



MIA: MORE THAN 1800 ACCREDITATIONS AND 60 THOUSAND MEETINGS, THE NUMBERS OF SUCCESS

MILAZZOTTO, IS THE NEW BRAND OF ITALIAN INNOVATION

Over **1,800 accreditations**, **58 participating countries**, **45 projects**, more than **60,000 meetings**, **120 films**, as well as a crowded **TV Upfront** and **What's next Italy**. It is the **boom** registered at the **third edition of MIA**, the **International Audio-visual Market** that **ends today** at the **Barberini District**, in **Rome** as a resounding success, marked also by the **million views on twitter**. A success which is due to the choice made by the organizers to give a strong identity trait to the event, and thanks to the transparency of the format built on the industry that received positive validation by the Italian and International markets. An identity exemplified by the highly innovative European **reorganization** of the autonomous management of **ANICA** and **APT**, led by the **Presidents Francesco Rutelli and Giancarlo Leone**, by the **Executive Directors Mina Larocca and Chiara Sbarigia** and supported by all the companies that the two associations represent.

Great satisfaction is expressed by **Lucia Milazzotto, Director of MIA**, who chooses to give her comment using the adjectives that the 1839 accredited participants have most often used during these hectic days when talking about the Market. "It was a **vibrant** market, because the number of meetings and deals was well beyond expectations," Milazzotto explains. "**Relevant** because MIA is a market that gathers the leaders of the sector. It was **important** because it is a strong European market that, at the same time, has seen major US participation. **Qualified** for the quality of the participants, the films and the projects presented."

Still using the list of adjectives most frequently used these days by the guests, MIA was, Milazzotto explains, "**useful**, because the Italian and European industries increasingly need unobstructed spaces in which to meet. But most of all, MIA is **strategic**: MIA is becoming an appointment not to be missed, right after MIP and



before AFM." Finally, concludes Milazzotto, MIA has been "Italian, International and beautiful, which were the adjectives I heard most often these days. **Italian** because Italy is experiencing a crucial moment in its history regarding international development; in this context, Italy will play an important role in the global trading tables. **International** because it gathers the industries of 58 countries that come to Rome to do business. Finally, in a simple word that sums up the exceptional atmosphere of these 4 days, MIA was **beautiful** as it is the only market that lives and breathes in extraordinary locations that reflect two thousand years of history."

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