



MIA - MERCATO INTERNAZIONALE AUDIOVISIVO

THE MARKET FOR THE CINEMA, TV AND DOCUMENTARY INDUSTRY WILL TAKE PLACE IN ROME FROM 19 TO 23 OCTOBER

Rome, 18 October 2017. **MIA, Mercato internazionale dell'Audiovisivo** is back for its **third edition** which will take place in **Rome** in the “**Barberini**” district from **19 to 23 October 2017**. MIA - the largest Italian market for sheer number of international participants – is a business platform aimed at producers and distributors of transnational content of high industrial value. It represents also a unique opportunity to present the “**Italian System**” on the international scene.

MIA is dedicated to all the audio-visual sectors (Cinema, TV, Doc) and includes four lines of activity. *Networking*: a set of tools designed to facilitate the meetings between **more than 1,300 accredited professionals**. *Content showcase*: **114 films** presented during market screenings dedicated to international buyers and **4** special appointments with the **Italian titles** of the next season of cinema and television. *Coproduction Market & Pitching Forum*: **45 projects from 21 countries** presented to over 500 potential co-production partners. *Talks*: a busy schedule with over **40 panels, masterclasses and debates**.

The ability to ‘matchmake’, i.e. build an efficient network of international industrial relations, is the distinctive feature of this market event, which is both informal and first-rate. **Matching Excellence** is, therefore, the new slogan of the 2017 edition, which emphasizes Italy's role as an agent of innovation and creativity in the international field, as well as MIA's part in speeding up business for Italian excellence in foreign relations.

As **Carlo Calenda**, the **Minister of Economic Development**, has reminded us: “MIA, now at its third edition, provides a golden opportunity for the national and international audio-visual market: it furthers meetings between producers and distributors of content encourages the sharing of technological progress, and promotes our domestic productions and their internationalization processes, facilitating the growth of the sector and the spread of Italian resources all over the world.”

Dario Franceschini, the **Italian Minister for Cultural Heritage and Activities and Tourism**, recognizes that MIA is “giving Italy back its own market, more than a decade after the closure of MIFED - International Film and Multimedia Market. This is happening at a critical time for the audio-visual industry: the introduction of the new Cinema Law which established new financial resources, the relaunch of the Istituto Luce-Cinecittà, the comeback in Italy of major international productions and the



increasing affirmation of Italian cinema worldwide are the cornerstones of the development of a new and important season for the Italian audio-visual industry.”

Michele Scannavini, President of ICE (Italian Trade Agency) adds that *“Rome’s International Market matches up perfectly with our strategic vision. It is the first of its kind in Italy, and is a more concrete signal of the breakthrough made in the last few years in enhancing the Italian audio-visual industry. This breakthrough has gradually enabled us to present abroad the Italian System and its increasingly well-defined governance, also thanks to the cooperation between the concerned public institutions and the business associations of the sector.”*

Nicola Zingaretti, President of Regione Lazio further recognizes how *“MIA has become the main event of the Italian Film Industry, and its influence continues to grow and emerge on the international scene. As a result, Lazio Region, with the collaboration of Roma Lazio Film Commission, has decided to launch a new edition of the “Lazio Cinema International” call in Rome.”*

Francesco Rutelli, President of ANICA, describes MIA as *“a team play, where both the private sector and the Institutions work side by side for the growth of the Cinema and A/V industry, aiming to enhance our opportunity to succeed in the international market. MIA was born under very good stars: a revitalized creativity, a renewed production capacity and the important new legal framework as the Franceschini Film and A/V Law, supporting film, series and documentaries production.”*

Giancarlo Leone, Presidente di APT observes how *“In recent years, the audio-visual industry is experiencing a renaissance, thanks to the independent producers’ ability to face the new national and global challenges as effectively as possible. This resurgence is also a result of new government policies that have furthered the building of a network of independent companies which invest in innovative contents and in their internationalization. MIA was conceived following these guidelines and, today, at its third edition, it is more than ever aimed at supporting companies in their global challenges.”*

Lucia Milazzotto, director of MIA concludes by saying *“MIA turns three and presents itself as a unique and further implemented business hub for the world-wide industry leaders, confirming the success of Mia’s contemporary and flexible formula.”*

MIA has been created, realized and produced by the joint venture between **ANICA** (National Association of Cinema and Audio-visual Industries) and **APT** (Association of Television Producers). It is supported by the **Italian Ministry for Economic Development**, by **ICE** (Italian Trade Promotion Agency), by the **Italian Ministry for Cultural Heritage and Activities and Tourism**, by **Lazio Region** and by **MEDIA** program. **Fondazione Cinema per Roma** is MIA’s technical sponsor, and the Council of Europe’s **Eurimages** Fund MIA’s partner. In addition, MIA has an editorial committee that is made by: **ANICA**, **APT**, **CartoonIT**, **100 Autori**, the **Italian Film Commissions** and **UNEFA** (National Union of Film and Audio-visual Exporters).

THE ACTIVITIES

NETWORKING



MIA is a boutique market with a strong selective imprint, focused primarily on high-quality content industry. Its positioning and size allows the MIA team to assist every single project and operator by building a tailor-made plan consisting of appointments, presentations, and promotional opportunities to make their experience in Rome efficient and in line with their business expectations. More than 1,000 meetings have already been pre-scheduled based on the industrial strategies of each accredited individual, with formulas ranging from *speed meetings*, *breakfasts with* and *producers meet producers*.

In 2017, the market here in Rome presents itself as a well-structured forum, capable of facilitating and supporting industry professionals in building and strengthening strategic relationships which will prove useful in the medium to long term.

CO-PRODUCTION MARKET E PITCHING FORUM

MIA's co-production market includes an overall selection of 45 titles among cinema, television and documentary productions, that will benefit from a packed schedule of public presentations, B2B preplanned meetings and speed meetings, aimed at easing the possibility of co-productions and at finding financial partners. The board of professionals personally hand-picked the selected projects from the over 300 submissions presented this year.

More than 50% of the projects selected in our past editions have now been produced and have received international acclaim. Some of the former participants of MIA's production market are: Agnieszka Holland, Sally Potter, Paddy Considine, Ritesh Batra, Clio Barnard, Jia Zhang-ke, Sheng Zhimin, Diego Lerman, Kadri Kousaar, Stephen Burke, Katarzyna Roslaniec, Sharunas Bartas, Alvaro Brechner, Laura Bispuri, Fabio Mollo, Marco Bellocchio, Franco Maresco, Manetti Bros, Elisa Fuksas, Fulvio Risuleo, Valerio Mieli, Salvatore Mereu, Matteo Botrugno e Daniele Coluccini.

This year, the coproduction market at MIA CINEMA presents **21 projects** from the independent film scene, confirming a strong authorial imprint. Among these projects, *Noah's Ark* by Sérgio Machado produced by Walter Salles, *We are the Winners* by Giovanni Piperno produced by Matteo Garrone, *Calibro 9* by Renato De Maria produced by Angelo Barbagallo, *The Vice of Hope* by Edoardo De Angelis produced by Pierpaolo Verga.

15 titles will be presented at MIA TV **Drama Series Pitching Forum**: a wide and heterogeneous selection in terms of geography, genre and size of production. The selection will range from the independent productions to the newest productions from the most prominent companies, such as All3 Media, Company Pictures and Saga Films. International representatives will be present, who will meet the creators of these projects: commissioning editors, heads of productions, sponsors and talent agents from Europe and the US.

The MIA DOC Co-Production Market & Pitching Forum will present **9 Italian production projects**, focused on *Human Interest*, *Current Affairs* and *Investigative Journalism*. Among the selected titles, there is "My Missing Sister" (documentary about Emanuela Orlandi's disappearance, directed by Alessandra Bruno, produced by Raffaele Brunetti and Ilona Grundmann)

At the same time, an interesting new event of MIA 2017 will take place: **Graphic Novel Rights Center**, a format that promotes the meeting between the audiovisual industry figures and the



independent publishers specialized in graphic novels - one of the most vibrant literary genres in terms of narrative quality and ability to be in touch with the audience. This event aims at promoting the use, by cinema and television, of such independent properties as the ones selected, which will be presented to the producers during pitching sessions. Among them there are: "Le ragazzine stanno perdendo il controllo. La città le teme. La fine è azzurra" by Ratigher, "Cosmo" by Marino Neri, "La favorita" by Matthias Lehman, "Brian the brain" by Miguel Angel Martin and "Alien" by Aisha Franz.

CONTENT SHOWCASE

MIA is the ideal platform from which to sell and promote both European and Italian independent content.

The film buyers will have access to 114 international and national products, all available for screening at Cinema Barberini and Quattro Fontane, the two multiplex theatres in the district, or on the digital videolibrary, created in collaboration with WCPMedia Services. The buyers will also have early access to the next best productions the Italian industry has to offer. **What's Next Italy** is the event where the most interesting Italian films of the forthcoming season will be presented, along with unseen footage and exclusive sneak peaks of in-progress movies, presented and commented by the authors and producers. Among the selected titles: *Albe* (**Elisa Fuksas**), *Due Piccoli Italiani* (**Paolo Sassanelli**), *Favola* (**Sebastiano Mauri**), *Figlia Mia* (**Laura Bispuri**), *In viaggio con Adele* (**Alessandro Capitani**), *Il Libro delle Visioni* (**Carlo S.Hintermann**), *Like me back* (**Leonardo Guerra Seragnoli**), *Made in Italy* (**Luciano Ligabue**), *Matrimonio Italiano* (**Alessandro Genovesi**), *Ovunque Proteggimi* (**Bonifacio Angius**), *The Place* (**Paolo Genovese**), *Il premio* (**Alessandro Gassman**), *Il Ragazzo Invisibile – Seconda Generazione* (**Gabriele Salvatore**), *Ride* (**Jacopo Rondinelli**), *Sembra mio figlio* (**Costanza Quatriglio**), *Sono Tornato* (**Luca Miniero**), *Il Vegetariano* (**Roberto San Pietro**).

Television operators like broadcasters, heads of drama, commissioning editors and international distributors will attend the **Italian TV Upfront**, where the newest in-progress Italian TV series will be presented, showcasing the excellence and competitiveness of our national production.

A special screening, of the new BBC and Cinemax crime series "**Replik**", created by Harry and Jack Williams - authors of *The Missing* - and starring **Richard Dormer** (Beric Dondarrion in *Game of Thrones*, Dan Anderssen in *Fortitude*) and **Jodi Balfour** (Joni in *Quarry*) will also take place.

TALKS & PANELS

An ample program, packed with roundtables, masterclasses, impact speeches and workshops will complete the experience of MIA 2017, allowing experts to share their ideas and offer new analysis tools useful to identify efficient business models and new marketing opportunities.

Over 40 follow-up meetings are scheduled, hosted by the 130 top players of the audiovisual industry. Among the topics discussed, there is **the globalization of the International television market**: a topic that will be analyzed from both the American and European point



of view. Other panels will analyze the following topics: **film remakes**, **piracy** and its effects on the independent film industry, strategies to add value to **classic film** catalogues, **powerful women** in the entertainment industry, **storytelling** in **gaming** and **audiovisual production**, **European animation** (Jacque Bled, the man behind *Despicable Me*, *Minions*, *Pets* and *Sing!* will be one of the speakers) and **virtual reality** in cinema and television.

The International industry will be able to examine in depth the changes caused by the introduction of the new laws concerning the audiovisual sector by attending the panel **Working with Italy**, an event organized by MIBACT, where all the new tax incentives offered for international productions and co-productions will be illustrated.

Among the masterclasses, the appointment with three of the most desired showrunners of the moment stands out: **Frank Spotniz**, creator of *X-Files*, *The man in the high castle* and more recently, *Medici: Masters of Florence*, **Chris Brancato**, *Narcos* co-creator and well-known for his work on cult TV series such as *X-Files* and *Hannibal*, and **Evan Katz**, executive producer of TV series including *24: Legacy*, *Body of proof* and *The event*. Another MIA's guest will be the actor and producer **Daniel Dae Kim** (*Lost*, *Hawaii Five-O*) who will talk about the experience he had producing a remake of a successful South Korean show for the ABC network.

THE BARBERINI "DISTRICT"

The location is one of the great novelties of the third edition of MIA, which will take place in the **"district" of Piazza Barberini**, a neighborhood that combines excellent functionality with a unique aesthetic component. Deep into the heart of the Italian baroque, MIA delegates will move between the newly reopened and restored south wing of **Palazzo Barberini**, which will host the co-production market, networking activities and the videolibrary, the **Hotel Bernini Bristol** where the networking activities and numerous market events will take place and the **NCTM** Auditorium and the **EDISON** Auditorium where the pitching sessions, panels and masterclasses will occur. At theaters **Barberini** and **Quattro Fontane**, on the other hand, the market screenings and the "What's Next Italy", "A Suivre ... France" and "Italian Tv Upfront" events will take place.

THE AWARDS

The "incubated" projects in the MIA's 2017 co-production market compete for the assignation of prizes for a total value of 55,000 euros.

The Council of Europe's **Eurimages Fund** confirms the **Eurimages Co-Production Development Award**, recognizing MIA's important role in supporting co-productions and business relationships revolving around major international projects. The project in line with the principles of collaboration and co-production that inspire Eurimages will be awarded a prize of 20,000 euros in cash.

The **Apulia Film Commission**, founded with the aim of attracting audio-visual production companies through the competitiveness of the services, the workforce and the territory of the



Apulia Region, will hand out the **MIA TV Best Drama Series Award** (20,000 euros) to the best presented project at the television co-production market.

EDI Effetti Digitali Italiani - a leader in the field of VFX in Italy - chose MIA to inaugurate the **MIA EDI Visionary Award**, dedicated to those cinema, TV series or documentary projects that have distinguished themselves for their innovative narrative capacity and their excellent use of visual effects. The award offered by EDI consists of visual effects facilities for a value of 15,000 euros.

MIA 2017 is also proud to host two of the most prestigious Italian awards supporting film and television writing: the **Bixio Award** and the **Solinas Award**.

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