

MIA19 Market Screenings Guidelines

1 Introduction

- 1.1 MIA Mercato Internazionale Audiovisivo (from now on referred to as MIA) is a brand of ANICA Servizi S.r.l. (sole shareholder: ANICA, the National Association of Film and Audiovisual Industries) and APA (Association of Audiovisual Producers),
- 1.2 MIA is organized by a temporary grouping between ANICA Servizi S.r.l. and APA (from now on referred to as RTI), it is supported by MISE (the Ministry of Economic Development), ITA|ICE (Italian Trade Agency) and is promoted by MIBAC (the Ministry for the Cultural Heritage and Activities and Tourism) and Regione Lazio, partner Fondazione Cinema per Roma.
- 1.3 MIA is a market platform devoted to the entire audiovisual industry (Films, Drama Series and Docs) mainly focused on screenings, panels, meetings and networking opportunities within the Italian and International Audiovisual Industry.
- 1.4 MIA runs from October the 16th until the 20th 2019 and is held at Hotels and movie theatres located in the center of Rome.
- 1.5 The MIA Director reserves the right to settle all disputes not explicitly set forth in these regulations, and to waive the provisions of the regulations only in specific cases. Should any dispute arise regarding the interpretation of the provisions of the regulations, the original Italian language text shall be binding.

2 General Information

- 2.1 The market screenings are open to long feature films as well as medium-length works.
- 2.2 The Market screenings are held at theatres in the Piazza Barberini's area from October 17th to 20th.

3 Films Eligibility

- 3.1 The following films are eligible for submission to MIA:
 - a) Feature Films that have not been screened at the 2018 edition of MIA, Rome Film Fest and Alice nella Città official selection;
 - b) Feature films released after June 2019 (the release date includes participation in film festivals, film markets, or showcases);
 - c) Films produced after September 2018;
 - d) Films which are not of a blatantly pornographic nature, or those which advocate violence or openly incite violation of human rights;
 - e) Films which do not infringe copyright or break international regulations concerning the ownership of intellectual property;
 - f) Short Films are not eligible.

4 Programming

4.1 MIA reserves the right to give priority to films premiering at MIA and /or to world/international premieres screening in the official sections of the 2019 Rome Film Fest.

4.2 Films which have already screened in **TWO** international film markets will not be prioritized and will be programmed according to screening slots availability.

4.3 Screening requests will be processed on a first-come-first-served basis.

4.4 A maximum of one screening will be scheduled for each film. Second screenings will be considered and programmed on the basis of the screening slots still available (if any) after the deadline.

4.5 Although scheduling requests from participants will be held in the utmost consideration, the MIA reserves the right to set screening schedules (dates, times, venues and numbers of screenings per title) as it sees fit best. Final decisions regarding the screening schedule are at the sole discretion of the MIA Director.

5 Film Submissions

5.1 Companies representatives submitting a film to The MIA must also purchase a Market badge (see MIA Accreditation Rules).

5.2 Producers, distributors or other parties presenting films at MIA must be entitled to do so by holding all the relevant and reserved rights to represent the aforementioned films, and they must guarantee that they have been legitimately authorized to submit the film to MIA.

5.3 Having read and accepted the present Regulations, all parties submitting a film to MIA shall declare and guarantee that they possess all reserved rights in the film and likewise they undertake to indemnify and hold harmless the RTI and its entitled parties from any present or future claim from, and any liability towards, third parties that could arise from the screening of the submitted title at MIA.

5.4 Films to be screened at MIA should be submitted using the official online entry form (www.miamarket.it), which must be duly completed, signed, scanned and sent via email to mia.cinema@miamarket.it **no later than Tuesday September 10th 2019**.

5.5 MIA does not cover expenses for subtitles. Films whose original version is not English should have English subtitles.

5.6 MIA will send a written confirmation (by e-mail) of the market screening; only following this written confirmation a film can be considered officially admitted to MIA.

5.7 Once a film has been officially admitted to MIA, it will be included in the Industry Guide, on the website and in the market screenings program. The film information published on the aforementioned on/offline materials are automatically gathered from the online entry form filled out by the applicant. The organizers shall not be held liable for inaccurate or missing information published in the materials, originating from errors or omissions reported in the entry form.

5.8 Submissions arriving after the deadline (**September 10th 2019**) will be considered on the basis of the screening slots still available (if any). Last-minute film entries, if accepted, will be listed on the MIA website only.

5.9 Should submitters wish that their own titles should not be mentioned in the on/offline materials published by the MIA (or else mentioned with restrictions concerning access to screenings), they must inform the MIA market in writing (to mia.cinema@miamarket.it) as soon as possible and **no**

later than September 10th 2019 (cfr. art.9.6). Any communication concerning market screenings non-disclosure or access restrictions received after September the 10th will be reported on the MIA online communication tools only.

5.10 MIA cannot be held responsible for delays or cancellations of the screenings if the technical data requested for programming and provided by the submitters are incomplete or inaccurate.

5.11 Screenings are confirmed to individuals and/or companies who are in arrears with the MIA only after payment of the debt previously contracted.

6 Formats, Screening Fees

6.1 Accepted formats are:

- D-Cinema DCP
- 3D DCP
- Blu-ray Disc

6.2 Companies representing the titles at MIA are recommended to comply with the technical requirements and guidelines indicated by the MIA, which will be published in the MIA website (www.miamarket.it) and will be forwarded by the Technical Department to all submitters.

6.3 The below rates apply to screenings slots of 120 minutes.

Date	Rate
Thursday October 17 th am	550,00 €
From Thursday October 17 th pm through Saturday October 19 th am/pm	700,00
Sunday October 20 th am	550,00 €

Additional 20 minutes will be subject to an extra charge of 50.00 Euros.

Above 140 minutes, the MIA reserves and invoices two consecutive full screening slots.

Promos and trailers can be screened singularly or grouped in a unique session. Up to 30 minutes, a fix rate of 25% of a 120 minutes screening will be invoiced. Above 30 minutes, a full screening slot will be invoiced.

Please note that all prices are before VAT. VAT will be added for Italian companies according to the applicable rate in use on the date of payment. Foreign companies will be invoiced without VAT (if not applicable) and it will be their own responsibility to comply to their local fiscal laws.

7 Payment

7.1 Market screenings fees should be paid in advance after the receipt of the booking order. Invoices will be issued upon receipt of the payment.

7.2 Market screenings fees can be paid by bank/wire transfer and credit card via paypal.

7.3 Deadline for payment is **Friday October 4th 2019**.

7.4 In case the booking order results non-paid within the deadline and after two payment reminders, the MIA reserves the right to apply a late payment fee (up to + 10% of the total amount) and to cancel the market screening.

8 Cancellations

8.1 Programmed screenings may only be cancelled by prior written notice sent by e-mail (mia.cinema@miamarket.it).

8.2 Cancellations will be accepted up to **Tuesday October 1st 2019**. After this date and **until October the 4th 2019**, a cancellation fee of 50% of the due fee will be charged. For any cancellation **after October the 4th**, the full cost of the screening will be charged.

9 Access to screenings

9.1 Access to the market screenings are reserved to MIA badge-holders.

9.2 People without a MIA badge are allowed entrance to market screenings only if provided with an official invitation issued by the MIA staff, upon request of the company representing the title.

9.3 Rights holders may request from MIA staff official invitations to their screenings for non-accredited professionals. Please note that access to screenings is prohibited to persons under 18 even if they have an invitation. Written request for these invitations must be made to MIA staff by writing an email to mia.cinema@miamarket.it at least 72 hours before the screening date.

9.4 MIA personnel will scan the badges at the entrance of the theatres. The screenings attendees list is available for the company representing the title few hours after the end of the screening at the MyMIA page, accessible with the submitter's personal credentials.

9.5 Personnel stationed at the theatre entrance will be uniquely responsible for the enforcement of art. 9.1 and 9.2. Any other operation involving filtering of attendees (see art. 9.6) must be handled directly by the entitled party (the company representing the title at MIA).

9.6 Rights holders can restrict access to screenings of their films at MIA by informing in writing the MIA staff (e-mail: mia.cinema@miamarket.it). The screening can be 'by invitation only' or 'private'. In order to be listed accordingly in the MIA communication materials, the request should reach the MIA staff by **September 10th 2019**.

10 Dispatch of Films

10.1 Materials must reach MIA, at the sender's expense (costs of transport, including customs fees, insurance, the costs for return freight and any other transfer expenses), **no later than Friday September 27th 2019**.

10.2 Materials are checked upon arrival. The technical check cannot be guaranteed for titles received after the deadline.

10.3 The RTI shall not be held responsible for any flaws, delays or cancellations of screenings if materials arrive **after September 27th 2019**.

10.4 Submitters whose films reach the MIA premises after Thursday October 10th, will be charged a late fee of 200 Euros per film.

10.5 The address of the MIA's film storage facility, along with the MIA's recommended shipping instructions and specific guidelines for DCP and video materials will be forwarded to the representative upon confirmation of the screening by The MIA organizers.

10.6 The sender should inform the MIA by e-mail of the title, date and details of shipment, and the shipment number or airway bill number according to the MIA shipping instructions.

10.7 If materials do not reach MIA **at least four days before their programmed screening**, the MIA reserves the right to cancel the screening. In this case, the full cost of the screening will be charged to the participant who requested it.

10.8 MIA will package the materials of the title screened at the conclusion of the MIA and hold them ready for pick up.

10.9 If the representing company does not have its own trusted shipping company, the MIA will arrange for its shipping agent to handle the materials. The return shipping costs will be borne by the owner of the materials.

10.10 The title's rights holder should inform the MIA staff of the destination of the print following its screening in Rome by filling out a specific section of the online entry form. In any case, the title, shipment date and details of the print's next destination must reach the organization in due time, **no later than October 11, 2019**. All materials that are not reclaimed within **December 31, 2019** will be destroyed.

10.11 The MIA shall not be held responsible for any delay in the return shipment of the materials, if such a delay is incurred due to the inaccuracy or incompleteness of the print owner's instructions or insufficient notice provided of the above information.

11 LIABILITY OF MIA

11.1 Shipment insurance expenses shall be borne by the company or individual that submitted the film to MIA.

11.2 RTI is responsible for the insurance and storage of the materials while these are in the RTI premises.

11.3 In case of loss or damage of a title carrier or copy during MIA (October 16-20, 2019), RTI will compensate the film representative for the cost of replacing the copy (or the damaged/lost part thereof), according to current labs rates.

11.4 Participants who send material for screenings should commit to adopting quality standards for the presented formats. The RTI cannot be held responsible for screening delays or cancellations caused by technically defective materials.

11.5 Any claims for damaged copies must be immediately notified in writing to the organization by e-mail (mia.cinema@miamarket.it). Claims received **after December 31, 2019**, shall not be taken into consideration.