

DRAMA SERIES PITCHING FORUM

MIA 2019 CO-PRODUCTION FORUM

RULES AND REGULATIONS

The Drama Series Pitching Forum is one of the key events of MIA and is widely regarded as one the most interesting and must-attend co-production forum in Europe, for the international TV and digital industry.

After the great success of last year event, the 2019 edition of the Drama Series Pitching Forum will present about 12 new international high-end drama projects selected by the Drama Series Executive Committee that will be pitched before an audience composed by senior TV and digital professionals, key decision makers such as head of drama, commissioning editors, international producers, buyers, investors, talents, distribution partners, talent agents, private and public funds.

Drama Series Pitching Forum is designed for producers, broadcasters, distributors, to get **commissioning, financing and co-producing partners** and explores the essential elements of successful drama series.

One-on-one pre-scheduled meetings will be set up prior and during the event. A dedicated team will host and facilitate meetings with the project holders. Meetings will be set up ensuing the Pitching Forum sessions, will be scheduled upon request.

The **Executive Committee**, composed by top industry experts, will review all the projects shortlisted, will share their knowledge and provide exclusive insights in their evaluation process.

ELIGIBILITY CRITERIA

1. Projects eligible for the Drama Series Pitching Forum must be **international original projects** of outstanding artistic value with potential TX on linear broadcasting and/or OTT streaming platforms.
2. **Online registration.** To enter a project in the call for entries is free of charge. To be considered for pre-selection, drama series projects must be entered in the registration form available on <https://www.miamarket.it/en/mia-2019-en/drama-series/drama-series-pitching-forum/>
3. All drama **genres** are accepted (drama, dramedy, comedy, period, crime/thriller, sci-fi, young adult, adult animation, ...).
4. Works must be serialized in episodes and can be of **different scripted formats** and lengths:

- Hour-long Series
 - Half-hour long (min. 20 minutes per episode)
 - Anthology series
 - Limited series or event mini-series (composed at least by 4 episodes per season)
 - Returning Series
5. Entries must be accompanied by a provisional **budget and a treatment**.
 6. Submitted projects can be at **different stages of development**, but they must not have started shooting before the 2019 edition of MIA.
 7. Project must be issued by **producers** (who hold the right to pitch the show) seeking international partners and funding for their specific entry. Producers must have **proven experience** (at least one TV series or movie already produced).
 8. Only **first season** of a scripted series will be admitted.
 9. Both original **concept** and adaptation and/or remake will be considered for the selection.
 10. Project must not have been presented in a **public pitching session** in the 9 months before MIA 2019.
 11. A **broadcaster attached** is a plus but is not mandatory.
 12. All the required documents must be provided before the deadline. Only **completed submissions** will be considered in the next steps of the selection process.
 13. Each company can submit **up to two (2) projects maximum**.

Projects Submissions Deadline: JUNE 29th 2019 - **DEADLINE EXTENDED TO JULY 15TH 2019**

Projects of a blatantly pornographic nature or advocating violence or openly inciting to a violation of human rights are not eligible.

EVALUATION CRITERIA

About 5 international experts, with expressly no conflicts of interest with the projects shortlisted, will be selected across the members of the MIA | DRAMA Advisory Board and will be invited to join the Executive Committee, who are responsible for the evaluation of the projects selected for the DRAMA SERIES PITCHING FROUM.

The Advisory Board and The Executive Committee are charged with helping to preserve the unique creative charisma of the event and at the same time ensuring that it thrives in a fast-tracking media environment.

The Executive Committee will evaluate the projects shortlisted following these criteria:

- Original and innovative concept
- Storytelling quality
- Characterisation and character journey(s)
- Capacity of returning for multiple series
- Potential for International co-production structuring and for commercial affairs
- Worldwide appeal
- Production Value
- Track record of production company
- Pitch Quality

MATERIAL REQUESTED

All submitters must complete the online ENTY FORM for each project submitted, registering at personal area of MIA website: <https://my.miamarket.it/en>.

Only submissions written in English will be accepted.

For each project submitted please be ready to upload online the following mandatory information and sheets:

1. Elevator Pitch - An executive summary of the proposal in no more than 300 characters
2. Series Synopsis - the full proposal or treatment in no more than 1200 characters
3. Creator's or producer's Statement - max 500 characters
4. Company Profile – max 500 characters

All submission must include the following mandatory attachments:

5. Treatment or Bible with the following sheets:
 - Pilot synopsis
 - Overview with episodic synopsis
 - Characters' sheet and journeys
 - Highlights for development of second and/or multiple series
6. Budget top-sheet (mandatory)
7. Financial plan and secured financing (mandatory)

Optional attachments:

1. Pilot script (if available)
2. Mood-Trailer or Mood-Reel – please note that video mood-trailer or mood-reel will be mandatorily asked and delivered for public pitch at MIA 2019.
3. Mood-book (if available)

4. Representative's picture in high resolution (300dpi) to be published on the pitch guide and on MIA website.
5. Series artwork in high resolution (300dpi) to be published on the pitch guide and on MIA website.
6. Creator/Showrunner's Bio and Filmography and link to show-reel (if avail)

Any other English-language material that may contribute to a better understanding of the project would be highly recommended. Incomplete submissions will not be taken into consideration.

SELECTION

The submission of a project implies the unconditional acceptance of the present Rules and Regulations as well as the acceptance of all decisions taken by the MIA | DRAMA Executive Committee and MIA Team, which are final.

The evaluation of the projects will be taken by the MIA | DRAMA Executive Committee and announced by September 2019.

The signature on the entry form is considered as proof that the signatory, by filling in the entry form, freely accepts all rules and regulations and all MIA | DRAMA Executive Committee decisions regarding the selection of the projects.

Once the project is selected, the signatory formally commits himself or herself to present the project at MIA 2019; declares himself or herself the sole and exclusive owner of all the rights related to the project, and therefore entitled to the MIA co-production market, guarantees that the submitted project does not infringe the rights of any third party.

The signature on the entry form releases and indemnifies MIA organizers from any and every claim against it for damages, with the exception of the MIA's right to claim compensation for damages. In the case of there being more than one owner of the rights to the project, the entry form must be signed by all of them.

Finished projects sprung from the 2019 MIA market should mention MIA or display its logo in their credits.

All submitted materials are used for pre-selection and selection purposes only and stored in the MIA archives. The materials will not be returned. In the event the project is invited, they are used to update the MIA website as well as the Industry Guide, Book of Projects and for the purpose of advertising the 2019 Edition.

MIA | DRAMA Team verifies that the submitted projects fulfil the criteria for eligibility and that the submissions include all the materials required by these rules and regulations.

The Executive Committee selects the final 12 (about) participating projects, taking into consideration the viability and quality of the plans and the demonstrable talent of the producers and/or the author/creator.

The selected projects can be at different phases of development, but they must be new.

The list of selected projects will be announced by September 2019.

PARTICIPATION

The Drama Series Pitching Forum will take place during the MIA market dates on Friday October 18th at Multiplex Barberini in Rome.

Once a project has been selected, at least one representative must be mandatorily present from the Forum rehearsal (Thursday October 18th) until the end of the one-on-one meeting sessions.

Participation is upon invitation only. MIA will offer hotel accommodation to one representative for each selected project.

The Drama Series Pitching Forum's headquarter for the one-on-one meetings will be **Palazzo Barberini** (Via delle Quattro Fontane, 13 - few meters from Multiplex Barberini) and each selected project will have at disposal a table to set up their meetings.

The organizers will provide a professional coach who will be at disposal starting a month prior to the event (more details will be provided to all selected projects)

MIA|DRAMA Executive Committee is responsible for the evaluation of the projects; MIA is responsible for the invitations, meetings and all other related activities.

PUBLIC PITCHING SESSION

Producer will have 7' minute each to:

- introduce the project (brief presentation of the project will be highly recommended to go through the pitch. Power point presentation will be screened during the speech) – max 5'
- audio-visual mood-reel/mood-trailer will be mandatory presented to the Pitching Forum attendees – max 2'

Guidelines will be sent to each projects' presenter.

For further info please write us: mia.tv@miamarket.it