



**Always ahead**

Upgrade your business.

Mercato Internazionale  
Audiovisivo  
Film - Drama - Doc

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

**Exhibit**

A brand and a project produced by



Supported by



With the contribution of



Main Partners



Media Partners



# **Mercato Internazionale Audiovisivo**

## **Always ahead.**

An integrated environment -on-site and online - to bring the market experience to the next level and create innovative business opportunities.

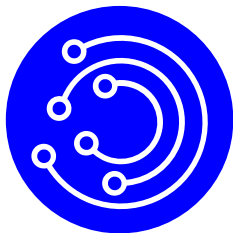
## **Others adapt, we evolve.**

MIA 2020 is conceived to offer the global industry a strengthened and renewed market, a safe experience, layered and integrated, to grow businesses, find inspiration, and meet potential partners.

## **October, here we come.**

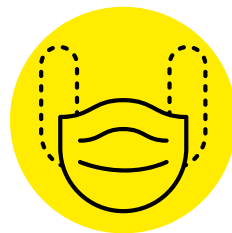
The MIA 2020 project is future-proof: both in Rome and on the new MIA DIGITAL platform, everything is designed to offer the best and safest environment, for a market experience that is both efficient and inspiring.





## **Close, at distance.**

If you can't come to Rome, MIA comes to you. This year you can access all the activities and opportunities the event offers from your desk, with the new online platform MIA DIGITAL.



## **Rome in Fall, a safe place for business.**

During the duration of the event, maximum security will be guaranteed, thanks to social distancing protocols and prevention tools. We will take care of your health, while also offering the best hub for your business.





**VARIETY**

Rome's MIA market Confirms Physical Edition, Launches MIA Digital



Rome's MIA 2020 to be "COVID-proof" and to boast a digital component

**SCREEN**  
INTERNATIONAL

Rome's MIA Market unveils digital and "Covid-proof" plans

**Prensario**  
*Internacional*

**le film français**  
le premier magazine de l'audiovisuel de France

**Le MIA confirme sa tenue à Rome en octobre prochain**

MIA 2020 confirma evento físico en octubre en Roma y suma MIA Digital



# Upgrade your Business Visibility @MIA 2020

MIA offers you various opportunities to boost your business and visibility both online on the new MIA Digital Platform and on-site in our market locations at the Barberini District:

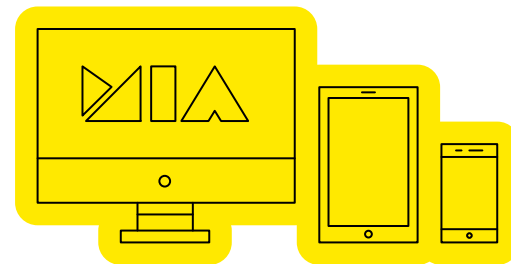
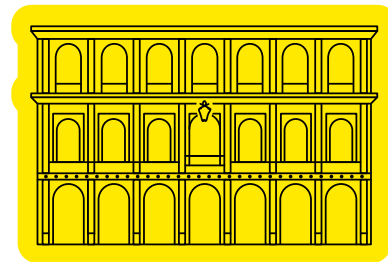
- **Exhibition booths**
- **Market screenings** - in cinemas and in streaming
- **Advertising** - online and on-site

*Check out our offer and choose the one that best suits your business!*



# Booths

@ Palazzo Barberini &  
On Mia Digital Platform



# Exhibitors Area

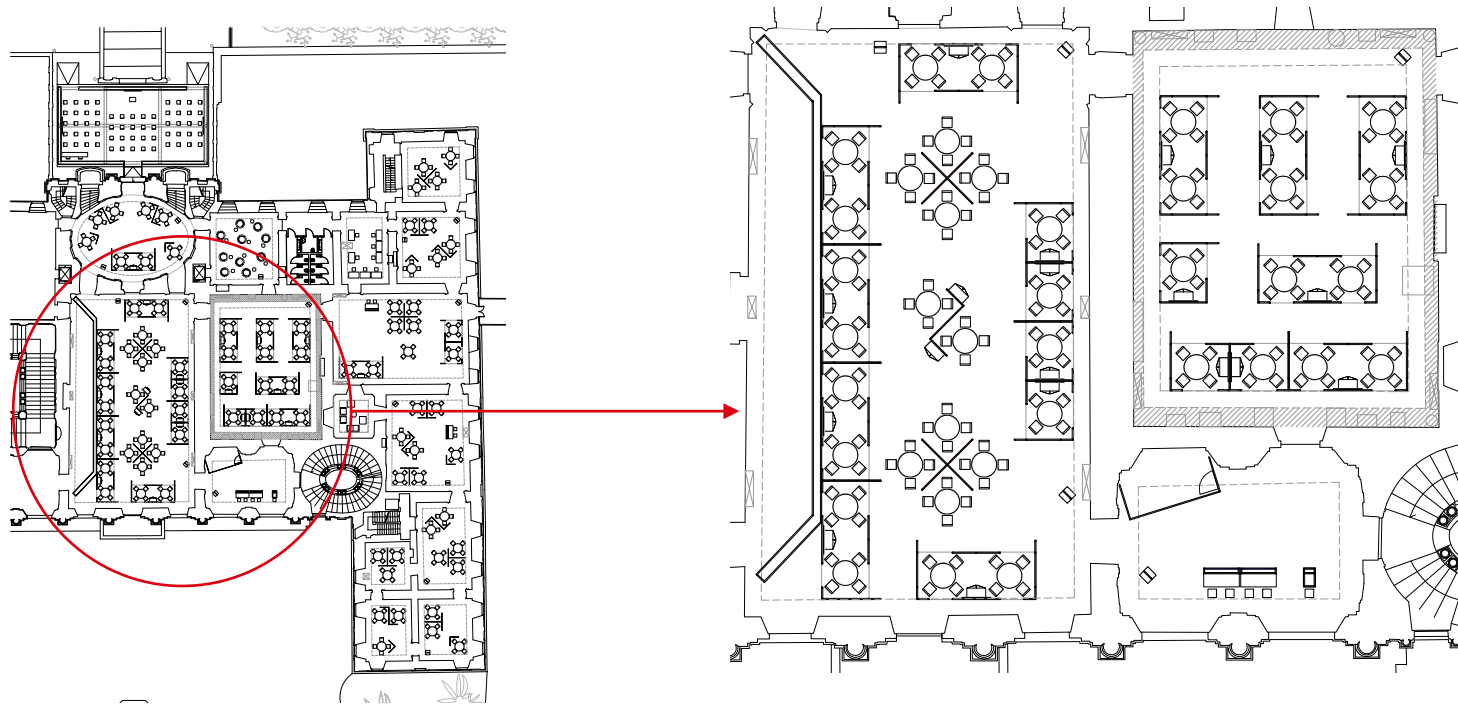
MIA offers all international distributors and audiovisual promotional institutes the possibility to reserve a spot for meetings while raising their visibility in the MIA most dynamic areas at Palazzo Barberini, the MIA headquarters, and on MIA Digital platform: a double-environment dedicated space to boost your business and showcase your content.

***Choose your formula:  
on-site+online or digital only!***



# Exhibitors Area

## SALONE PIETRO DA CORTONA AND SALA DEI MARMI













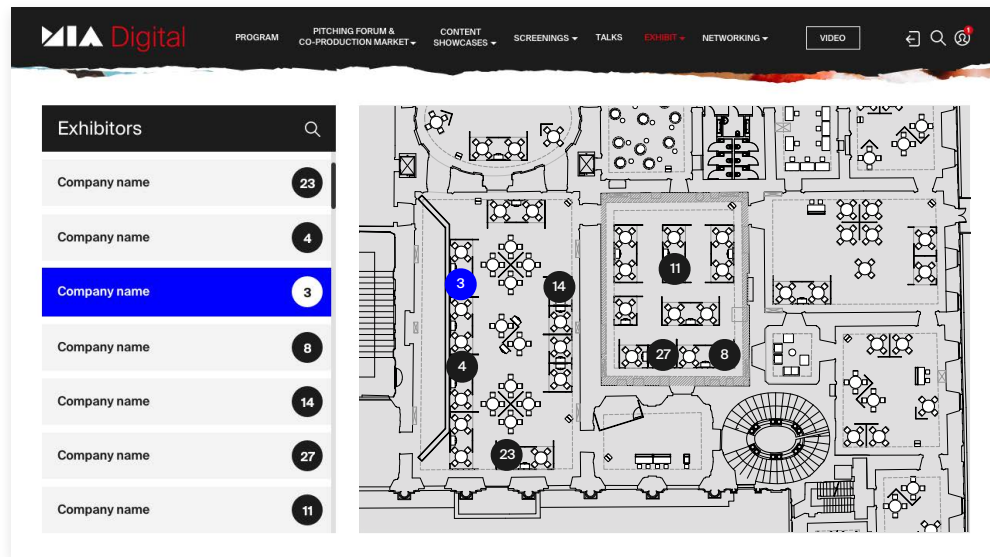


# MIA Digital Virtual Booths

## EXHIBITORS AREA

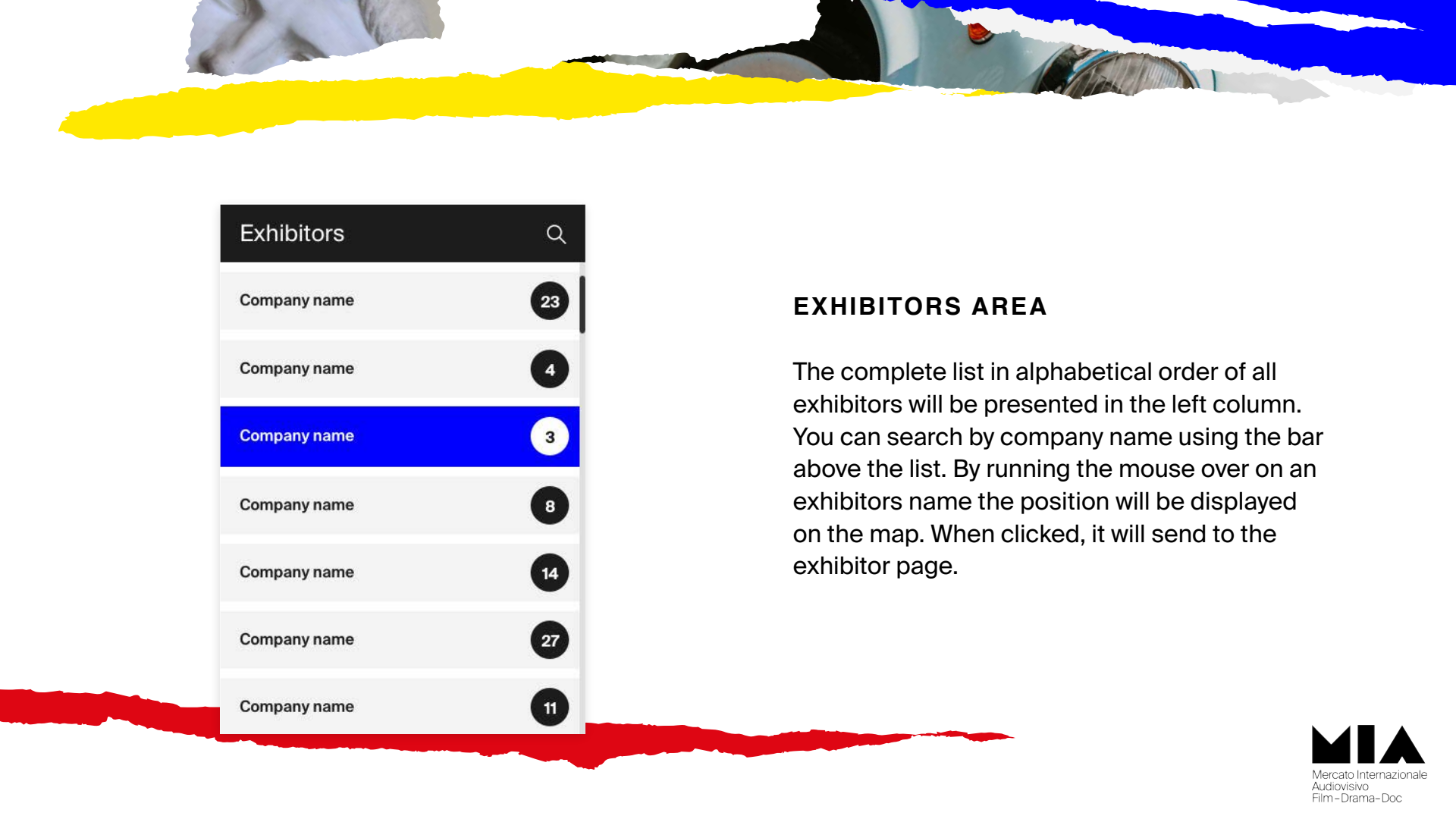
MIA offers you various solutions to improve your business, raise your visibility and enhance your content.

You may choose our double-environment solution and have your physical stand mirrored online, where you may promote your content with all MIA participants, being them present in Rome or participating online. You may also choose to book an only digital booth and enjoy a totally private virtual space for your company. In both cases you'll always have your booth at your fingertips.



This map is for graphic purposes only





Exhibitors	
Company name	23
Company name	4
Company name	3
Company name	8
Company name	14
Company name	27
Company name	11

## EXHIBITORS AREA

The complete list in alphabetical order of all exhibitors will be presented in the left column. You can search by company name using the bar above the list. By running the mouse over on an exhibitors name the position will be displayed on the map. When clicked, it will send to the exhibitor page.

**Company name**

**COMPANY LOGO**

Interested in: ☐ **BUYER** ☐ **WGC**

Profile: Lorem Ipsum  
 Main Activity: Lorem Ipsum  
 Phone: +39 06 123456789  
 Country: Lorem Ipsum  
 City: Lorem Ipsum

**Company Profile**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Works @ MIA**

**NEW TITLE**  
What's Next Day

**Participants @ MIA**

Name Surname  
Justine

Name Surname  
Justine

Name Surname  
Justine

Name Surname  
Justine

Name Surname  
Justine

Name Surname  
Justine

**Request a meeting**

	OCT 14	OCT 15	OCT 16	OCT 17	OCT 18
09:00am					<b>Don't Missing Person</b>
10:00am					
11:00am					
12:00pm					
01:00pm					

#### Recent credits / works



#### Video



#### Images



#### Download



Mercato Internazionale Audiovisivo (C/O IMCA) - Via Regina Margherita, 268 00186 Roma +39 06 46032001 [info@mercato.it](mailto:info@mercato.it)

## DIGITAL BOOTH

**This page can be customized independently and directly by the booth's owner.**

Changes and uploads of content can be made from a page created ad hoc.

The editable parts are:

- **Main picture**
- **Company logo**
- **"Buyer" flag**
- **Label "Interested in"**
- **Company profile** (free text)
- **Recent credits/works** (poster image with title and descriptive text)
- **Video** (specifications below)
- **Images** (images with title)
- **Download** (downloadable pdf documents)

***Don't hesitate! Book your booth and start showcasing your contents!***

# Exhibitor and Partner Booth's Area

## TECHNICAL SPECIFICATIONS OF THE UPLOADABLE CONTENT

### **Video files that can be loaded into Virtual Booth and Exhibitors**

**Maximum size:** 100 MB

**Format:** .mp4

**Codec:** H264

**Max Bitrate:** 2Mbps

**Resolution:** 1920x1080 (minimum 1280x720)

**Aspect Ratio:** 16:9

**Audio:** Stereo

**Codec:** AAC

**Audio bitrate:** 192kbps

*Subtitles, if present, must be burned in on the original file.*

### **Image files that can be loaded into Virtual Booth and Exhibitors**

**Maximum size:** 5 MB

**Format:** JPEG or PNG

### **Document files that can be loaded into Virtual Booth e Exhibitors**

**Maximum size:** 15 MB

**Format:** PDF

# Market Screenings





## Market Screenings in Cinemas and Online!

Market screenings will be held inside 5 screening rooms in actual cinemas. Not in Rome? Not a problem. This year, our brand-new virtual screening platform MIA Digital will mirror the 5 physical screenings. In addition to this, MIA Digital will offer 4 more screenings, bringing the total number of online screenings to 9.

**Physical screenings** will be held at Cinema Quattro Fontane from Thursday October 15<sup>th</sup> , through Saturday October 17<sup>th</sup>.

**Digital screenings** will be scheduled from Wednesday October 15<sup>th</sup> through Sunday October 18<sup>th</sup> .

# Digital Screening

**Screenings will be available on the MIA digital platform in three different time slots according to the established schedule: CEST, CEST+8 and CEST-8.**

The screening schedule timetable will be available in the local time, depending on the location of the viewer.

Like in near-video-on-demand mode, once the digital screening has started it cannot be paused, fast-forwarded or resumed from the beginning.

Each time the viewer re-enters the screening room, the film resumes according to the pre-designated schedule.

On top, Sales agents may choose to have their titles available on demand for the accredited participants until October 25<sup>th</sup>.

MIA Digital

PROGRAM

SCREENINGS

TALKS

EXHIBIT

NETWORKING

VIDEO

SCREENINGS

SCREENING PROGRAM

ALL FILMS

INFO

Original Title  
Lorem Ipsum

Original Version  
Italian

Subtitles  
English

Duration  
100

Genre  
Drama


Screenplay  
John Doe

Production  
Company Name

World Sales  
Lorem Ipsum

Cast  
Lorem Ipsum  
Lorem Ipsum  
Lorem Ipsum

Shooting Format  
Digital



INTERNATIONAL FILM TITLE

Director  
Country

Download full sheet

Add to My Favourites

SCHEDULED SCREENINGS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat incididunt ut labore et dolore magna aliqua enim ad interim sit...

REQUEST A MEETING

OCT 14


OCT 15

OCT 16


OCT 17

OCT 18

PARTICIPANTS @ MIA




Name Surname  
Job Title  
Job Position @ Company Name



Name Surname  
Job Title  
Job Position @ Company Name


DISCOVER MORE

Videos



Lorem Ipsum

Images



Documents

Lorem Ipsum

Lorem Ipsum

**MIA**  
Mercato Internazionale  
Audiovisivo  
Film - Drama - Doc





Name Surname  
Job Title  
Job Position @ Company Name



Name Surname  
Job Title



Name Surname  
Job Title



Name Surname  
Job Title

#### SYNOPSIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat incididunt ut labore et dolore magna aliqua enim ad interim sic...

[read more](#)

#### YOU MAY ALSO LIKE



Film Title



Film Title



Film Title



Film Title

MIAMercato Internazionale Audiovisivo | C/O ANICA | Via Regina Margherita, 286 00198 Rome +39 06 4425961 info@miamarket.it

## DIGITAL SCREENINGS SECURITY

Screeners are secured with DRM anti-piracy system, ensuring that playback occurs only on the authenticated video player.

Only MIA accredited users can access the platform and the screenings.  
Digital platform doesn't allow multiple access through the same account. The User access requires password and a one-time code sent automatically to the user's mobile.

## Reservations

Sales agents may choose to reserve slots for physical and digital screenings, physical-only or digital-only.

Physical screenings may be reserved by sales agents who are accredited to MIA 2020.

Digital-only screenings are exclusively open to sales companies with a physical or virtual stand at MIA.

Market screenings requests should be done through the official entry form available [HERE](#) within September 16<sup>th</sup>





# Reservations

## RATES

**A 120 minutes physical slot (Oct. 15-17):** 700,00 euros.

Digital screenings Only (available to sales companies with physical or virtual booths):

- **up to 2 screening slots:** 100,00 euros each
- **up to 4 screening slots:** 87,50 euros each
- **up to 6 screening slots:** 75,00 euros each

## DEADLINES & IMPORTANT DATES

**September 16:** deadline to request market screenings.

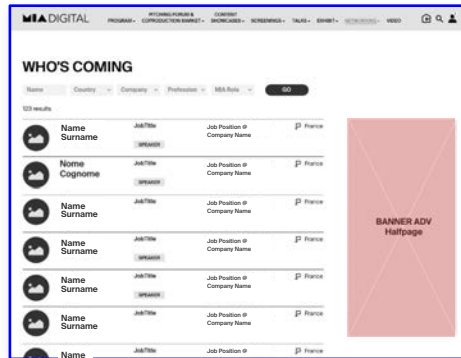
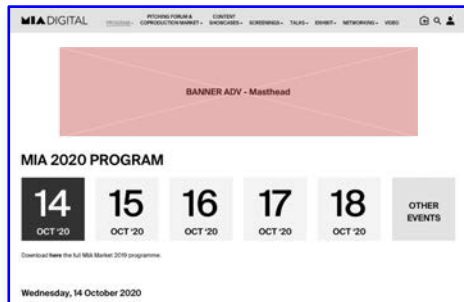
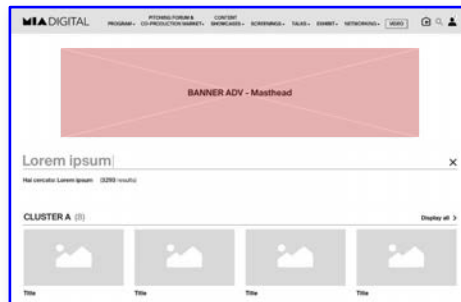
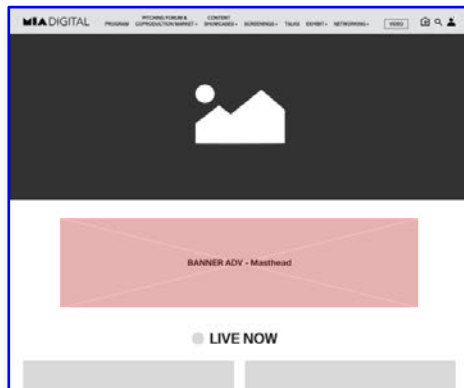
**September 28:** screening schedule is published on the digital platform.

**September 28:** deadline to receive materials for market screenings.

**October 5:** deadline for payment of market screenings' fees.

# Advertising @MIA 2020!

Promote your brand at MIA 2020! Choose the best positions online & on-site!



# Pricing and Offers

## BOOTHS, MARKET SCREENING, ADVERTISING

ITEM		PALAZZO BARBERINI	MIA DIGITAL PLATFORM	PACKAGES ONLINE AND ON-SITE
Booths		€ 1.500,00	€ 500,00	€ 1.500,00
Market Screening		€ 700,00	<ul style="list-style-type: none"><li>• up to 2 screening slots: 100,00 € each</li><li>• up to 4 screening slots: 87,50 € each</li><li>• up to 6 screening slots: 75,00 € each</li></ul>	€ 700,00 (on-site + online screening)
Advertising				
	Two items, online + offline			10% discount on the total
	From two to five items, online + offline			15% discount on the total
	Five items and above, online + offline			20% discount on the total

# Pricing and Offers

## PALAZZO BARBERINI ADV BILLBOARDS

PALAZZO BARBERINI ADV BILLBOARDS ITEM		PALAZZO BARBERINI
80x200 self-standing board - internal	Main entrance	€ 800,00
	Coproduction rooms	€ 600,00
	Networking lounges	€ 600,00
100x200 self-standing board - internal	Main entrance	€ 1.000,00
	Coproduction rooms	€ 800,00
	Networking lounges	€ 800,00
	Main entrance	€ 1.500,00
	Coproduction rooms	€ 1.200,00
	Networking lounges	€ 1.200,00
Palazzo Barberini gardens	200x200 self standing board	€ 1.100,00
	100x200 self standing board	€ 900,00

# Pricing and Offers

## MIA DIGITAL ADV

MIA DIGITAL ADV ITEM	<i>prices are intended for 5 weeks visibility, from Sept. 28th to October 31st</i>	MIA DIGITAL PLATFORM
MASTHEAD	Homepage	€ 2.000,00
	Program page	€ 1.600,00
	Pitching Listing page	€ 1.200,00
	Screening Program page	€ 1.200,00
	Showcase Listing page	€ 1.200,00
	Networking lounges	€ 1.200,00
	All Films page	€ 1.000,00
	Talks Listing	€ 1.200,00
	Exhibit Map	€ 1.200,00
	Who's Coming Listing page	€ 1.800,00
	Pitchbook Mart Listing page	€ 1.200,00
	Meet the future Listing page	€ 1.200,00
	Streaming & Videolibrary homepage	€ 2.000,00
	Personal Area	€ 2.500,00
	Search Area	€ 2.000,00
	Who's Coming Detail page	€ 600,00
	Detail page Content Showcase, Pitching Forum, Screening, Pitchbook Mart single pages	€ 800,00
	Meet the future Detail page	€ 800,00
	Event Detail page	€ 800,00

# Pricing and Offers

## MIA DIGITAL ADV

MIA DIGITAL ADV ITEM	<i>prices are intended for 5 weeks visibility, from Sept. 28th to October 31st</i>	MIA DIGITAL PLATFORM
LEADERBOARD	Detail page Content Showcase, Pitching Forum, Screening, Pitchbook Mart single pages	€ 600,00
	Meet the future Detail page	€ 600,00
	Networking Who's Coming Detail page	€ 500,00
	Event Detail page	€ 600,00
	Personal Area	€ 1.500,00
	Search Area	€ 1.500,00
HALF PAGE	Who's Coming Listing page	€ 2.500,00

