



**Business  
ahead**

Mercato Internazionale  
Audiovisivo  
Film-Drama-Doc

ROME OCTOBER 13 | 17 2021

MIA | Mercato Internazionale  
Audiovisivo  
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## What's Next Italy 2021

### Rules and guidelines

#### 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 centre 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.

#### 1 General Provisions

2.1 What's Next Italy, now in its sixth edition, is an initiative devoted to highlighting and discovering 2022 Italian films, in production and/or post-production as of October 2021, 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 (or sales agent) and director.

#### 3 Eligibility Criteria

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

3.2 Eligible titles are 100% Italian or co-productions with Italy;

3.3. 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 What's Next Italy, and/or have been already theatrically released or made available on digital streaming platforms by October 2021;

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

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3.5 Submitters of titles that have been already presented at other '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 'in progress' initiatives or industry events after the submission to the What's Next Italy, the submitter should timely inform the MIA staff in writing (f.palleschi@miamarket.it). In case of participation to other in progress' initiatives or industry events, submission to the What's Next Italy 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 What's Next Italy 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 What's Next Italy;

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 Director of the MIA, 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 **August 30<sup>th</sup>, 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:

- Synopsis of the film
- Logline 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 (max length: 20 minutes). The link could directly be uploaded in the submission form or emailed to [mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it), clearly mentioning reference to the What's Next Italy application and title of the film in the mail subject.
- A film still (jpeg or tiff format, high resolution, min. 300 DPI, horizontal format);
- Any other material that will contribute to a better understanding of the filmmaker's work and/or of the film would be welcome.

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4.7 Submissions must be presented according to these rules and regulations and by the indicated deadlines. Only submissions made through the official What's Next Italy 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 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 MIA digital platform and the communication materials, 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. The film information published in the official MIA promotional materials, are automatically gathered from the online entry form filled out by the applicant. MIA shall not be held liable for inaccurate or missing information published in the materials, originating from errors or omissions reported in the entry form.

## 5 Selection criteria

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

5.2 The MIA Director and the head of MIA strategic development select the final participating films, taking into consideration the international circulation potential and quality of the titles.

5.3 The list of selected titles will be announced by early October.

## 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 What's Next Italy presentation.

6.4 Attending the public pitching session in whichever form – physical, digital, hybrid - it 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 **October 1<sup>st</sup>, 2021**.

6.7 The pitch will be in English.

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