



Official Rules & Participation Guidelines 2021

MIA | Mercato Internazionale Audiovisivo

MIA is the first Italian market converging all the segments of the audiovisual industry (Film | Drama | Doc). With over 2000 professionals from 58 countries participating to each edition, MIA is a valuable platform for the top players of the national and international film industry such as producers and distributors of high-end content: a hub where theatrical deals and transnational TV series start, and a place where to establish and reinforce business relationships between global market leaders.

A project created and produced by ANICA (National Association of Cinema and Audiovisual Industries) and APA (Association of Audiovisual Producers), MIA is supported by the Ministry for Foreign Affairs and International Cooperation, ICE (Italian Trade Agency for the global promotion and Internationalization of Italian companies), MiC (Ministry of Culture), the Ministry of Economic Development, Lazio Region, MEDIA Programme of the European Union. MIA's main partner is Unicredit, along with Fondazione Apulia Film Commission, Fondazione Cinema per Roma, Alice nella Città.

MIA seventh edition will take place in Rome from October 13th to 17th, 2021.

MIA SCRIPTED Division

The Scripted Division of MIA aims to facilitate, encourage and accelerate new business opportunities for the development and creation of new film and drama original contents on an international level. Focused on scripted contents, the section aims to attract the most important international players to produce with Italy, in a fast-tracking media environment. TV has become central to attempts to focus international eyes back onto Italy and the country is coming back with a multi-pronged approach with a big government boost to compete on a global level, and television is leading the way.

GREENLit

GREENLit is part of the Scripted Division programming slots and aims to showcase the must-see newest Italian scripted TV and digital productions with a strong international appeal, that have received the final greenlight for the production or development from one (or multiple) linear broadcasters and/or digital platforms.

This session takes place during MIA 2021 in one of the official venues and in streaming on our digital platform. Follow our future communications for the exact time.

GREENLit is open only to MIA accredited participants and the event is press restricted. GREENLit selection and schedule are conceived solely under the editorial vision of MIA. All editorial choices



aim to highlight the contents while granting balance and genre diversification in the interest of industry audience fruition.

ELIGIBILITY CRITERIA

GREENLit will be devoted to high-end drama series, mini-series and film (TV and digital only) produced and/or co-produced by one or multiple Italian production companies with international partners on-board.

It is a brand-new exciting opportunity to present new upcoming titles at different stages of production and must have been greenlit from one or multiple broadcasters/digital platforms and will be delivered by the end of 2021.

All scripted genres will be admitted.

MATERIAL REQUESTED

The series can be presented through the screening of mood-reel, mood-board, mood-trailer, teaser, clip and excerpts. Any visual material should reflect the mood of the series. Video will be produced by the submitter and in case of Italian-speaking version, the material presented must have English subtitles. Together with the video/visual material the total time for each title presentation should be no longer than 7/10 minutes.

Each show must be presented by a producer and accompanied by a talent (Showrunner/Creator/Director). The on-stage pitch must be in English (due to the international audience present at the event) and can be led by either the producer, talent, commissioning broadcaster/platform, international distributor or up to a maximum of three representatives.

DEADLINES

1. Submissions should be sent within **August 6th 2021**
2. Once a title is invited to MIA, the producer should confirm participation within and no later than **September 10th 2021**.
3. All materials should be submitted within **September 17th 2021**, failing to do so will result in the exclusion from the official printed catalogue.

PRESS AND PROMOTION

The event itself is press restricted and only MIA official photographers will be allowed in the screening room. Do note that the only photos available will be the official photos of the event; in adherence to copyright policies taking photos or recording videos of the contents on screen will not be allowed.



All informations published in the official MIA promotional material, daily programme schedules and MIA industry guide, are automatically gathered from the online GREENLit Entry Form filled out by the applicant.

Organizers shall not be held liable for inaccurate or missing information published in such material, originating from errors or omissions reported in the entry form.

MIA will hold a press conference to present GREENLit, in which all producers, broadcasters and international partners will be invited to present the series selected for GREENLit 2021. Participation is not mandatory, but the producers and the networks willing to meet the press will be able to do so in a protected context, entirely managed by MIA. Our press office will coordinate the press conference and any request for one-on-one meetings.

Production companies are welcome to consider MIA as a platform to showcase their products; therefore, it is encouraged to ask the organisers to arrange dedicated press junkets or round tables or to issue press releases and promotional material as part of their marketing and/or advertising strategies.

PARTICIPATION

Product's admission is upon invitation only. Participation implies acceptance of the present Rules and Participation guidelines.

Producers must guarantee and acknowledge under their responsibility to be the owner of the copyright or any other intellectual property on the work and/or to have been granted by each owner of the copyright or any other intellectual property on the work full power to sign on their behalf the online Entry Form.

Producers shall undertake to exempt MIA | Mercato Internazionale Audiovisivo from any claim and liability to any third party which may arise from the abuse or lack of power to sign the online Entry Form.

For further info please write to: greenlit@miamarket.it