



**Business  
ahead**

Mercato Internazionale  
Audiovisivo  
Film-Drama-Doc

ROME OCTOBER 13|17 2021

MIA | Mercato Internazionale  
Audiovisivo  
Viale Regina Margherita, 286  
00198 | Rome | Italy

info@miamarket.it miamarket.it

## C EU Soon RULES AND GUIDELINES 2021

### 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 the Ministry of Foreign Affairs and International Cooperation, ICE (Italian Trade Agency for the global promotion and internationalization of Italian companies), MiC (the Ministry of Culture), the Ministry of Economic Development, Lazio Region and the MEDIA Programme of the European Union.

1.3 MIA is a market platform devoted to the entire audiovisual industry (Films, Drama Series and Docs) mainly focused on co-production, screenings, panels, meetings and networking opportunities within the Italian and International Audiovisual Industry.

1.4 MIA runs from October the 13th until the 17th 2021 and its main venues are 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.

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

### 2 General Provisions

2.1 C EU Soon is an initiative devoted to highlight and discover up to six European films in post-production by first- and second-time directors in a special session exclusively open to sales agents, buyers and festival programmers.

2.2 Each film will be presented with a clip/trailer/rough cut (5 minutes max) and a live pitch by the producer and director. A session of one-on-one meetings (pre-scheduled and scheduled on the spot) will be organized after the public presentation.

### 3 Eligibility Criteria

3.1 Eligible titles are long feature films (>75 min.) intended for theatrical release and/or digital streaming, by first or second time European directors in production or post-production (not completed yet as of October 13-17, 2021);

3.2 Eligible titles are 100% European or co-productions with European countries (47 member states of the Council of Europe);

3.3 Italian films should be submitted to the What's Next Italy program;

3.4 Non-eligible titles are completed films that have been already presented at festivals, markets, industry events or/and have been submitted to previous editions of C EU Soon,

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and/or have been already theatrically released or made available on digital streaming platforms by October 2021;

3.5 Non-eligible titles are films of a blatantly pornographic nature, or those which advocate violence or openly incite violation of human rights;

3.6 Submitters of titles that have been already presented at other 'work in progress' initiatives or industry events should clearly inform the MIA staff in writing (f.palleschi@miamarket.it) beforehand. If the title is selected to other 'work in progress' initiatives or industry events after the submission to the C EU Soon, the submitter should timely inform the MIA staff in writing (f.palleschi@miamarket.it). In case of participation to other 'work in progress' initiatives or industry events, submission to the C EU Soon should be discussed with the MIA team.

#### 4 Submission and requested Materials

4.1 Producers, sales agents or other parties submitting films must be entitled to do so by holding all the relevant and reserved rights to represent the films, and they must declare and guarantee that they have been legitimately authorized to submit the film to MIA. Having read and accepted the present Regulations, all parties submitting a film to C EU Soon 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 C EU Soon;

4.2 The submission of a film implies the unconditional acceptance of the present rules and regulations as well as the acceptance of all decisions taken by the Selection Committee, which are final.

4.3 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 films.

4.4 All submissions and materials must be received by July 30th, 2021.

4.5 Submissions should be in English;

4.6 In addition to the film info (title; shooting format; status, language/subtitles; expected length; genre; director, producer, sales agent; year and country/ies of production; cast&credits), applicants are required to provide:

- Logline and Synopsis of the film
- Director's profile
- Director's filmography (titles, year of production and a brief Festival/Awards history for each title)
- A link (vimeo, wetransfer, etc) with excerpts or scenes of the film for the selection committee (max length: 20 minutes). The link could directly be uploaded in the submission form or emailed to mia.cinema@miamarket.it, clearing mentioning reference to the C EU Soon application and title of the film in the mail subject.

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- A film still (jpeg or tiff format, high resolution, min. 300 DPI, horizontal format);
- Any other English-language material that will contribute to a better understanding of the filmmaker's work and/or of the film would be welcome.

4.7 Submissions must be presented according to these rules and guidelines and by the indicated deadlines. Only submissions made through the official C EU Soon entry forms will be taken into consideration. The film entry form is available on the website [www.miamarket.it](http://www.miamarket.it) (upon registration to the MIA restricted access area).

4.8 Incomplete submissions will not be considered for selection.

4.9 The entry form duly filled in all its parts and signed must be sent via e-mail (digital signature) to [mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it)

4.10 All submitted materials are used for pre-selection and selection purposes only and kept in MIA's archives. In the event the film is selected, they will be used for the update of the MIA website as well as the Industry Catalogue, and for publicity purposes regarding the 2021 Edition.

4.11 Please note that it is VERY IMPORTANT to provide the full information on the form. If a film is selected to participate, this form – and its attachments - becomes its entry in the materials made available to the attendees, who will choose the films they wish to meet on the basis of that entry. So, the application form is a crucial document that serves two important functions: (1) it is the basis upon which the decision to select a film to participate is made; and (2) it is the basis upon which the attending industry players will determine if they wish to meet the film representatives.

## 5 Selection criteria

5.1 The MIA Film Team verifies that the submitted titles fulfil the eligibility criteria and that submissions include all requested materials according to these rules and guidelines.

5.2 The Selection Committee selects the final participating films, taking into consideration the international market potential, viability and quality of the titles.

5.3 The list of selected titles will be announced by end of September 2021.

## 6 Participation

6.1 Participation is upon invitation only, upon selection of the submitted film.

6.2 The acceptance of the invitation by the representatives of the film means that they cannot withdraw their film from the program.

6.3 Once a film has been selected, at least one representative must be available during the days devoted to the C EU Soon Program.

6.4 Attending the public pitching session and the one-to-one meetings, in whichever form – physical, digital, hybrid - they will be taking place, is mandatory.

6.5 We remind you that, if the title is selected, a promo/trailer of the film subtitled in English (max length: 5 minutes) will be required. Deadline to provide the MIA staff with the trailer is September the 24th 2021.

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6.6 The pitch will be in English.

6.7 After the disclosure of the selection the MIA team makes the films information available to the attendees in order to gather potential interests and requests and pre-arrange the meetings accordingly during the event.

6.8 All participants receive their agenda and all related material prior to the event.

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