

*Press Release*

IN ROME, OCTOBER 13 – 17, 2021

# MIA | MERCATO INTERNAZIONALE AUDIOVISIVO

## 7<sup>th</sup> EDITION

OF THE MOST IMPORTANT INDUSTRY EVENT IN ITALY

MORE THAN + 1700 PARTICIPANTS FROM OVER +50 COUNTRIES



**350 TITLES, 2 NEW SHOWCASES**  
**DEDICATED TO FACTUAL AND ANIMATION CONTENT**

**JOE RUSSO, ALON ARANYA, R.J. CUTLER, STUART FORD**  
**AMONG THE ANTICIPATED INTERNATIONAL SPEAKERS**

**THE LATEST PROJECTS OF MARCO BELLOCCHIO, STEFANO ACCORSI,**  
**ALESSANDRO BORGHI, ALESSANDRO GASSMANN, LUIGI LO CASCIO,**  
**NERI MARCORÈ, VALERIO MASTANDREA, FERZAN OZPETEK,**  
**FABRIZIO BENTIVOGLIO, ALESSANDRO RAK AND ZEROCALCARE**  
**AMONG THE MANY TITLES OF THE "FIVE-DAY" MARKET**

From October 13 to 17, 2021, the annual appointment with **MIA - INTERNATIONAL AUDIOVISUAL MARKET** directed by **Lucia Milazzotto** is back. Over the years, this privileged destination for top industry players focused on increasing product exports, co-productions, and business relations at an international level has risen as one of the most important market events in Europe by number of visitors and results.

**Stefano Accorsi, Phaim Bhuiyan, Marco Bellocchio, Fabrizio Bentivoglio, Alessandro Borghi, Alessandro Gassmann, Luigi Lo Cascio, Neri Marcorè, Valerio Mastandrea, Ferzan Ozpetek, Alessandro Rak, Giorgio Tirabassi, Zerocalcare** are just some of the protagonists of the 2021 edition, a "five days" full of events listing over **+350 original titles** (in development and in production). This year's edition tops **1,700 participants from over 50 countries, more than 90% of which, comprising international and national operators**, are physically taking part in the event - proof not only of the desire to plunge back into the cinematic experience and meet face to face with the international film community but also and above all, of the renewed interest and trust in the Italian production capacity and the country's system.

In addition to these personalities, MIA also displays a remarkably busy lineup: **more than +140, 80 of which are market previews and world premieres**, revealing a **+30% increase in the number of theatrical screenings**.

With a focus on anticipating the industry's trends and business models and support the ecosystem efficiently from an international viewpoint, MIA has renewed the offer of its content, networking, and market tools by strengthening its three divisions: **Scripted**, curated by **Gaia Tridente**, including **Film and Drama**; **Unscripted**, curated by **Marco Spagnoli**, including **Doc and Factual**; and **Strategic Development** - comprising the market

screenings, content showcases, and activities related to the sale of the complete product - entrusted to **Francesca Palleschi**.

MIA was founded and continues to grow thanks to the consolidated joint venture between **ANICA – Associazione Nazionale Industrie Cinematografiche Audiovisive Multimediali** presided by **Francesco Rutelli** and **APA – Associazione Produttori Audiovisivi** chaired by **Giancarlo Leone**, with the renovated support of the **Ministry of Foreign Affairs and International Cooperation**, **ICE (Agency for the promotion abroad and the internationalization of Italian companies)**, and with the support of **MiC (Ministry of Culture)**, **Ministry of Economic Development**, **Lazio Region**, and **MEDIA program of the European Union**. Once again, the main partnerships with **UniCredit**, **Apulia Film Commission**, and **Fondazione Cinema per Roma** were confirmed, adding new commercial supporters for 2021, such as **Fastweb**.

The positioning and credibility of MIA and its team are also proven by the **many prestigious** domestic and international **partnerships**, including **ACE Producers**, **Alice nella Città**, **Doc Barcelona**, **Europa Distribution**, **European Producers Club**, **GZ Doc of Guangzhou**, **Video Game Lab**, **Visionaries**.

**The seventh edition of MIA takes place in Rome from October 13 to 17, 2021**, in the unique settings of the city center's historical venues of **Palazzo Barberini**, **Cinema Moderno**, and **Cinema Quattro Fontane**, where the domestic and international audiovisual industry will be greeted in an utterly safe and Covid-proof environment, under the aegis of sustainability. Moreover, MIA is one of the few audiovisual events in Europe that has gained the ISO 20121 Certification for the past two editions. Like last year, physical events will be virtually enhanced and integrated through **MIA DIGITAL**, an online custom-designed platform that allows operators to exploit the Market's activities and services digitally, even after the event is over while giving access to **a vast library of unpublished multimedia content**.

### CONTENT SHOWCASE

**WHAT'S NEXT ITALY, C EU SOON, GREENLit, ITALIANS DOC IT BETTER,  
ITALIAN FACTUAL SHOWCASE, ANIMATION CONTENT SHOWCASE**

*Special events dedicated to previews of Italian and European titles*

Strategic Development activities include the iconic **WHAT'S NEXT ITALY**, a work-in-progress program dedicated to discovering the latest Italian films, presented to accredited international executives and decisionmakers by directors, producers, and distributors.

The 2021 lineup echoes the varied landscape of contemporary Italian cinema and aims at a multifaceted and never predictable offer, ranging from comedy to drama, thriller, and period films. Seven of the nine titles presented are first or second works: **CALCINCULO** (Tempesta production, Tellfilm), with Andrea Carpenzano (*La Terra Dell'Abbanzi, Il Campione*) and Barbara Chichiarelli (*Favolacce, Suburra*), Best Screenplay at the 2018 Solinas Award, directed by Chiara Bellosi, once again behind the camera after her acclaimed feature debut film *Palazzo di Giustizia*, presented at the 2020 Berliner; **DELTA**, (produced by Greenland, Rai Cinema and Kino Produzioni) directed by Michele Vannucci, where two great actors, Alessandro Borghi and Luigi Lo Cascio, play the role of two men who fight for their communities, confronting one another amid the foggy banks of the Po River; **MARGINI**, Niccolò Falsetti's feature debut (produced by dispàrte and Manetti bros. Film, with Rai Cinema) set in Tuscany at the end of the 2000s, follows the lives of Edo, Iac and Miche, who can finally realize their dreams and prove they are worth something; **IL MUTO DI GALLURA**, Matteo Fresi's directing debut (produced by Fandango), an Italian western set in a mid-nineteenth-century Sardinia and centered on the figure of the 'Mute Man' Bastiano Tansu; **IL PATAFFIO**, directed by Francesco Lagi (produced by Vivo film with Rai Cinema in association with Colorado Film Production, Umedia), brings Italian writer Giovanni Malerba's funny novel to the big screen in a medieval comedy with the flavor of *l'Armata Brancaleone (For Love and Gold)*, starring Giorgio Tirabassi, Alessandro Gassmann and Valerio Mastandrea; **PIOVE**, 2017 Solinas award, is a horror set in a dark Rome, with Fabrizio Rongione, Cristiana Dell'Anna and Francesco Ghoghi, directed by Paolo Strippoli (a Propaganda Italia and GapBusters co-production); after the success of *Sulla mia Pelle* dedicated to the true story of Stefano Cucchi, **PROFETI** (produced by Cinemaundici, Lucky Red and Rai Cinema) is Alessio Cremonini's new film on the detention of an Italian journalist (played

by Jasmine Trinca) kidnapped by ISIS; **SEPTEMBER**, produced by Greenland, is the directorial debut of Giulia Steigerwalt, actress and screenwriter (*Moglie e Marito, Croce e delizia, Il campione*): a choral story that explores human relationships and the search for a more authentic contact between people; and, finally, the thriller **VETRO**, by Domenico Croce, focusing on the complex syndrome of hikikomori (produced by Fidelio Srl and Vision Distribution).

The session will be held on October 14 at Moderno 4 at 4.45 pm, moderated by journalist Nick Vivarelli (Variety).

Five films were selected for **C EU Soon**, a special work-in-progress program dedicated to European debuting and second works in post-production. Among the projects, **NASIM**, by directors Ole Jacobs and Arne Büttner, is the painful path of resistance and self-determination of an Afghan woman set in Moria, once the largest refugee camp in Europe. In **TEMPS MORT** (Time Out), French director Eve Duchemin makes her directing debut, a story about three inmates who leave jail on a permit after a long time. Inspired by the detention universe described in her documentary *En bataille, portrait d'une directrice de prison*, the film is produced by Belgian company Kwassa Films and co-produced with Les Films de l'Autre Cougar. The debuting film by Slovakian director Michal Blaško, **OBEŤ** (Victim), is the powerful tale of a mother's struggle who seeks justice for her son and ends up unleashing a wave of irrepressible violence. **MĀSAS** (Sisters) is the first feature by promising Latvian director Linda Olte, who brings to light the inner conflict of a young girl in foster care, torn between the prospect of a new family and a life with her sister in America and the search for her biological mother and roots. A teenager, his violent outcast gang, and a bullied boy become friends in **BERDREYMI** (Beautiful Beings), directed by Guðmundur Arnar Guðmundsson, whose first feature film *Hjartasteinn* (Heartstone) premiered at the Giornate degli Autori and was awarded the Queer Lion at the 73<sup>rd</sup> Venice International Film Festival, eventually screened at the European Film Awards and the Discovery section of the Toronto International Film Festival.

Flagship of the **Scripted** section, **GREENLit** is dedicated to the Scripted universe, a showcase of the most anticipated titles of next season in absolute preview. The 2021 selection boasts an astonishing variety of television genres that depict a composite fresco of the contemporary landscape - a further proof of the Italian production capacity and the high-quality reached by our country's audiovisual industry, capable of bringing scripted content to the Olympus of the global Market. GreenLit features eight titles, among which a preview of the highly anticipated Rai series **ESTERNO NOTTE** by Marco Bellocchio (produced by Lorenzo Mieli for The Apartment, a Fremantle group company, and Simone Gattoni for Kavac Film in co-production with Arte France, in collaboration with Rai Fiction), where the Maestro narrates the kidnapping of Moro from a different point of view than the 2003 feature film *Buongiorno, notte*. **BANGLA - THE SERIES** produced by **Fandango** in collaboration with **Rai Fiction**, is inspired by the homonymous 2019 film by **Phaim Bhuiyan**, here co-creator and co-director with **Emanuele Scaringi**. Once again, the story revolves around the adventures of Phaim, a practicing Muslim and second-generation Italian of Bengali origins living in the multi-ethnic Roman suburbs. Among other titles: **BLACK OUT** (a Rai Fiction-Eliseo Multimedia co-production), a series directed by Riccardo Donna, the realistic and gripping story of a small mountain community suddenly plunged into darkness and isolated by an avalanche, and forced to face an event that day after day becomes more and more mysterious, dramatic and shadowy. The series **EUROPA**, (produced by **Sky Studios, Pantaleon Films GmbH, and Indiana Production**) is an international co-production signed by director **Oliver Hirschbiegel** (*La Caduta*), created by head writer **Stefano Bises** and based on the book "Bilal" on the incredible investigation conducted by journalist **Fabrizio Gatti** who disguised as an illegal immigrant to travel from Africa to Europe and witnessed the dreadful experience of those who are forced to set out from the South of the world in search of a better life beyond the Mediterranean. Again for **Sky Studios**, an Italian version of **CALL MY AGENT** (produced by Palomar SPA and Sky Studios) lands at GREENlit, an ironic and irreverent comedy written by **Lisa Nur Sultan** and directed by **Luca Ribuoli** that offers a unique look into the golden world of cinema and showbiz, through **the point of view of who manages actors**: their agents. **Disney +** leads us into the kingdom of **Ferzan Özpetek** with an 8-episode serial adaptation of **LE FATE IGNORANTI**, based on the 2001 feature film produced by **R&C Produzioni Srl**. Among the new original titles, Rai Fiction presents the series **VOSTRO ONORE** (Italian adaptation of the Israeli series *Kvodo - Your Honor*) following the dramatic events of a Milanese judge played by **Stefano Accorsi**, willing to do anything to help his son. The series (a **Rai Fiction - Indiana Production** co-production) is directed by **Alessandro Casale**. Finally, **IL SANTONE - #LEPIÙBELLEFRASIDIOSCIO**, a comedy series inspired by the well-known Italian social phenomenon starring

Neri Marcorè and Carlotta Natoli. Starting from the satirical page of Federico Palmaroli, one of the authors, the series stars **Neri Marcorè** in the part of an improvised Roman cult leader, directed by **Laura Muscardin** (a **Stand by me** production in collaboration with **Rai Fiction**).

The appointment with GREENLit is for Friday, October 15. The session will be moderated by Gaia Tridente (Head of Scripted Division).

For the Unscripted section, **ITALIANS DOC IT BETTER** is back. **Led by Marco Spagnoli, this showcase event of Italian documentaries shot over the last year**, displays the best of a varied and surprisingly modern production. Among the titles: **ALIDA** (produced by Kublai Film, Venicefilm), Istituto Luce - Cinecittà and Rai Cinema, where director **Mimmo Verdesca** retraces the life of Alida Valli, marked by the voice of **Giovanna Mezzogiorno** and the contributions of many friends and collaborators of the diva, among whom **Dario Argento, Roberto Benigni, Bernardo Bertolucci, Charlotte Rampling, Vanessa Redgrave and Margarethe von Trotta**; **A BREATH OF LIFE** (produced by Blue Mirror, Bielle Re, Kimerafilm, Tama Filmproduktion), directed by **Daniele Coluccini** and **Matteo Botrugno**, introducing the viewers to 95-year-old Lucy, the oldest transsexual woman in Italy who survived the horrors of Dachau; the docu-series **CLIO BACK HOME** (produced by Pesci Combattenti) centered on the famous makeup artist, Clio Zammattèos who created the multimillionaire business **ClioMakeUp**, directed by G. Marchesani; in **DANTE CONFIDENTIAL**, (produced by 3d Produzioni) directed by **Simona Risi**, **Pif** guides us through an irreverent investigation to discover the private and unedited sides of the life of the great Italian poet; the docufilm **DEAR MAMA** (produced by the Italian Society of Pediatrics) by **Alice Tomassini** is the story of Cristina, Dorina, and Fabio, 3 of the over 30,000 minors in Italy who every year enter the foster homes scattered around the country to escape abandonment and abuse, waiting to be adopted; **FLY, LUNA ROSSA!**, the legendary Italian boat epic from 1997 to today, produced by Stand by me and directed by Cristian Di Mattia and narrated through unpublished footage; **GHOSTS IN FERRANIA**, produced by Kiné Società Cooperativa and directed by **Diego Scarponi**, is the account of a factory that became a worldwide-known brand contributing forever to the history of photography and cinema; **THE LAVORINI CASE** produced by Red Film srl, retraces the kidnapping of the first Italian minor, little Ermanno Lavorini; **MARINA CICOGNA. THE PRODUCER**, a docufilm focused on the first woman producer in Europe, Marina Cicogna, produced by Kama Productions, directed by **Andrea Bettinelli**; **MARTA - MURDER AT THE SAPIENZA CAMPUS**, a docu-series (produced by Rai Documentari and Minerva Pictures Group) directed by **Simone Manetti**, on a murder that struck the university of Rome in 1997; **NAPOLEON - IN THE NAME OF ART**, a documentary (produced by 3D Produzioni and Nexo Digital) directed by **Giovanni Piscaglia** that retraces the relationship between Napoleon, art and culture, on the threshold of the 200<sup>th</sup> anniversary of the French general's death; **ON THE TOP OF THE WORLD**, (produced by Stand by me in collaboration with Rai Fiction) directed by Stefano Vicario, is the love story account between mountaineer Walter Bonatti and diva Rossana Podestà; **P60LO FRESU - MUSIC FOR READING** (produced by Tuk Music and Mammut Film) directed by **Michele Mellara** and **Alessandro Rossi**, is the faithful chronicle of an unrepeatable event: a special concert held in the historic halls of the Archiginnasio of Bologna for the sixtieth-year birthday of great musician Paolo Fresu; **RED SKY AT NIGHT** by director **Emanuele Mengotti** (produced by Le TALEE SRL) is a still image of the city of Las Vegas in March 2020 through the eyes of a gallery of characters - American heroes and anti-heroes; in **SEAFARERS**, (produced by Fondazione con il Sud, Apulia Film Commission and Audioimage), director **Daniele De Michele** collects the hardships and bitterness of the world of art, abandoned in the face of the economic struggle brought out in the silence of the first Covid lockdown; in **TITIAN. THE FIRST ART ENTREPRENEUR** (produced by Kublai Film, Gebrueder Beetz, Sky Arte, ARTE / ZDF, Zetagroup), directors **Giulio Boato** and **Laura Chiossone** describe Tiziano's extraordinary ability in being both an artist and an entrepreneur capable of selling his own art; **TUTANKHAMON - THE LAST EXHIBITION** (produced by Laboratoriorosso and Nexo Digital) directed by Ernesto Pagano is a descent into the mysteries of the great pharaoh discovered nearly a century ago. Finally, in **THE WORLD IS TOO MUCH FOR ME** (produced by Jump Cut), Vania Cauzillo depicts the story of Vittorio Camardese, the inventor of tapping, a revolutionary guitar technique until then ascribed to Eddie Van Halen. Scheduled for **Saturday, October 16**, the appointment is moderated by Marco Spagnoli (Head of Unscripted Division). The event is supported by the Apulia Film Commission.

Among the great novelties of edition #7, is **ITALIAN FACTUAL SHOWCASE**, a new session dedicated to the factual genre that has invaded screens worldwide, also in Italy. Among the 8 titles: **BEAUTY BUS** by Riccardo

Mastropietro, produced by Pesci Combattenti; **GIRL STUFF**, created and produced by Creative Nomads; **MAGIC CASTLE - VOGLIO ESSERE UN MAGO!**, a Stand by me and Rai production; **MUD WAR** by Luca Traina produced by EiE film; Walter Bencini's **MUTANT BODIES**, produced by Insekt Film; **ORIGINES** by Amir Ra, produced by Mr Moody S.r.l.; **THE ITALIAN WAY** by Andrea Sproviero and Francesco Miglio, produced by YAM112003; and, finally, **THE SCENT** by Marco C. Caccavo and Walter Ronzani, produced by Freedomformat. Moderated by Matteo Pilati (MIA Unscripted - Consultant), the appointment is for Friday October 15.

At the **ITALIAN ANIMATION SHOWCASE**, 13 new animation titles will surprise the international buyers attending MIA. Among the series and animated films, **ANIMAL HOUSE** directed by Andrea Zingoni and Vernante Pallotti (produced by T-REX Digimation and RAI Ragazzi); **ARCTIC FRIENDS - PUFFINS** directed by Giuseppe Squillaci (produced by Iervolino & Lady Bacardi Entertainment Spa); **THE CASE** by Maurizio Forestieri (produced by Graphilm and Rai); **THE GAME CATCHERS** directed by Andrea Bozzetto and Branko Rakic (produced by Studio Bozzetto & Co); **LEO DA VINCI 2** by Sergio Manfio, (produced by Gruppo Some S.r.l.); **LORENZO AND THE MIRROR** directed by Angela Conigliaro (produced by beQ entertainment); **NEFERTINE ON THE NILE** by Maurizio Forestieri (a Graphilm, Waooh! And Cyber Group Studios production); **ONE LOVE** directed by Andrea Zingoni and Sofia Rivolta (a T-Rex Digimation, Mondo Tv, Rai Ragazzi and Rigotz Stories production); the series **PINOCCHIO AND FRIENDS** and **SUMMER & TODD - HAPPY FARMERS**, both produced by Rainbow S.p.A.; **TEAR ALONG THE DOTTED LINE - STRAPPARE LUNGO I BORDI**, by Michele Rech, aka Zerocalcare (produced by Movimenti Production); **TOPO GIGIO**, a series by Giorgio Scorza and Davide Rosio (a Topo Gigio S.r.l. production and Movimenti Production in cooperation with Rai Ragazzi); **YAYA & LENNIE - THE WALKING LIBERTY**, a new animated film by **Alessandro Rak** (produced by MAD Entertainment).

## TALKS

Next to the anticipated scheduled appointments with award-winning director, writer, and producer **Joe Russo** (Co-Chairman of AGBO), producer and writer **Alon Aranya** (*Your Honor*), and acclaimed documentary producer and director **R.J. Cutler**, the 2021 program of MIA is enriched with over 50 head-on events, both on-site and in streaming, featuring the main protagonists of the global audiovisual industry.

One of the first talks to open the section on October 13, is a conversation on the role of the *Intimacy Coordinator*: **Learning more about simulated sex and nudity on set: inside the work of an Intimacy coordinator**. With the explosion of the #MeToo movement, this professional figure has become very popular on film sets, and not only do they deal with the choreography of simulated sex scenes, but they defend the right of actors to feel safe and comfortable in playing those roles while aiming to establish a set of good practices and a replicable code of conduct. Ita O'Brien (Intimacy Coordinator in *Sex Education*, *Normal People*, *I May Destroy You*) is a pioneer in this field and will discuss his professional experience with **Julie Billy** (producer, June Films and co-founder and co-president of Collectif 5050) and **Cassandra Han** (casting director).

The panel **A Film is a Film is a Film** is an extensive debate on the present and future state of films in relation to the new methods of production and diffusion. Among the speakers, respected voices from the film industry: **Riccardo Tozzi** (*Cattleya*); **Michele Casula** (*audience analyst*), **Marta Donzelli** (*Vivo Film*), **Nicola Maccanico** (*Cinecittà*), **Thomas Bertacche** (*Tucker Film*) **Stefano Massenzi** (*Lucky Red*), **Lorenzo Mieli** (*The Apartment*), **Matteo Rovere** (*Greenland Group*), **Maria Pia Ammirati** (*Rai*), **Antonella d'Errico** (*Sky*), **Sara Furio** (*Netflix*), **Jaime Ondarza** (*Viacom CBS*).

**RESHAPE - Empower Human Potential** is presented next, a 6-episode docu-series that illustrates the encounter between 6 extraordinary men: thinkers, creatives, entrepreneurs who share their values and passions with exceptional Italian hosts. Speakers: **Véronique Commelin** (Head of International Sales *Nexo Digital*), **Oscar Farinetti** (Founder *EATALY* and *Green Pea*), and **Mattia Mor** (Founder & Ceo *Emotion Network*).

On the second day, a must for all lovers of animation and comics: a talk between **Giorgio Scorza** (Movimenti Production) and **Michele Foschini** (Bao Publishing) in **From Paper to Screen - Making Zerocalcare's World Real** based on the "backstage" of the creation of the animated series produced by the beloved and infamous **Zerocalcare**. During the round table **Future is Education**, organized and promoted by **ANICA**, **CNA Cinema**

**Audiovisivo**, and **ANICA Academy**, emphasis will be placed on the centrality of producer training as a creative entrepreneur and a well-rounded figure in the film industry. During the session *Study on The Audiovisual Industry Results in The International Markets*, ICE, the Agency for the Promotion and Internationalization of Italian Companies, will present a report on the position of the Italian audiovisual industry on the international Market. Speaker **P. Lelio Iapadre** (Full Professor of Applied Economics at the University of L'Aquila and member of the Scientific committee); **Rossi-Doria** (Excellence Center, Roma Tre University) with opening speeches by **Lucia Borgonzoni** (Undersecretary of State for Culture - MiC - Italian Government); **Manlio Di Stefano** (Undersecretary of State for Foreign Affairs and International Cooperation - MAECI - Italian Government); **Roberto Luongo** (Director General ITA - ICE Agenzia), and **Nicola Borrelli** (Director General for Cinema and Audiovisual Department of Ministry of Culture - MiC - Italian Government). **Roberto Stabile** (Head of International Department ANICA and ITA Audiovisual Desks Coordinator) will moderate the meeting. There's space for football, too, in the Unscripted/Factual section, with *Sogno Azzurro: A Case History*, speakers **Achille Corea** (Author), **Michele Gambino** (Author), **Azzurra Di Tomassi** (Director), **Paolo Corvi** (FIGC), and **Giovanni Valentini** (FIGC). Following, **Giancarlo Leone**, President of APA - Audiovisual Producers Association, will present the *3<sup>rd</sup> APA Report on the Italian Audiovisual Industry* with speakers **Maria Pia Ammirati** (Rai Fiction), **Daniele Cesarano** (Mediaset), and **Eleonora Andreatta** (Netflix). The potential of 5G technology, artificial intelligence, and their possible application in the audiovisual world is the core theme of the panel *Development and Integration of the 5G Vanguard: a follow-up*, with introductory speeches by **Francesco Soro** (Director General for Electronic communication, radio broadcasting and postal services - Ministry of Economic Development); **Francesco Rutelli** (President of ANICA), and **Giancarlo Leone** (President of APA) and the contributions of **Manuela Cacciamani** (Executive Director Direct2Brain), **Luca Rea (Ugo Bordini Foundation)**, **Stefano Ciullo** (Director, Public Policy Netflix Italy), **Nicola Maccanico** (CEO, Cinecittà), followed by a presentation of the innovative technological applications applied to the world of Tim Vision, Fastweb, Invisible Cities, and Google. In *The Future State of the Film Industry*, some of the leading European and American players of the global film market discuss strategies and new trends for the production, sale, and global distribution of feature films. Speakers: **Marc Gabizon**, COO Wild Bunch; **Michael Weber**, CEO The Match Factory; **Eve Gabereau**, CEO, Modern Film; **Rémi Burah** CEO, ARTE France Cinéma; **Scilla Andreen**, CEO & Co-Founder IndieFlix; **Jonathan Kier**, Producer; **Sean Furst**, President of Film and TV at Skybound Entertainment. The panel is moderated by **Andrea Occhipinti**, founder of Lucky Red.

The panel *Rai Documentari and International Co-productions* presents some of RAI Documentari's major international co-productions in its first year of activity. The director of Rai Documentari **Duilio Giammaria** meets **Caroline Behar** (Head of Acquisitions & International Coproductions, France Télévision); **Suzanne Biermann** (Commissioning editor ARTE); **Jorge Franzini**, (VP Original Content Development & Programming, Curiosity Stream); **Caroline Haidacher** (Commissioning editor, ORF), and **Tom Koch** (Vice President, PBS Distribution PBS). In *UniCredit - Looking Forward: What Future for the Film Industry?* Laura Torchio illustrates the post-pandemic scenario of the audiovisual industry and suggests recovery directions to overcome the crisis. Nicola Maccanico will talk about how the government believes in the value of cinema and intends to support its growth with PNRR, the National Recovery and Resilience Plan, an investment in Cinecittà. Occhipinti, Degli Esposti, and Amadei will describe how their companies reacted to the crisis and how UniCredit supported them along the way. Speakers: **Giampaolo Letta** (President of the UniCredit Centro Territory Council), **Laura Torchio** (CB Italy UniCredit), **Nicola Maccanico** (CEO of Cinecittà SpA), **Andrea Occhipinti** (Founder Lucky Red), **Carlo Degli Esposti** (Founder Palomar), **Fabio Amadei** (Cinema Director Farnese), **Roberto Fiorini** (Regional Manager UniCredit Centro).

Among the Friday 15 sessions, *Getting Your Projects Financed and Commissioned in Today's European Scripted Ecosystem?* is an introduction to the new trends of the *scripted series* market. Some of the main producers and commissioners of the European Market discuss the possibilities for producing high-end serial content. Speakers: **Moritz Polter**, Managing Director and Executive Producer, Windlight Pictures - ITV Studios; **Polly Williams**, Managing Director Federation International; **Sebastián Vibes** VP Sales & Co-productions VIS at ViacomCBS Network EMEA and Asia at ViacomCBS Network EMEA; **Manuel Alduy**, Head of Cinema and International Development France Télévision and **Simone Emmelius**, SVP International Coproductions and Acquisitions, ZDF. The session is moderated by **Carlo Dusi**, Strategy Director and Executive Producer of Endor Productions. In *Lazio MIA International Showcase*, together with the Lazio Region, Unioncamere Lazio, and the Chamber of Commerce of Rome, MIA has selected eight innovative companies and startups operating in the audiovisual sector in the Lazio territory, suggesting cutting-edge solutions in the field of development, production, post-production, and distribution of audiovisual works, environmental

sustainability, copyright, transparency, and piracy. [Media & Minors: the search for technological solutions to social and cultural problems](#) offers an important insight on audiovisual and mobile multimedia content transmission systems, on cybercrimes, on the protection of minors, and on related legal and moral responsibilities. Among the speakers of this important session: **Francesco Soro** (Director General for Electronic Communication, Broadcasting and Postal Services - Ministry of Economic Development); **Teresa D'Amato** (Director of the Postal Police and Communications Service); **Luca Milano** (Director of Rai Ragazzi); **Giacomo Lev Mannheimer** (Institutional Relations, TikTok); **Stefano Ciullo** (Institutional Relations, Netflix); Sara Giulia Salemi (influencer), Paolo Camilli (influencer). [Equity investment panel: dreams, reality and hopes. Where is the money the sector needs today?](#) investigates how independent production companies finance ambitious television shows and the role of equity financing in the production market, among other issues. Speakers: **Cécile Gaget**, President of International Production & Distribution, Anton; **Antoine Bodet**, Executive Director, Alliance Entreprendre; **Elisa Alvares**, Founder, Jacaranda Consultants; **Joyce Zylberberg**, Co-founder and Managing Partner, Screen Capital; **Jorge Sanz** (Mandate Management, Strategy & Business Development, European Investment Fund; **Nicolas Parpex**, Director of the Creative Industries Hub and Manager, Touch Plan, BPI (France). The session is moderated by **Alexandra Lebret**, Managing Director, European Producers Club. The panel [TikTok: The New Frontier for Entertainment Players](#) takes a look at the opportunities and the communication of the most popular social platform of the moment in the words of **Giuseppe Suma** (Head of Entertainment, Media, Gaming, Sport & Telco, Global Business Solutions, TikTok Italia). Finally, in [To Each Their Own: Namely, the Dialectic of the Creative Process Producers](#), Anica Academy, in line with its training mission, promotes a dialogue between authors and producers to deepen the knowledge of the dynamics of the creative process through the testimony of the protagonists. Chairman: **Jan Mojto**, CEO BETA FILM GmbH. Speakers: **Francesca Comencini**, Director and Screenwriter; **Barbara Petronio**, Screenwriter & Head writer; **Ludovica Rampoldi**, Screenwriter & Head writer; **Serena Sostegni**, Projects Selection and Development / Delegate producer Lucky Red; **Riccardo Tozzi**, President and Founder Cattleya.

Saturday 16 opens with a 360-degree conversation on film distribution and its future in [The "Everything you always wanted to know about Distribution but were afraid to ask" Series: Recover, Reboot, Reshape](#), with international speakers, such as **Thania Dimitrakopoulou** (Head of Sales, The Match Factory, Germany); **Eve Gabereau** (Founder & CEO, Modern Film, United Kingdom); **Catalina-Mihaela Iordache** (Ph.D. researcher and teaching assistant, VUB, Belgium); **Olivier Van Den Broeck** (Managing Partner, The Searchers, Belgium). Among the main events of the day, a special keynote, [In conversation with Chairman and CEO of AGC Studios, Stuart Ford](#), where Chairman and CEO of AGC Studios Stuart Ford presents the independent studio model that lies behind the making of Roland Emmerich's film *Moonfall*, among others, to be released in 2022. For the **Animation** section, MIA hosts Enzo D'Alò, who retraces his career (from his beginnings as a musician to the international success of his films) in [Enzo D'Alò, an unusual animation movie director](#).

In [Made In Italy Reboot](#), the **Minister of Foreign Affairs and International Cooperation Luigi Di Maio** discusses the importance of the film and audiovisual industry in the Italian Cultural Leadership as a fundamental asset for positioning our country on the European and international market. In [Drama State of the Art](#) some of the top US television executives behind the success of many current shows will discuss how they adapted to market changes, finding new opportunities, locally and globally. At MIA: **David Levine**, President Anonymous Content; **Vince Gerardis**, CEO and Founder CIAO; **David Davoli**, President of Television, Bron Studios; **Anne Thomopoulos**, Legendary Global Partner; **Matt Brodlie**, Founder and Producer; **Erik Barmack**, CEO and Founder Wild Sheep Content. **Ted Miller**, Head of Global Television CAA will moderate the session.

To answer the question "What is Factual?" together with moderator **Riccardo Mastropietro** (CEO of Pesci Combattenti) are the [Doc/Factual Boundary](#) guests, **James Blue** (SVP, MTV News & Docs - Head, Smithsonian Channel); **Jane Cha Cutler** (Producer, This Machine Filmworks); **Annette Hill** (Lund University - Professor of Media and Communication); **Sonia Latoui** (Deputy General Manager, Mediawan Thematics); **Michael von Würden** (Managing Director, Snowman Productions). [Dalla Parola Allo Schermo](#) (From the Word to the Screen) is an initiative by the Lazio Region with LAZIOcrea, created to support feature films or television projects screenplays, but also TV series, short films, and stories for the web, set, closely connected, and rooted in the Lazio region. Among the nearly 1000 projects presented in this exclusive session, the first five

classified in the "Beginners Category" and the first five classified in the "Authors Category" will be given the opportunity to present their projects to top buyers of the audiovisual sector. Among the last events of the day, in the panel *Standing Out in the Streaming Game*, exclusive executives of digital platforms and producers of successful series such as *Lupine*, *Narcos*, *Shitsel* and *Tehran* explain how a global hit is built. Speakers: **Douglas Craig**, Senior Vice President, Content Strategy, ViacomCBS Networks International, Streaming Division; **Jeff Cooke**, Vice President of International Networks, Starz; **Christophe Riandee**, Deputy CEO Gaumont; **Danna Stern**, Managing Director, Yes Studios; **Julien Leroux**, CEO and Founder, Paper Entertainment; **Mo Abudu**, CEO, EbonyLife Group; **Lorenzo De Maio**, President, De Maio Entertainment.

The closing Sunday is dedicated to the world of videogames and its interconnections with the world of theatrical. In *Game. Set. Match* and *Cinema & Videogame*, cinema meets videogames. Among the speakers of the two panels, **Andrea Valsini** (Creative Director / Game Designer - Fantastico Studio); **Daniele Bianchini** (Director / Programmer - Fantastico Studio); **Ivan Venturi** (CTO Italian - Games Factory); **Daniele Azara** (Partner & Head of Games - One O One Games); **Roberto Semperbene** (Studio Manager - Storm in a Teacup); **Flavio Parenti** (Co-founder - Untold Games Srl); **Matteo Pozzi** (Co-Founder - We Are Müesli); **Roberto Semperbene** (Studio Manager of Storm in a Teacup,) and **Simone Arcagni** (Professor and Journalist, New Media and Digital Culture).




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