
LADY GOODBYE (Eliofilm)
MUD ANGELS (Red Film)
PRINCE ADEN (La Sarraz)
THE ALMOND PICKER (Viola Film)
THE DREAM SCREENWRITER (Atomo Film)
THE KAUFMANN CASE (Anele)
VIVA TOSCANINI! (Daring House)

Drama Focus: Sky Studios

Drama | Talks | Cinema Barberini - Sala 5 | 16:30 – 17:30 | On Site | Online | 60 min

On MIA main stage a conversation between Nils Hartmann, Executive Vice President Italy and some of the most prominent Italian producers who have shaped, and continue to shape, Sky's history. This will be a unique opportunity for dialogue between an international commissioner and the Italian industry, exploring the vision, partnerships, and storytelling that have defined more than a decade of innovation and success under the Sky Originals banner.

Speakers:
Nils Hartmann, Executive Vice President, Sky Studios Italy (Italy)
Carlo Degli Esposti, CEO & Founder, Palomar (Italy)
Sonia Rovai, CEO, Wildside (Italy)
Matteo Rovere, CEO & Founder, Groenlandia (Italy)
Riccardo Tozzi, President & Founder, Cattleya (Italy)

Moderator:
Paolo Ciccarelli, Head of Drama, MIA | Mercato Internazionale Audiovisivo (Italy)

The Industry Insider Bootcamp with UTA Charlie Ferraro

MIA | Talks | Palazzo Barberini - Panel Pavillion | 16:30 – 18:00 | On Site | 90 min

Join us for a unique professional training opportunity, a one-of-a-kind OPEN MIC event, where you'll have the chance to ask questions and gain valuable insights directly from Charles Ferraro, a Hollywood agent and partner at UTA (United Talent Agency).
In this hybrid format, the bootcamp will guide you through the ins and outs of the film industry, covering key topics like how to hire international talent, pitch winning projects, and navigate the heart of Hollywood. During the Open Mic session, you'll have the chance to ask questions in real time, present brief pitches or ideas, and receive actionable advice from professionals in the field.

Participation is upon registration only, subject to availability.
To register, visit MIA 2025 website, under the "MIA LAB" Section.

Speaker:
Charles Ferraro | Partner, UTA (USA)

Moderator:
Tim Dams | European editor, Screen International (UK)

THREE GOODBYES

Buyers Club | Market Screening | Cinema Barberini - Sala 3 | 17:45 – 19:15 | On Site | 90 min

After what seemed like a trivial argument, Marta and Antonio split up. Marta reacts to the breakup by withdrawing into herself. The only symptom she cannot ignore is her sudden lack of appetite. Suddenly Marta discovers that her loss of appetite has more to do with her own health…

A BRIEF AFFAIR

Buyers Club | Market Screening - Upon Invitation Only | Cinema Barberini - Sala 2 | 18:00 – 19:38 | On Site | 98 min

Lea and Rocco meet by chance in a bar and an instant attraction ignites between them. From that moment, a secret affair begins, consisting of fleeting, clandestine meetings in a hotel room. However, as time passes, Lea's obsession with Rocco intensifies, leading her to intrude more and more into his life. The story soon takes an unexpected and unsettling turn.

TWIN STARS

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 18:00 – 19:49 | On Site | 109 min

The story, set in a rural place, tells in a comic way the difference between the slow pace of the province and the frenetic pace of the capital.

Thursday, October 9, 2025

KEEP QUIET

Buyers Club | Market Screening | Cinema Barberini - Sala 3 | 09:30 – 11:14 | On Site | 104 min

A weathered tribal cop and his new trainee must find a ruthless fugitive, whose return to their rural Indigenous reservation has exposed its darkest secrets and could ignite a violent gang war.

Factual Frontiers: Unlocking Global Growth

Factual | Talks | Cinema Barberini - Sala 6 | 09:30 – 10:30 | On Site | Online | 60 min

This panel will explore cross-border distribution strategies for factual content, partnership and co-production models that drive global expansion and the role of branded entertainment in boosting unscripted formats

Speakers:
Gerbrig Blanksma | SVP, International Sales And Partnerships, Blue Ant Media (UK)
Cecilie Olsen | SVP of Global Content, Non-Scripted, ITV Studios Global Distribution (UK)
Carlotta Rossi Spencer | Head Of Branded Entertainment, Banijay (UK)

Moderator:
Gaia Tridente | Director, MIA (Italy)

LOVE IN SEPARATE BEDS

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 09:30 – 11:17 | On Site | 107 min

She hates men, he hates complications - but after one passionate night ties them together, these two irreconcilable opposites are forced to coexist... working at the same school, with a baby on the way! Can a staunch feminist and an oblivious chauvinist find common ground?

THE GREAT (SOUTH TYROLEAN) BEAUTY

Hosted | Talks | Cinema Barberini - Sala 1 | 10:00 – 11:00 | On Site | Online | 60 min

The production journey between South Tyrol and international festivals. The panel The Great (South Tyrolean) Beauty brings to the stage three case studies of films financed by IDM Film & Music Commission Südtirol. Three players on a virtuous path that led the films from South Tyrolean sets to the official selections of prestigious festivals in their categories. The talk will feature producers who'll share how their projects got in touch with the Film Commission, taking advantage of its funding opportunities and local expertise. Through the sharing of experiences in the region, the panel will highlight the role of IDM not only as a funding body, but also as a strategic partner capable of driving forward the projects it takes on, both in forging relationships between productions and crews and in supporting the international journey of funded projects. This is an opportunity to reflect on how festivals can change the future of a film and what the future prospects are for those who choose to produce in South Tyrol, where the increasing professionalization of the local audiovisual industry is ready to give birth to successful stories.

Speakers:
Renate Ranzi | Head of IDM Film & Music Commission Südtirol
Markus Frings | CEO, movie.mento
Francesca Andreoli | Producer & Co-Founder, Cinedora
Carlo Cresto-Dina | Producer & CEO, Tempesta Film

Moderator:
Alessandra De Luca

THE MARTESE WOODS

Buyers Club | Market Screening | Cinema Barberini - Sala 2 | 10:00 – 10:59 | On Site | 59 min

A story that unites three generations. Yesterday, today and tomorrow. A grandfather partisan for freedom, his son who cherishes the legacy, the grandson who denounces the decay of the planet. The wood is a symbol for the young of what is worth fighting for to leave a better world.

ANiMPACT: A COMMON EUROPEAN APPROACH TO SUSTAINABLE ANIMATION

Hosted | Talks | Cinema Barberini - Sala 4 | 10:00 – 11:00 | On Site | Online | 60 min

As the animation industry embraces its environmental responsibilities, an international working group - led by Green Film, Ecoprod and CineRegio - is collaborating to develop a common sustainability certification tailored to the animation industry. This panel will present the progress of this initiative, explore the unique challenges of sustainable animation production, and share some practical tips to reduce the environmental impact of an animation project.

Speakers:
Linnea Merzagora | Green Film, Trentino Film Commission (Italy)
Adrien Roche | Project Manager, Ecoprod (France)
Valentína Hučková | Sustainability Manager, CEE Animation (Czech Republic)
Pedro Citaristi | CEO, Redmonk Studio (Italy)

Moderator: Maria Rua Aguede | Senior Research Director, Media and Entertainment, Omdia Advisor (UK)

International Factual Forum

Factual | Content Showcase | Cinema Barberini - Sala 6 | 10:30 – 11:30 | On Site | Online | 60 min

The International Factual Forum enables television or digital content producers to present and promote their ideas for factual formats and programs to potential buyers, executive producers, television networks, streaming platforms, and other key figures in the entertainment industry attending MIA 2025.

Titles (in alphabetical order):
Best In Shoe
Bound By Destiny
Cities In The Air
Heritage Code
The Kids Are Watching
On The Road With Marco Polo
Pov
Wannabe Sex Worker
Wild Waters

INNOVATION FOR CREATIVE INDUSTRIES VERTICAL AI WORKSHOPS #4. Blockchain-AI Synergy in IP Management

Innovation for Creative Industries | Talks | Palazzo Barberini - Panel Pavillion | 10:30 – 12:30 | On Site | 120 min

This workshop is led by Canadian expert Manuel Badel, founder of Badel Media and international specialist in blockchain, AI, and intellectual property funding and management for media and creative industries. Fully dedicated to the integration of Blockchain and AI, the session will explore how these technologies can ensure content traceability and authenticity, unlock new funding opportunities for projects, and provide innovative models for intellectual property (IP) management and monetization.
The presentation is aimed at content creators and producers, but this topic consistently sparks strong interest among distributors, investors, funders, and policy makers alike.
A deep dive designed to deliver practical tools and strategic insights for professionals in the audiovisual and creative industries.

Participation is upon registration only, subject to availability.
To register, visit MIA 2025 website, under the “Innovation for Creative Industries" section.

Speaker:
Manuel Badel | Tech and Media Expert, First Blockchain PoC in Canadian Broadcasting, Badel Media (Canada)

The Audiovisual Audience: Attendance, Profiles, and Frequency in Theaters

Hosted | Talks | Cinema Barberini - Sala 5 | 11:00 – 13:00 | On Site | Online | 120 min

Italy has cutting edge tools for describing the film market, with the real-time collection and processing of data on attendance and box office (through Cinetel), as well as audience profiling of major films and within specific time frames (through CinExpert). To complement this framework, there is room for more scenario-based research, tasked with gathering additional information and broadening the overall perspective. This is the case of “Sala e salotto”, launched for the first time by ANICA in 2010 and now at its sixteenth edition, as a spin-off of the multi-client research project DigitalTRENDS (curated by Ergo Research).
The meeting organized within MIA will focus primarily on additional information concerning moviegoers, starting from the measurement of audience pools (at least once in theaters on an annual or semi-annual basis), with a focus on the average ticketing rate across different audience segments. And if the goal of the entire sector is to “engage more spectators” and “increase the frequency with which they go to the cinema,” the reflection on promotional tools that can support this process can benefit from audience reactions to both old and new approaches.
It is once again through listening to the audience that a deeper analysis of Italian cinema emerges—between perceived trends and audience expectations. In the background, the impact of the “living room,” around which an increasing number of entertainment options continue to gravitate.

Speaker: Alessandro Usai, Presidente ANICA

Presentation of the results of the study "Sala e Salotto": Michele Casula, Partner ERGO Research

Following, Round Table Discussion.

Speakers:
Sonia Dichter, Responsabile Area Marketing Cinema 01 DISTRIBUTION
Simone Gialdini, DG ANEC e Presidente CINETEL
Federica Lucisano, Amministratore Delegato LUCISANO MEDIA GROUP
Davide Novelli, Amministratore Delegato CINETEL, Senior VP Distribution PIPER FILM

Moderator:
Valentina Torlaschi, journalist, BOX OFFICE

MORTICIAN

Buyers Club | Market Screening | Cinema Barberini - Sala 2 | 11:30 – 13:04 | On Site | 94 min

The film follows a reclusive mortician who has been tasked with washing the bodies of recently deceased ex-pat Iranians in Canada. His world is turned upside down when he receives an unusual request from a dissident singer in hiding.

A YEAR OF SCHOOL

Buyers Club | Market Screening | Cinema Barberini - Sala 3 | 11:30 – 13:12 | On Site | 102 min

2007 - From Sweden, Fred moves to Trieste with her father and enrolls in the local Technical High School, finding herself as the only girl in an all-male class. She quickly becomes the center of attention, especially for three friends: Antero, Pasini and Mitis, putting their friendship to the test.

Turning Crisis Into Opportunity: Navigating Industry Shifts in Animation

Animation | Talks | Cinema Barberini - Sala 4 | 11:30 – 12:30 | On Site | Online | 60 min

The animation industry is undergoing a dynamic transformation, driven by new technologies, evolving audiences, and changing market models. This session is an opportunity to share experiences, highlight market insights, and explore actionable strategies to move forward and shape the future of the industry.

Speakers:
Nicolas Edmery | Film Market Analyst, European Audiovisual Observatory (France)
Barbara Tonelli | Account Manager, Coficiné (France)
Alessandra Principini | Foundraiser, Movimenti Production (Italy)

Moderator:
Philippe Alessandri | CEO & Founder, Watch Next Media (France)

HEN

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 11:30 – 13:06 | On Site | 96 min

Escaping from a chicken farm, a hen finds refuge in the courtyard of a crumbling restaurant. There, she discovers love, confronts the pecking order, and fights to protect her eggs from a greedy owner. She embarks on a droll yet touching quest.

Getting Docs to Theaters: Strategies and Opportunities

Doc | Talks | Cinema Barberini - Sala 6 | 12:00 – 13:00 | On Site | Online | 60 min

As streaming continues to reshape viewing habits, this panel tackles the evolving landscape of theatrical distribution for documentaries: unpacking new hurdles, creative tactics, and the opportunities still to be found on the big screen.

Speakers:
Enrico Bufalini | Director Historical Archive, Films and Docs, Cinecittà S.p.A. (Italy)
Artur Liebhart | CEO and Festival Director, Millennium Docs Against Gravity (Poland)
Agustina Lumi | Business Development Consultant, Usheru (Ireland)
Gregorio Paonessa | Producer, Vivo film (Italy)
Anastasia Plazzotta | CEO, Wanted Distribution (Italy)

Moderator:
Giorgio Bigoni | Chief Operating Officer, Cinetel (Italy)

A SURVIVOR'S TALE

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 13:30 – 15:12 | On Site | 102 min

In 16th-century Canada, a wrongfully exiled young noblewoman faces the brutal elements and the man who betrayed her as she fights for survival on a remote island, forced to confront love, betrayal, and her own strength in the wilderness.

MANIFATTURE DIGITALI CINEMA: TALENT, TECHNIQUE AND TERRITORY

Hosted | Talks | Cinema Barberini - Sala 1 | 14:00 – 15:00 | On Site | Online | 60 min

Presentation of the 2025/2026 Training Programs with our Key Partners

Toscana Film Commission, in collaboration with its main partners, presents the free professional training programs offered by Manifatture Digitali Cinema. This training, supported by the European FSE Funds, is designed for professionals in the audiovisual industry, focusing on creativity, innovation, technical skills, and culture. These courses apply Italy's traditional craftsmanship to the world of film and audiovisual production, serving a wide range of sectors.

Speakers:
Francesco Palumbo | Director, Fondazione Sistema Toscana (Italy)
Luigi Formicola | Activities Coordinator, MDC (Italy)
Pinangelo Marino | Program Coordinatori Doc/Kids&Teen, MDC (Italy)
Francesca Medolago Albani | Secretary General, Anica Academy (Italy)
Annalisa Forgione | President, A.M.C. Associazione Montaggio Cinematografico e Televisivo (Italy)
Luigi Cantamessa | Director, Fondazione FS Italiane (Italy)

Moderator:
Stefania Ippoliti | Director, Toscana Film Commission (Italy)

WILD FOXES

Buyers Club | Market Screening | Cinema Barberini - Sala 3 | 14:00 – 15:32 | On Site | 92 min

At a sports boarding school, talented young boxer Camille narrowly survives a fatal accident, saved by his best friend Matteo. After a swift recovery, an inexplicable pain gradually takes hold of him, threatening his dreams of greatness and his relationship with the team.

Conversation with Thom Zimny

Doc | Talks | Cinema Barberini - Sala 6 | 14:00 – 15:00 | On Site | 60 min

Thom Zimny is an Emmy and Grammy award-winning filmmaker, renowned for directing, producing, and editing critically acclaimed documentaries about some of the greatest artists of our time. His latest film, Road Diary: Bruce Springsteen and The E Street Band premiered at the Toronto Film Festival in 2024 and was released on Hulu and Disney + in October 2024. Recently, Zimny co-directed "WILLIE NELSON & FAMILY" alongside Oren Moverman, which premiered at the 2023 Sundance Film Festival and is now streaming on Paramount +. He also directed the Netflix documentary "SLY," exploring Sylvester Stallone's 50-year legacy in Hollywood, which closed the Toronto Film Festival in 2023. Zimny has collaborated with Bruce Springsteen for 24 years, winning an Emmy for outstanding director for "SPRINGSTEEN ON BROADWAY"

Drama Pitching Forum Session 2

Drama | Pitching Forum | Cinema Barberini - Sala 5 | 14:30 – 15:30 | On Site | Online | 60 min

This year, the Drama Co-production Market & Pitching Forum will present to the international audiovisual industry a selection of 15 series projects from 12 countries: Czech Republic, Finland, France, Germany, Greece, Ireland, Italy, Norway, Netherlands, Palestine, Switzerland, United Kingdom.

The projects were evaluated by the Selection Committee whose members are leaders of the global audiovisual industry. From the USA, Lauren Stein, Executive Vice President & Head of Creative Affairs at Sony Pictures Television, and Larry Grimaldi, Senior Vice President of Creative Affairs and Original Movies at FOX Entertainment Studios. From France Leo Becker, Head of International Originals and Co-Productions at Federation Studios and Manuel Alduy, Head of Cinema and Young Adult & International Fiction at France Télévisions. From Germany, Jasmin Maeda, SVP International Fiction Coproduction & Acquisition at ZDF. From the UK Steve Matthews, Head of Scripted, Creative at Banijay, Claire O'Brien, Development Director of Global Scripted Series at Universal International Studios, and the executive producer and former commissioner Caroline Hollick. From Norway Marianne Furevold-Boland, Head of Drama at NRK From Sweden Josefine Tengblad, Co-Founder and Producer at Nordic Drama Queens, and Marike Muselaers, VP International Financing & Coproductions at Nordisk Film Group. From Finland Andrea Scarso, Partner and Investment Director of IPR.VC. From Switzerland Claudia Bluemhuber, CEO and Managing Partner of Silver Reel. From Spain Béatrice Nouh, Head of Distribution and Coproductions at The Mediapro Studio. And, finally, from Italy, Maria Pia Ammirati, Head of Drama at RAI, and Elettra Canovi, newly appointed Director of Scripted Content at HBO Max.

DRAMA CO-PRODUCTION MARKET & PITCHING FORUM | 2025 OFFICIAL SELECTION

PROJECTS (in alphabetical order)

CASANOVA INVESTIGATES
CONNECTION LOST - THE STORY OF LIA OLIVETTI
DYOUF (GUESTS)
P26
PLUNDER
RAGE
WRITERS RETREAT

The Independent Film Distribution Arena: Embracing Change

Film | Cinema Barberini - Sala 4 | 15:00 – 16:00 | On Site | Online | 60 min

Hybrid viewing habits, moving back and forth between curated platforms and theatrical experiences, are reshaping the way audiences connect with independent films.
In today’s fast-evolving landscape, what strategies are independent filmmakers and distributors adopting to bring cinematic gems to global audiences in an increasingly competitive market? How are these rapid changes influencing film acquisitions, and what role do festivals, platforms, and social media play in building a successful theatrical release for independent films?

Speakers:
Ola Byszuk | Head of Sales, Co-Founder, Lucky Number, France
Benedetta Caponi | Commercial Director, I Wonder Pictures, Italy
Richard Lorber | President, Kino Lorber Media Group, USA
Mira Staleva | Managing Director and programmer Sofia International Film Festival and Head of Sofia Meetings, Bulgaria

Moderator:
Davide Abbatescianni, journalist, Cineuropa.org (Italy)

Immersive Futures: XR, Distribution, and the Audiovisual Industry

Innovation for Creative Industries | Talks | Palazzo Barberini - Panel Pavillion | 15:00 – 16:00 | On Site

60 min

This session brings together leading voices to examine one of the most crucial—yet still underdefined—areas of the immersive landscape: distribution and markets for XR content. We'll explore how producers and creators—especially those coming from traditional film—are navigating a field where dedicated distribution is still rare, world-sales infrastructure remains nascent, and box-office models largely hinge on LBE venues, while transparency and revenue-sharing practices continue to evolve.

Speakers:
Sönke Kirchhof | CEO, INVR.SPACE GmbH(Germany)
Stéphane Millière | President, Gedeon (France)
Björn Jensen | Creative Director & Founder, Ginger Foot – Representative, German Documentaries (Germany)
Carlo Rodomonti | Head of marketing & Innovationl, Rai Cinema (Italy)

Moderator:
Agnese Pietrobon | Writer & XR Consultant, XRMust (Italy)

FROM IDEA TO SCREEN: THE ROLE OF THE ORIGINAL PRODUCER

Hosted | Talks | Cinema Barberini - Sala 6 | 15:30 – 16:30 | On Site | Online | 60 min

What does a producer really do? Too often, the many professional figures grouped under the term “producer” remain indistinguishable: original producers, executive producers, delegated producers, financial producers… each plays a different role, some following the production process without necessarily engaging in the creative journey. At the core, the original producer is the one who brings a work to life — discovering talent, identifying stories, and building a project piece by piece. As vital to the genesis of a film or series as its authors, their role remains central to understanding how stories truly reach the screen. This panel reflects on these distinctions and on how original producers shape the entire audiovisual ecosystem, shedding light on a profession that is as complex as it is essential.

Introduction:
Marina Marzotto | Producer, President of DEDALUS – Alliance of Original Italian Producers (Italy)

Speakers:
Riccardo Tozzi | Producer, Vice President of DEDALUS – Alliance of Original Italian Producers (Italy)
Julie-Jeanne Régnault | Managing Director, European Producers Club (France/Belgium)
Fernando Bovaira | Producer (Spain)

PALESTINE 36

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 15:45 – 17:44 | On Site | 119 min

1936. As villages across Mandatory Palestine rise against British colonial rule, Yusuf drifts between his rural home and the restless energy of JeruSalesm, longing for a future beyond the growing unrest. But history is relentless. With rising numbers of Jewish immigrants escaping antisemitism in Europe, and the Palestinian population uniting in the largest and longest uprising against Britain’s 30-year dominion, all sides spiral towards inevitable collision in a decisive moment for the British Empire and the future of the entire region.

ILLUSION

Buyers Club | Market Screening | Cinema Barberini - Sala 3 | 15:50 – 17:40 | On Site | 110 min

Trinca plays judge Cristina Camponeschi who pursues a prostitution ring with ties to Eastern Europe and to the European Parliament. The investigation kicks off after a 16-year-old named Rosa Lazar “dressed like a Dior supermodel".

Film Archives: Preserving the Past, Shaping the Future

MIA | Talks | Cinema Barberini - Sala 1 | 16:00 – 17:30 | On Site | Online | 90 min

This panel brings together leading voices from the most important film archives in the world to discuss the challenges and opportunities of preservation in the digital era. From safeguarding heritage to making collections accessible to new generations, the conversation will explore how archives remain vital players in the cultural and creative landscape, ensuring that cinema’s memory continues to inspire the future.

Speakers:
Stefano Della Casa | Cineteca Nazionale - CSC (Italy)
Luciano Castillo | Cinemateca de Cuba, ICAIC (Cuba)
Nathalie Graumann | SND-M6 Group (France)
Vincent Paul-Boncour | Carlotta Films (France)
Adriana Chiesa | Acek (Italy)
Gianluca Curti | Minerva Pictures (Italy)
Riccardo Tozzi | Cattleya (Italy)
Massimo Vigliar | Surf Film (Italy)

NI PRIMERA NI DAMA - THE LAST FIRST LADY

Buyers Club | Market Screening | Cinema Barberini - Sala 2 | 16:00 – 17:30 | On Site | 90 min

In a world where tradition and power are often synonymous with stagnation, Irina Karamanos, anthropologist and political activist (former partner of Chile's president, Gabriel Boric), breaks the mold. In 2022, she accepts and dismantles the role of First Lady, shaking Latin American society.

From Documentary to Full Immersion: The GEDEON Experiences Case. A conversation with Stéphane Millière

Innovation for Creative Industries, Doc | Talks | Palazzo Barberini - Panel Pavillion | 16:00 – 16:30 | On Site | Online | 30 min

GEDEON Experiences, a spin-off of the renowned French group GEDEON Programmes, has successfully evolved from traditional documentary to high-impact immersive and VR experiences, transforming cultural content into international touring events. From Pompeii to Versailles, from the first Impressionist exhibition to La Sagrada Familia, each project combines historical accuracy, cinematic storytelling, and technological innovation.
In this conversation with Stéphane Millière, producer and president of GEDEON, we will explore the company's production and distribution model, the challenges of financing immersive media, and the opportunities for producers and cultural institutions aiming to bring art and heritage to new audiences, in France and around the world.

Speaker:
Stéphane Millière | President of GEDEON MEDIA GROUP (France)
Moderator:
Gioia Avvantaggiato | President & Executive Producer, GA&A (Italy)

The New Production Pipeline: How Game Engines Are Reshaping Animation's Business

Animation | Talks | Cinema Barberini - Sala 4 | 16:30 – 17:30 | On Site | Online | 60 min

As gaming and animation increasingly share tools, talent, and creative vision, a new space is emerging where innovation thrives. This panel explores how these two industries intersect—through interactive storytelling, real-time production, and cross-platform IP strategies.

Speakers:
Zoltán Bathó | Producer & Educator - R&D, Real-time, Virtual Production, VFX (The Netherlands)
Davide Tromba | CEO, Animoka (Italy)
Serena Tripepi | Director, Maga Animation Studio (Italy)

Moderator: Cristian Jezdic | Producer, beQ Entertainment (Italy)

GREENLit

Drama | Content Showcase | Cinema Barberini - Sala 5 | 16:30 – 18:00 | On Site | Online | 90 min

One of the flagship events of MIA’s Drama Division, GREENLit is the showcase dedicated to upcoming international series for TV and streaming platforms. This year’s edition takes on a celebratory note: four out of the six selected series took part in MIA’s Drama Co-Production and Pitching Forum and, after securing partners and financing, are now ready to debut for audiences. Producers, cast, creative teams, broadcasters and platforms will present these innovative works in an exclusive preview, through a conversation that explores their creative and production journey as well as the impact they aim to have on viewers.

The projects presented will be (in alphabetical order):

177 DAYS: THE KIDNAPPING OF FAROUK KASSAM / 177 GIORNI: IL RAPIMENTO DI FAROUK KASSAM, a Rai Fiction-BIM Produzione co-production, Italy

GLINA. A NEW CHAPTER, produced by Apple Film Production, Poland / UK

MILLENNIAL MAL, produced by Tornasol Media, Millennial Mal AIE, Alcaraván Films AIE, Ukbar Filmes, Spain / Portugal

SECONDS 2 / SEKUNNIT 2 , produced by Fire Monkey Productions, Finland

THE BEST IMMIGRANT, produced by Caviar, Belgium

THE RIDGE, produced by Great Southern Studios and Sinner Films, New Zealand / UK

Moderator:
Paolo Ciccarelli, Head of Drama, Mia | Mercato Internazionale Audiovisivo

TERRITORIES ON SET: TOOLS AND OPPORTUNITIES FOR A FILM-FRIENDLY FUTURE

Hosted | Talks | Cinema Barberini - Sala 6 | 17:00 – 18:00 | On Site | Online | 60 min

The panel “Territories on Set” introduces the latest initiatives from the Rome and Lazio Film Commission Foundation, aimed at fostering audiovisual production across the region and abroad. The session will unveil the tools designed to streamline and support film and television projects throughout every stage of production.

Speakers:
Lorenza Lei | Amministratore Delegato, Fondazione Roma Lazio Film Commission (Italy)
Maria Giuseppina Troccoli | Presidente, Fondazione Roma Lazio Film Commission (Italy)
Francesca Medolago Albani | Secretary General, Anica Academy (Italy)
Francesco Marcolini | President, LazioInnova
Roberta Angelilli | Vice Presidente - Assessore Sviluppo economico, Commercio, Artigianato, Industria, Internazionalizzazione Regione Lazio

Moderator:
Alessandra De Luca, | Journalist, Ciak, Avvenire (Italy)

QUEEN OF COAL

Buyers Club | Market Screening | Cinema Barberini - Sala 2 | 17:45 – 19:19 | On Site | 94 min

Miss Carbón tells the true story of Carlita, the first woman to work in a coal mine where superstition banned women, fearing they would cause cave-ins. Her courage defies prejudice, proving perseverance and passion can break boundaries.

FILMS ARE MORE THAN BOX OFFICE: WHERE DO NEW TALENTS FIND THEIR SPACE? PRODUCTION AND DISTRIBUTION IN DIALOGUE

Hosted | Talks | Cinema Barberini - Sala 1 | 18:00 – 19:00 | On Site | Online | 60 min

Today, bringing a distributor on board from the earliest financing stages is crucial, not only to secure a sustainable plan, but to steer projects toward increasingly fragmented audiences. In this landscape, producer–distributor synergy is no longer optional: it’s essential to discover, nurture, and launch new talents to light. This panel examines how producers and distributors can collaborate strategically to balance artistic vision and industrial viability, navigate international markets and evolving windows, and champion diverse stories and formats.

Speakers:
Simonetta Amenta | CEO, Eurofilm - President, AGICI (Italy)
Lucy De Crescenzo | CEO, Europictures (Italy)
Davide Novelli | Senior Vice President Distribution, PiperFilm (Italy)
Roberto Proia | Executive Director of Theatrical Distribution and Productions, Eagle Pictures (Italy)
Ines Vasiljević | CEO, Nightswim - Vice President, AGICI (Italy)
Gino Zagari | Exhibitor, Cinema Caravaggio (Italy)
Ola Byszuk | Co-founder, Head of Sales, Lucky Number - Producer, Nord-Ouest Films (France)

Moderator:
Simone Catania | Producer, Indyca (Italy)

BOUCHRA

Buyers Club | Market Screening | Cinema Barberini - Sala 7 | 18:00 – 19:25 | On Site | 85 min

Bouchra (35), a Moroccan filmmaker in New York, is paralyzed by the fear of the blank page. A phone call with her mother in Casablanca will have memories resurfacing. Their tender yet complex exchange sparks a creative breakthrough, opening a journey through family bonds, daughterhood, and the thrill of love.

The Children's Pubcasters Meeting

Animation | Talks | Cinema Barberini - Sala 5 | 18:15 – 19:15 | On Site | Online | 60 min

For the first time, MIA introduces a high-level forum dedicated to children’s content in public broadcasting. This exclusive annual gathering brings together the leading European public broadcasters and commissioners specialized in kids' and animation content for a closed-door strategic exchange. The goal: to identify shared editorial priorities, stimulate co-development opportunities, and create stronger alignment across territories.

The session opens to the public with a round table offering an insider’s perspective on the collaborative projects discussed and highlighting future cross-border synergies to boost the circulation of original European content.

Speakers:
Patricia Hidalgo | Director of Children & Education, BBC (UK)
Patricia Vasapollo | Head of Family & Fiction, HR/ARD (Germany)
Yago Fandino | Head of Children's Content and Director of Clan TV, RTVE-Clan (Spain)
Pierre Siracusa | Director of Animation, Children & Youth Department, France Télévisions (France)
Roberto Genovesi | Executive Director, Rai Kids (Italy)

Moderator:
Federica Pazzano | Conference Programming Lead - Animation Division, MIA (USA/Italy)

Friday, October 10, 2025

Tracing Paths for Global Cooperations

Animation | Talks | Cinema Barberini - Sala 1 | 10:00 – 11:00 | On Site | Online | 60 min

In a global industry, true collaboration between countries that are geographically and culturally distant remains a challenge. This session explores how players can build successful partnerships across borders—and what the industry can do to make these collaborations more effective and inclusive.

Speakers:
Jinsu Shin | Commissioning Editor, EBS Korea Educational Broadcasting System (South Korea)
Olivier Lelardoux | CEO, Blue Spirit - Studio TF1 (France)
Coralie Boitrelle-Laigle | Director of Youth Content France, M6 Group-Gulli (France)

Moderator:
Mounia Aram | Founder & CEO, MA Company (France/ Morocco)

INNOVATION FOR CREATIVE INDUSTRIES VERTICAL AI WORKSHOPS #5. We’ll fix it in AI! But wasn’t it in POST?

Innovation for Creative Industries | Talks | Palazzo Barberini - Panel Pavillion | 10:00 – 12:00 | On Site | 120 min

Come and discover how AI can transform filmmaking, enabling directors and producers to maximise their creativity by redirecting resources to high-impact areas.

Participation is upon registration only, subject to availability.
To register, visit MIA 2025 website, under the “Innovation for Creative Industries” section.

Speakers:
Francesco Grisi | CEO & Founder, EDI (Italy)

Pitch Perfect: What does Japanese Broadcaster NHK Expect from Producers?

Doc | Talks | Cinema Barberini - Sala 6 | 10:15 – 11:15 | On Site | Online | 60 min

Dive into the Art of Documentary Pitching and join top industry experts at MIA for an insightful panel exploring what producers are expected to bring to the table, creatively, strategically, and beyond, when it comes to crafting the perfect pitch.

Speaker:
Hiroshi Yokota | Director and Producer, NHK Enterprises (Japan)

Moderator:
Marco Spagnoli, Deputy Director, Head of Doc & Factual, MIA

GENERAL ASSEMBLY ON SHORT FILMS: INSTITUTIONS IN DIALOGUE

Hosted | Talks | Cinema Barberini - Sala 5 | 11:00 – 12:00 | On Site | 60 min

An annual event where institutions and key players in the Italian short film industry join forces to analyze the current state of the short film market; new financing models, independent production and distribution, future challenges for the audiovisual industry, innovative promotion strategies, and the evolving relationship between audiences and cinemas.

Speakers:
Lorenza Lei | CEO, Fondazione Roma Lazio Film Commission (Italy)
Piera Detassis | President and Artistic Director, Fondazione Accademia Del Cinema Italiano - Premi David di Donatello (Italy)
Nicola Claudio | President, Rai Cinema (Italy)
Chiara Sbarigia | President, Associazione Produttori Audiovisivi (Italy)
Gianluca Curti | President, CNA Cinema e Audiovisivo Nazionale (Italy)
Simonetta Amenta | President, Associazione Generale Industrie Cine-Audiovisive (Italy)
Giuliana Fantoni | President, Federazione Italiana Cinema D'Essai (Italy)
Simone Gialdini | President, Cinetel (Italy)
Saverio Pesapane | Italian Short Film Association - ISFA (Italy)
Carlo Rodomonti | President, Unione Editori e Creators Digitali di ANICA (Italy)

Moderator:
Gianluca Giannelli | Co-Director, Alice nella Città (Italy)

Access is also available through the guest list upon prior reservation at the following address: unbox@miamarket.it

FROM PAGE TO THE BIG SCREEN: IN CONVERSATION WITH LUDOVICA RAMPOLDI

Hosted | Talks | Cinema Barberini - Sala 1 | 12:30 – 13:30 | On Site | Online | 60 min

This meeting is part of the "Dalla pagina al grande schermo" seminars, a roadshow organized by ANICA since 2015 in collaboration with the Directorate General for Libraries and Copyright - MiC. The masterclasses are led by writers, directors, screenwriters, producers, and film and audiovisual industry professionals, with the aim of analyzing the development stages of a film, starting from the screenplay. Organized by ANICA in cooperation with MIC – Directorate-General for Libraries and Cultural Institutes.

Speaker: Ludovica Rampoldi - Screenwriter, writer and director

Moderator: Marco Spagnoli - MIA Deputy Director and Head of Doc & Factual

From invisible talents to a new standard for the diversification of the audiovisual industry: DiversiFind a year after its launch

MIA | Talks | Cinema Barberini - Sala 3 | 14:30 – 15:30 | On Site | Online | 60 min

Diversity is no longer just a cultural value: it is a strategic lever for the competitiveness of the audiovisual sector. Since the launch of DiversiFind, the platform that has opened up new opportunities for underrepresented talents, we present the data from the first year and the projects carried out with major industry players. The panel will conclude with the unveiling of DiversiCheck, the first tool capable of mapping all productions and measuring representation levels both on and off screen.

Speakers:
Chiara Sbarigia | Presidente, APA (Italy)
Chris Richmond | COO, DiversiFind (Italy)
Ivana Kastratovic | Head of Production, Sky Italia (Italy)
Miriam Giuliano | Language Producer Amazon MGM Studios, Prime Video Italia (Italy)

Moderator:
Francesca Vecchioni | Presidente, Fondazione Diversity (Italy)

MIA 11TH EDITION - AWARDS CLOSING CEREMONY

MIA | Awards | Cinema Barberini - Sala 5 | 17:30 – 20:00 | On Site | Online | 150 min

Celebrate excellence at the MIA Awards Ceremony, presenting the following prizes which will be assigned during the closing event:

MIA DEVELOPMENT AWARD BEST ANIMATION PROJECT
MIA DEVELOPMENT AWARD BEST DOC PROJECT
MIA DEVELOPMENT AWARD BEST DRAMA PROJECT
MIA DEVELOPMENT AWARD BEST FILM PROJECT
Sony Pictures Television Award
Paramount New Stories Award
GEDI Visual Award
SCREEN International Award
WIFTMI Award

Advertisement

Image not found or type unknown