



DRAMA CO-PRODUCTION MARKET & PITCHING FORUM

Rules and Procedures

The Drama Co-Production Market and Pitching Forum is open to scripted serialized projects intended for television broadcasting and digital streaming. The market aims to facilitate, encourage and accelerate new business opportunities for the development and creation of new contents on an international level.

The Event and its activities are designed for producers, broadcasters, distributors, to get commissioning, financing and producing partners, exploring the essential elements of successful scripted contents.

MIA 2021, Drama Co-production Market & Pitching Forum will take place in Rome, from October 13th to 17th.

1. ELIGIBILITY CRITERIA

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 meet 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 are considering to submit different genres, please write us: dramacopro@miamarket.it

DRAMA SERIES (RETURNING):

A production in which theme, storyline, and main characters are presented under the same title, with the intention to develop beyond a first season. The production generally intends, or has the potential, to continue the storyline into the next broadcasting season.

MINI-SERIES (LIMITED)

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.

A brand and a project produced by

Supported by

With the contribution of





Eligible Projects must adhere to the following criteria:

1. Entries must be accompanied by a provisional budget and a project bible (between 20/25 pages max).
2. Submitted projects can be at different stages of development, but they must not have started shooting before the 2021 edition of MIA.
3. Projects must be issued by producers (who hold the rights 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 the first season of a scripted series will be admitted.
5. Original concepts, adaptations and remakes will be considered for the selection.
6. Project must not have been presented in a public pitching session in the 9 months before MIA 2021.
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 only one project to the Drama Co-Production Market and Pitching Forum.

Please bear in mind that, projects of a blatantly pornographic nature or advocating violence or openly inciting to violating human rights are not eligible.

2. SUBMISSION PROCEDURES

To enter a project is free of charge. To be considered for pre-selection, projects must be entered within June 25th 2021, using the registration form available on <https://my.miamarket.it/projects/drama-pitching-forum/start/>

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.

The entry form duly filled in all its parts and signed must be sent via e-mail (digital signature) to dramacpro@miamarket.it

3. REQUESTED MATERIAL

For each project submitted please be ready to upload on the *mymia* website's 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

A brand and a project produced by

Supported by

With the contribution of





- Creator's or producer's Statement - max 500 characters
- Company Profile – max 500 characters

All submission must include the following **mandatory attachments**:

1. **Project Bible** (Between 20/25 pages max, including the following sheets: Pilot synopsis; Overview with episodic synopsis; Characters' sheet and journeys; Value of format rights and potential; Highlights for development of second and/or multiple series - only for drama series.)
2. **Provisional Budget Top-Sheet**
3. **Financial Plan and Secured Financing** (please specify third parties financial sources only)

Optional attachments:

4. Mood-Trailer (please note that video mood-trailer or mood-reel will be mandatorily asked for MIA 2021 participation).
5. Representative's picture in high resolution (300dpi) to be published on the pitch guide and on MIA's website.
6. Series artwork in high resolution (300dpi) to be published on the pitch guide and on MIA's website.
7. Creator/Showrunner's Bio and Filmography and link to show-reel (if avail)

Feel free to submit any other English-language material that may contribute to a better understanding of the project. Incomplete submissions will not be taken into consideration.

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, MIA Digital Platform as well as the MIA Industry Guide, MIA Book of Projects and for the purpose of advertising the 2021 Edition.

4. SELECTION

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

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

A brand and a project produced by

Supported by

With the contribution of





Committee selects 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.

The Selection Committee will conduct their assessment focusing on (but not limited to): concept strength, storytelling quality, key characters and narrative arch, potential for local production or international co-production structuring, value of format rights as well as pitch quality and track record of the production company.

Once the project is selected, the producer formally commits her/himself to present the project at MIA 2021; declaring her/himself the sole and exclusive owner of all the rights related to the project, and therefore entitled to participate to the MIA co-production market, guaranteeing that the submitted project does not infringe the rights of any third party.

The list of selected projects will be announced by **September 2021**.

5. PARTICIPATION

The Drama Pitching Forum will take place during the MIA Market dates (October 13th to 17th, 2021). 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 the meetings with the project holders. Meetings will be scheduled upon request. Participation guidelines will be sent to each project presenter.

For further info please write us: dramacopro@miamarket.it

6. ACCEPTANCE OF THE RULES

The submission of a project implies the unconditional acceptance of the **MIA CO-PRODUCTION MARKET & PITCHING FORUM RULES AND PROCEDURES** as well as the acceptance of all decisions taken by the Selection Committee, which are final.

If you wish to submit a feature film project to the Film Co-production Market please contact: filmcopro@miamarket.it