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Mercato Internazionale  
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Film-Drama-Doc

**ROME** OCTOBER 14 | 18  
**2020**

# PITCHING FORUM & CO-PRODUCTION MARKET

## RULES AND REGULATIONS 2020

MIA is widely recognized as an effective market platform where the international industry finds real partnering and financing opportunities for projects in development.

MIA Pitching Forum & Co-production Market is open to films, scripted and unscripted programmes intended for theatrical distribution, television broadcasting and digital streaming. The market aims to facilitate, encourage and accelerate new business opportunities for the development and creation of new content on an international level.

The Pitching Forum & Co-production Market will select about 50 projects from all over the world, presented in Film, Drama, Doc&Factual divisions.

Every division hosts a very specific international content market, featuring tailored activities designed to find financial and producing partners, through international co-production deals.

**MIA Pitching Forum & Coproduction market is divided in the following divisions and slates:**

### 1. FILM

Eligible projects for the MIA|Film Coproduction Market are:

- **Projects by International and Italian directors** for long feature films (fiction), intended for theatrical release and/or digital streaming. Projects must have a main producer already attached, an available **full script** in English and a potential international market.
- **Projects by Italian directors at an earlier stage of development** for long feature films (fiction), intended for theatrical release and/or digital streaming. Projects must have a main producer already

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attached, a subject/treatment available in English and potential international market.

## 2. DRAMA

Eligible projects for the Drama Pitching Forum must be international original projects of outstanding artistic value with potential TX on linear broadcasters or digital platforms, and must be submitted in one of the following categories:

- **Drama Series:** A dramatic production in which theme, storyline, and main characters are presented under the same title, with the intention to develop beyond a first season.
- **Short-Form Series:** An original Fiction episodic program, with episodes under a half-hour TV time slot.
- **TV Movie/Mini-Series:** A production that has a distinct beginning, middle, and end with a finite number of episodes, generally between one (1) and twelve (12). The storyline is resolved at the end of broadcast.

## 3. DOC&FACTUAL

Submissions for the Documentary Pitching Forum are open to any international project of outstanding artistic value with high distribution potential. Italian co-production is preferred, but not required. The project can be submitted in one of the following categories:

- **Doc One off,** a documentary with a maximum length of 52' intended for broadcasters and digital platforms release.
- **Docuseries,** a documentary series with a minimum of 4 episodes with a maximum length of 52' min per episode

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- **Feature doc**, a documentary intended for theatrical release of a minimum length of 70'

The Pitching Forum & Co-production Market 2020 is articulated in:

- 1) dedicated pitching sessions designed to find the right financial partners through co-production deals or pre-sale agreements.
- 2) One-on-one meetings (pre-scheduled and scheduled on the spot) ensuing the forum' sessions.

The selection committees, one for each division, are composed of top industry experts, who will review and evaluate all the submitted projects.

Once a project has been selected, at least one representative must be available during the days of the MIA Co-production Market. Attending the public pitching session and the one-to-one meetings is mandatory.

During MIA, the selected projects are presented by their producers (or by any other partner and right holders) to an audience of potential financial partners, including broadcasters and networks, producers, distributors, private and public funds, digital platforms, in specific open pitching sessions.

Official selection will be unveiled by September 2020.

## PROJECT SUBMISSION

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 Selection Committee, which are final.

By applying, producers are also agreeing to be available for the full days of 14 – 18 October 2020.

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 Committee decisions regarding the selection of the projects. The signatory declares himself or herself the sole and exclusive owner of all the rights related to the project, and therefore entitled to submit it to the market; guarantees that the submitted project does not infringe the rights of any third party. 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.

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The signatory also formally commits himself or herself to present the project in MIA 2020, if selected.

The signature on the entry form releases and indemnifies MIA from any and every claim for damages; on the contrary, MIA shall have right to compensation for damages and expenses arising from any claim pertaining to the submitted projects.

Finished film projects sprung from the 2020 MIA Coproduction Market meetings should mention MIA and/or display its logo in their credits. Preferably, the following sentence should be mentioned in the credit list: "[film title] has been presented at MIA". The MIA logo will be sent to the makers or editors upon request.

MIA reserves the right to change these terms and conditions at any time without prior notice.

**Submission deadline: July 26th, 2020**

**SUBMIT YOUR PROJECT HERE:**  
<https://my.miamarket.it/en/my-mia/>

# DRAMA PITCHING FORUM

## Rules and Procedures for 2020 Eligibility

### PREFACE

MIA DRAMA is the scripted division of MIA and is focused on global TV and digital contents, including all kind of scripted formats produced for television broadcasting and digital streaming. The market aims to facilitate, encourage and accelerate new business opportunities for the development and creation of new drama productions, on an international level.

The Drama Pitching Forum is designed for producers, broadcasters, distributors, to get commissioning, financing and co-producing partners and explores the essential elements of successful scripted contents.

### ELIGIBILITY TO APPLY FOR SUBMISSION

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Eligible projects for the Drama Pitching Forum must be international original projects of outstanding artistic value with potential TX on linear broadcasting and/or digital streaming.

Each project submitted must fit one of the following categories and meets the following definition of eligibility requirements.

All genres are accepted (drama, dramedy, comedy, crime/thriller, sci-fi, period or costume drama, fantasy, young adult, adult animation/adult swim, dystopic...). If you want to submit different genres, please write us to [mia.tv@miamarket.it](mailto:mia.tv@miamarket.it)

#### 1. DRAMA SERIES

- A production in which theme, storyline, and main characters are presented under the same title, with the intention to develop beyond a first season.
- Is defined as a scripted serialized show in at least 4 episodes, where the average episode running time ranges shall be between thirty (30) and sixty-five (65) minutes.
- The program should fit the minimum format length of a televised half-hour time slot.
- The production generally intends, or has the potential, to continue the storyline into the next broadcast season.

#### 2. SHORT-FORM

- An original fiction episodic program, with episodes under a half-hour TV time slot.
- Is defined as a scripted short form program and must have an average episode running time of less than twenty (20) minutes.

#### 3. TV MOVIE

- Is defined as an original scripted one-off, which tells a story with a beginning, middle and end, and is originally released in one part.
- This motion picture is solely conceived for television broadcasting or digital streaming.

#### 4. MINI-SERIES

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- A production that has a distinct beginning, middle, and end with a finite number of episodes, generally between one (1) and twelve (12). The storyline is resolved at the end of broadcast.
- Is defined as a scripted serialized show in at least 4 episodes, where the average episode running time ranges shall be between thirty (30) and sixty-five (65) minutes.

## ELIGIBILITY CRITERIA

1. Entries must be accompanied by a provisional budget and a bible/treatment.
2. Submitted projects can be at different stages of development, but they must not have started shooting before the 2020 edition of MIA.
3. 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).
4. Only first season of a Drama Series or Short-Form scripted series will be admitted.
5. Both original concept and adaptation and/or remake will be considered for the selection.
6. Project must not have been presented in a public pitching session in the 9 months before MIA 2020.
7. A broadcaster/streaming platform attached is a plus but is not mandatory.
8. Only submissions written in English will be accepted.

Each production company can submit up to two projects maximum in each category.

## SUBMISSION PROCEDURES

**Projects Submissions Deadline: JULY 26, 2020**

To enter a project is free of charge.

To be considered for pre-selection, projects must be entered in the registration form available on <https://www.miamarket.it/en/drama-en/drama-pitching-forum/>

All the required documents must be provided before the deadline and only completed submissions will be considered in the next steps of the selection process.

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

## EVALUATION CRITERIA

- The Drama Executive Committees will evaluate the projects shortlisted following those criteria:
- Original and innovative concept
- Storytelling quality
- Characterisation and character journey(s)
- Capacity of returning for multiple series – only for drama series and short-form projects
- Potential for International co-production structuring and for commercial affairs
- Worldwide appeal
- Production Value
- Track record of production company
- Pitch Quality

## MATERIAL REQUESTED<sup>1</sup>

For each project submitted please be ready to upload on mymia website online Entry Form the following mandatory information:

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

All submission must include the following mandatory attachments:

**DRAMA SERIES, SHORT-FORM and MINI-SERIES (all mandatory)**

1. Project Bible, including the following sheets:

<sup>1</sup> 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 2020 Edition.

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- Pilot synopsis
  - Overview with episodic synopsis
  - Characters' sheet and journeys
  - Highlights for development of second and/or multiple series (only for drama series and short-form projects)
2. Provisional Budget Top-Sheet
  3. Financial Plan and Secured Financing

#### **TV MOVIES**

4. Full Script or Long Treatment
5. Provisional Budget
6. Financial Plan and Secured Financing

#### **Optional attachments for all categories:**

7. Pilot script
8. Mood-Trailer (please note that video mood-trailer or mood-reel will be mandatorily asked for MIA 2020 participation).
9. Representative's picture in high resolution (300dpi) to be published on the pitch guide and on MIA website.
10. Series artwork in high resolution (300dpi) to be published on the pitch guide and on MIA website.
11. 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 Executive Committees, composed of top industry experts, will review all the projects shortlisted, will share their knowledge and provide exclusive insights in their evaluation process. The Executive Committees select the final participating projects, taking into consideration the viability and quality of the plans and the demonstrable talent of the producers and/or the author/creator.

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.

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Once the project is selected, the signatory formally commits himself or herself to present the project at MIA 2020; 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 list of selected projects will be announced by September 2020.

### **PARTICIPATION**

The Drama Pitching Forum will take place during the MIA market dates (October 14th to 18th, 2020). Once a project has been selected, at least one representative must be available to represent the project and for meeting sessions.

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

Participation guidelines will be sent to each projects' presenter.

For further info please write us: [mia.tv@miamarket.it](mailto:mia.tv@miamarket.it)

### **ACCEPTANCE OF THE RULES**

The submission of a project implies the unconditional acceptance of the **MIA CO-PRODUCTION MARKET & PITCHING FORUM RULES** as well as the acceptance of all decisions taken by the Drama Executive Committees and MIA Team, which are final.

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