



MIA | CO-PRO MARKET & PITCHING FORUMS

Main Guidelines and Rules

MIA is widely recognized as an effective market platform where the international industry can find real partnering and financing opportunities for projects in development.

MIA 2022 Co-production Market & Pitching Forums are open to scripted and unscripted contents intended for theatrical distribution, television broadcasting and digital streaming. The market aims to facilitate, encourage and accelerate new business opportunities for the development and creation of new content on an international level. The Co-production Market & Pitching Forum will select about 50 projects from all over the world, presented in Film, Drama, Doc, Animation categories.

Every division hosts a very specific international content market, featuring tailored activities designed to find financial and producing partners, through international co-production deals. The Pitching Forum & Co-production Market is divided in the following slates:

Film, Drama, Doc, Animation.

CO-PRODUCTION MARKET GENERAL STRUCTURE

The MIA Co-production Market 2022 is articulated in:

- 1) dedicated pitching sessions designed to find the right financial partners.
- 2) One-on-one meetings (pre-scheduled and scheduled on the spot) ensuing the forums' sessions.

The selection committees, one for each division, are composed of top industry experts, who will review and evaluate all the submitted projects.

Once a project has been selected, at least one representative must be present during the days of the MIA Co-production Market. Attending the public pitching session and the one-to-one meetings is mandatory.

During MIA, the selected projects are presented by their producers / directors (or by any other partner and right holders) to an audience of potential financial partners, including broadcasters and networks, producers, distributors, private and public funds, digital platforms, in specific open pitching sessions. Official selection will be unveiled by **September 2022**.



PROJECT SUBMISSION

The submission of a project 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.

By applying, producers are also agreeing to be available for the full days of 11th – 15th October 2022.

The signature on the entry form is considered as proof that the signatory, by filling in the entry form, freely accepts all rules and regulations and all Committee decisions regarding the selection of the projects.

If the project is selected, the signatory formally commits himself or herself to present the project in MIA 2022; declares himself or herself the sole and exclusive owner of all the rights related to the project, and therefore entitled to submit it to the market; guarantees that the submitted project does not infringe the rights of any third party.

The signature on the entry form releases and indemnifies MIA from any and every claim against it for damages, except for the MIA's right to claim compensation for damages. In the case of there being more than one owner of the rights to the project, the entry form must be signed by all of them.

- **Film Submission deadline: July 4th, 2022**
- **Drama Submission deadline: July 4th, 2022**
- **Doc Submission deadline: July 4th, 2022**
- **Animation Submission deadline: July 25th, 2022**

ANIMATION CO-PRODUCTION MARKET & PITCHING FORUM

Rules and Procedures

The Animation series /Animation stand alone specials /Animation feature films Co-Production Market and Pitching Forum (now “**Animation Co-Production Market and Pitching Forum**”) is open to all contents of any country/nationality intended for worldwide distribution, television broadcasting, on demand digital streaming, and theatrical release.

The market aims to facilitate, encourage and accelerate new business opportunities for the development and creation of new content, with an international quality level. The Event and



its activities are designed for producers, broadcasters, distributors, to connect with commissioning, financing, and co-producing partners. It explores the essential elements of successful scripted contents.

MIA 2022, Animation Co-production Market & Pitching Forum will take place in Rome, from October 11th to 15th.

1. ELIGIBILITY CRITERIA

Eligible projects for the Animation Pitching Forum are Animation series / Animation stand-alone specials/Animation feature films from any country and nationality, original projects of outstanding artistic value, aimed at international distribution and broadcast/release, with potential on linear broadcasting and/or on demand digital streaming (Animation series & Animation stand alone specials), theatrical release (Animation feature films), and worldwide distribution.

Each project submitted must fit one of the following categories and meet the following definition of eligibility requirements. All animation genres, techniques, and target audiences are accepted (pre school, all children, family, adult).

If you are considering submitting different slates, please inquire beforehand with us: animation@miamarket.it

Eligible formats:

- **ANIMATION SERIES :**

- A production (Season 1 only) in which theme, storyline, and main characters are presented under the same title, (if applicable, do add the intention to be developed beyond the first season).
- Is defined as a scripted serialized show of at least 10 episodes (or more) of a minimum 3 minutes each (or more), all episodes adding up in total to a minimum of a 30 minute half hour TV slot.
- In any case the submitted program should fit altogether the minimum format length of a televised half-hour time slot.

- **ANIMATION STAND ALONE SPECIAL :**



- Is defined as a scripted animation stand alone special : a minimum of a consecutive 30 minute story (cut down to 26' minutes in various broadcast territories), up to a 60 minute length script.
- In any case the submitted program should fit altogether the minimum format length of a televised half-hour time slot.

- **ANIMATION FEATURE FILM:**

- Is defined as a scripted animation feature film : a minimum of a 70 consecutive minutes long script (minimum required to enter several feature film competitions and festivals).

Eligible Projects must adhere to the following **criteria**:

1. Entries must be accompanied by a provisional production budget and a thorough project presentation (both literary and graphic pitch elements).
2. Submitted projects can be at different stages of development, but they must not have started LAYOUT before the 2022 edition of MIA.
3. Projects must be issued by producers (who hold the rights to pitch the show) seeking national and/or international partners and funding for their specific MIA pitch entry. Producers must have proven experience (at least one animated production produced, credited, and aired/released to audience).
4. Regarding Animation series, only the first season of a scripted series will be admitted.
5. Original concepts, adaptations (with a precise adaptation intention pitch and the original author's approval if applicable by copyright), 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 2022.
7. A broadcaster/on demand streaming platform/theatrical release interest and/or commitment attached, is a plus, but not mandatory.
8. Only submissions written with an English version will be accepted (please note a professionally translated text into English is valued).

Each production company can submit only one project to the Animation series /Animation stand alone specials /Animation feature films 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 July 25th 2022, using the registration form available [HERE](https://www.miamarket.it/en/co-pro-market-en/presentation/) (<https://www.miamarket.it/en/co-pro-market-en/presentation/>)

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 animationcopro@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
- Creator or producer Statement - max 500 characters
- Company Profile – max 500 characters
- Mood trailer and/or significant graphic pitch material

All submission must include the following **mandatory attachments (in English)**:

1. **Project Presentation** (including the following sheets:

- Concept presentation;
- The Season 1 story arch with 6 episode pitches + sample episode synopsis = *in case of an Animation series project* -
- An extensive synopsis or full treatment (showing the main details and articulations of the full story arch) = *in case of an Animation stand-alone special project* -
- An extensive synopsis and/or full treatment (showing the main details and articulations of the full story arch) *for an Animation feature film project*;
- Characters' sheet and journeys; Highlights for development specificities (at minimum: envisaged episode format, technique(s), market and target audience aims).

2. **Provisional production Budget Top-Sheet**

3. **Provisional Financial Plan and Secured Financing**



Optional attachments:

4. Pilot script (if available)
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 available)

Any other English-language material that may contribute to a better understanding of the project is highly recommended. 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 as well as the Industry Guide, Book of Projects and for the purpose of advertising the 2022 Edition.

4. SELECTION

MIA team verifies that the submitted projects correctly fulfill 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 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.

Once the project is selected, the signatory formally commits him/herself to present the project at MIA 2022; declaring him/herself 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 2022**.

5. PARTICIPATION



The Animation Pitching Forum will take place during the MIA Market dates (October 11th to 15th, 2022). 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: animationcopro@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** as well as the acceptance of all decisions taken by the Selection Committee, which are final.

For more information please contact:

animation@miamarket.it
animationcopro@miamarket.it