



# MIA - MERCATO INTERNAZIONALE AUDIOVISIVO

## MIA CONFIRMS ITS SUCCESSFUL FORMULA WITH NEW CONTENT SHOWCASES

*FOURTH EDITION IN ROME FROM OCTOBER 17<sup>th</sup> to 21<sup>st</sup>, 2018*

**With 1800+ registered participants from 58 different Countries in the past edition, MIA** has become a fundamental appointment for the international key players who develop, produce and distribute premium content worldwide (film, TV series, documentary films) and has now established itself as an asserted flywheel to promote the audiovisual system and the Italian territory.

For 2018, MIA confirms its venues in the "Barberini District", between Palazzo Barberini, with new and larger spaces, the prestigious Barberini and 4 Fontane cinemas, and the exclusive Hotel Bernini Bristol. In these venues, an intense four days program will be unfold, starting from the **Co-production Market e Pitching Forum** which has become a point of reference for screenwriters, directors and producers as the ideal platform to present and find the best co-production partners for their projects.

In addition to Screenings, dedicated to sales & buyers, MIA confirms its mission to become the place where new audiovisual products are launched, offering 4 special programs, 3 of which are devoted to Italy. The **MIA | Cinema** section confirms one of its most awaited appointments, **WHAT'S NEXT ITALY**, dedicated to Italian films to be released in 2019. And this year, this same opportunity is extended to the whole of Europe with **C EU SOON** - a selection of new European films - aiming to discover and launch the most promising upcoming titles of the year. In 2018, during a very exclusive event, Italian TV producers will be given the opportunity to present their most important Italian drama series in development or production to an international audience: **MIA |TV: GREENLIT**. **MIA | DOC** then presents **ITALIANS DOC IT BETTER**, an exclusive showcase of the most successful Italian documentaries, an opportunity to look into the domestic offer.

MIA is conceived, realized and produced by **ANICA** (Associazione Nazionale Industrie Cinematografiche e Audiovisive) and **APT** (Associazione Produttori Televisivi). MIA is financed by the **Ministry of Economic Development, ICE, Ministry of Cultural Heritage and Activities, the Lazio Region, and the MEDIA program**. Partners include the **Fondazione Cinema per Roma** and the Council of Europe Fund **Eurimages**. MIA features an editorial board that includes, in addition to **ANICA** and **APT, 100 Authors, Agci CartoonIT, CNA, Italian Film Commissions, L.A.R.A. and UNEFA**.

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