



INTERNATIONAL  
AUDIOVISUAL  
MARKET

- ANIMATION
- DOC & FACTUAL
- DRAMA
- FILM

## MIA | Mercato Internazionale Audiovisivo VIII Edition

Accreditation Regulation  
(11-15 October 2022)

### 1. INTRODUCTION

**1.1** The International Audio-visual Market (hereafter called 'MIA') is a brand and a project promoted and organized by ANICA Servizi Srl (with ANICA – National Association of Film, Audio-visual and Multimedia Industries – as sole shareholder) and APA (Association of Audiovisual Producers).

**1.2** MIA is carried out by APA Service and ANICA through a Temporary Grouping of Companies (hereafter called 'TGC'), with the support of MAECI (the Ministry of Foreign Affairs and International Cooperation), ICE (National Agency for the promotion of trades abroad and internationalization of Italian companies), the contribution of MiC (the Ministry of Culture), MISE (the Ministry of Economic Development) and Regione Lazio.

**1.3** MIA is a market event dedicated to the audio-visual sector, which offers product screenings, co-production meetings, support for networking and conferences to the Italian and international industries.

**1.4** The 8th edition of MIA will be held in Rome and on MIA Digital Platform from the 11th to the 15th of October, 2022.

**1.5** The general Admission to MIA, the issuing of a badge and related QR code, the personal password required to access MIA Digital and the admission to all MIA physical locations are covered by this Regulation.

**1.6** The request of the accreditation implies the acceptance of this Regulation. Any violation will justify the withdrawal of the login credentials.

**1.7** The Director of MIA has the right to settle all the cases not covered by this Regulation, and to derogate from Regulation in specific and justified cases. In cases of disputes concerning the interpretation of the individual articles of the Regulation, the original text in the Italian language shall be authentic.

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**1.8** This Regulation is not valid as an offer to the public and the receipt of applications for participation at MIA are in no way binding on the organizing TGI and don't imply any obligations towards the interested parties and/or participants to the proceedings covered by this Regulation, no right to any performance and/or any valid commitment by the TGC shall be acquired under this Regulation for the benefit of the latter.

## 2. ACCREDITATION

**2.1** MIA accreditation is reserved exclusively to film and audiovisual industry professionals. MIA accreditation is open to:

- Audio-visual Support Funds
- Broadcasters
- Business Development/Affairs
- Buyers
- Commissioning Editors
- Content Creators
- Development Executives
- Digital Creators
- Directors
- Distributors
- Executive Producers
- Exhibitors
- Festivals/Markets
- Film Commissions
- Film/TV Promotion Institutes
- Game developers
- Institutions
- Investors
- Law Firms
- Marketing
- PR / Publicists
- Press
- Producers
- Publishers/Agents
- Screenwriters

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- Showrunners
- Talent Agents
- Technical Industry
- Trade Associations
- TV Content Buyers
- World Sales
- Writers

**2.2** Students attending university level and master's degree courses related to the audiovisual industry can be admitted on an exceptional basis. Students can require only Student accreditation, up to a limited number of 200 admissions. Students shall email [accreditation@miamarket.it](mailto:accreditation@miamarket.it) and provide evidence of their enrollment to courses related to the audiovisual industry.

**2.3** It is necessary to apply for the accreditation to participate in the activities of MIA within the period and in the manner stipulated by this Regulation.

**2.4** People under 18 years of age are not allowed to participate, exceptions must be requested to the MIA Director with adequate motives. The Director will decide at its sole and unquestionable discretion.

**2.5** The accreditation can be requested through the form provided online ([www.miamarket.it](http://www.miamarket.it)). The form must be completed in its entirety and sent including the documents requested therein. Accreditation requests not complying with the methodology or incomplete will not be considered.

**2.6** Accreditation requests will be considered and proceeded on a *first-come-first-served* basis and the TGC will confirm acceptance of the accreditation request by e-mail through its suppliers.

**2.7** The Accreditation is strictly personal and non-transferable. Each applicant may request a single accreditation indicating one professional category. In the event that the accreditation and login credentials were used by a person other than its right holder, they will be taken and not be returned.

**2.8** The submission of the request form does not guarantee or represent the accreditation to MIA. By confirming that the TGC will give maximum attention to every request, it is reiterated that the final decision on the admission to MIA and the issuance of the accreditation (subject to the methodology) shall be expressed by the Director of MIA.

**2.9** The accreditation is valid for the entire duration of MIA. The accreditation must be shown, upon request, to personnel in all areas where the activities of MIA take place.

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**2.10** Upon confirmation of the accreditation's purchase, the participant will automatically receive personal credentials to access the area reserved for the MIA Digital Platform and their personal area.

### 3. REGISTRATION DEADLINE, COSTS AND FORMS OF PAYMENT

**3.1** Accreditation to MIA has different costs depending on the date the participant finalizes his/her accreditation process and on the activity for which the access is requested. The fee is reduced for participants registering in advance of the market dates and increased for the registration close to the event (after verification of the availability of seats). During MIA, daily accreditations may be requested; the request must be presented 24 hours in advance for access to the spaces of the MIA in Rome. Daily accreditations for the MIA Digital Platform are not available. The issuance of the daily accreditations is subject to the same conditions covered by this general Regulation and after the verification of the availability of seats.

### 3.2 Location

The different types of accreditations will give access to the different locations where MIA will take place:

- **Palazzo Barberini** (main floor and gardens) - b2b
- **Cinema Barberini** (6 halls) - talks and industry sessions
- **Terrazza Barberini** (Cinema Barberini Rooftop) - networking lounge and b2b

### 3.3 Types of accreditations

**INDUSTRY** - Full access to all MIA activities and venues (**Palazzo Barberini, Cinema Barberini and Terrazza Barberini**) from October 11 to 15, 2022. Full access to the online marketplace on the MIA Digital platform and access to exclusive content until November 30, 2022. Access to all content on the platform, live streaming panels and on-demand, registered companies and players and the messaging system, **until November 30, 2021**.

**TALKS** - Access to all MIA talks taking place at **Cinema Barberini** from October 11 to 15, 2022. Access to online talks (live streaming and on-demand) on the MIA Digital platform **until November 30, 2022**.

**DAILY** - Full access to all MIA activities in Rome (**Palazzo Barberini, Cinema Barberini and Terrazza Barberini**) and is valid for one day only. No access to the online marketplace on the MIA Digital platform.

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**PRESS** - Reserved for journalists, press, PR agencies. Gives access to all MIA talks, press conferences and special content at the **Palazzo Barberini, Cinema Barberini** and **Terrazza Barberini** venues from October 11 to 15, 2022. Access to online talks (live streaming and on-demand) on the MIA Digital platform until November 30, 2022.

**STUDENTS** - Reserved for students in bachelor's and master's degree programs in topics relevant to the audiovisual industry. Gives access to all MIA talks (panels/masterclasses/keynotes) and special content at **Cinema Barberini** and **Palazzo Barberini** (consistent with capacity limits) from October 11 to 15, 2022. Access to online talks (live streaming and on-demand) on the MIA Digital platform until November 30, 2022.

Market Badges 2022						
	Industry		Press	Talks	Students	Daily
	Full access		Talks and Press Area only	Talks only	Talks only	Full access
	Onsite+Digital	Digital only	Onsite+Digital	Onsite+Digital	Onsite+Digital	Onsite only
<b>Early Bird</b> until 31.08	€ 250,00		Upon Request	€ 110,00	Upon Request	€ 250,00
<b>Regular</b> 1.09 – 05.10	€ 390,00	€ 250,00	Upon Request	€ 110,00	Upon Request	€ 250,00
<b>Late</b> 06.10 – 15.10	€ 450,00	€ 250,00	Upon Request	€ 110,00	Upon Request	€ 250,00
<b>Access /Venues</b>	Palazzo Barberini Cinema Barberini Barberini Rooftop		Palazzo Barberini Cinema Barberini Barberini Rooftop	Cinema Barberini	Palazzo Barberini Cinema Barberini	Palazzo Barberini Cinema Barberini Barberini Rooftop
<b>What you get</b>	<ul style="list-style-type: none"> <li>Full access to all MIA activities in all MIA locations in Rome from October 11<sup>th</sup> to 15<sup>th</sup> 2022.</li> <li>Full access to Barberini networking Rooftop and Palazzo Barberini.</li> <li>Full access to MIA Digital online market and exclusive content from October 11<sup>th</sup> to October 25<sup>th</sup>.</li> <li>Access to on-demand content, registered companies and players, networking system, webinars till November 30<sup>th</sup> 2022.</li> </ul>		<ul style="list-style-type: none"> <li>Full access to all MIA talks, masterclasses, keynotes and selected activities in MIA locations in Rome from October 11<sup>th</sup> to 15<sup>th</sup> 2022.</li> <li>Full access to MIA Digital online talks from October 11<sup>th</sup> to October 25<sup>th</sup>.</li> <li>Access to on-demand talks till November 30<sup>th</sup> 2022.</li> </ul>	<ul style="list-style-type: none"> <li>Full access to all MIA activities in Rome (Palazzo Barberini, Cinema Barberini, Barberini Rooftop) for one day among all MIA locations (Cinema Barberini, Palazzo Barberini and Barberini Rooftop)</li> </ul>		

\* These costs include VAT at 22%. Deadlines refer to the Central European Time (CET).  
 \* 5% of the net revenues will be devoted to MIA sustainable actions

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**Groups** - If the same company makes a request to purchase accreditations for groups of its employees, there is a 20% discount for every 5 accreditations purchased (valid only for Industry accreditations and only for Regular and Late fees). Such requests will be eligible for the discount only if they are forwarded by email to [accreditation@miamarket.it](mailto:accreditation@miamarket.it) specifying the names of the people.

**3.4 Sustainability** - As part of a sustainability policy adopted by MIA Market, a percentage equal to the 5% of the accreditations' proceeds will be donated to support a sustainability project that MIA will implement, promote and sustain during 2023.

**3.5 Fondazione Cinema per Roma** - As part of the agreement with Fondazione Cinema per Roma for the 2022 edition of the Rome Film Festival, MIA will offer a discount of €10.00 that will be assigned to holders of the Rome Film Festival *professional* badges upon submission of the required documentation by the accreditation office. For info: [accreditation@miamarket.it](mailto:accreditation@miamarket.it)

**3.6** The date of the finalization of the accreditation's process and its relevant invoicing may vary depending on the method of payment: if by Paypal or credit card payment, the day following the payment, subject to clearance; if by bank transfer, 7 days following the payment, subject to clearance. Once the purchase has been finalized, APA Service srl will issue an invoice according to the methods and terms prescribed by the legislation in force in Italy on the date of completion of the purchase.

**3.7** The rate applied will be the one in force at the time of payment, and not the one in force at the time of the accreditation request. Payment for the Early Bird accreditation shall be made by credit card or PayPal within August 31st 2022 at 00.00, by bank transfer within August 16th 2022; the payment for the Regular accreditation shall be made in advance by credit card or PayPal within October 5th 2022 or by bank transfer within September 28th 2022; the Late accreditation may be paid in advance by credit card or PayPal within October 15th 2022 or bank transfer within October 10th 2022 or on site the by credit/debit card. The Daily accreditation may be purchased only on site only by credit/debit card. Cash payments are not allowed.

**3.8** Data to pay in advance shall be provided in the confirmation letter of accreditation sent by MIA as provided for in paragraph 2.6 and the invoice for the payment of the accreditation shall be sent to the address provided by participants in the application form.

**3.9** The accreditation shall be given to private individuals and/or companies in a liability position with MIA only after the payment of any debt due.

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**3.10** For professionals who forgot to pick up the badge/s and to pay the debt without providing written notice to the organization that they wish to cancel (paragraph 5 – ‘Terms of cancellation’) in the previous edition of MIA, accreditation requests shall be accepted only if paid in advance (online payment with credit card or bank transfer), according to the guidelines and the timetable determined in the confirmation letter of accreditation. For further information, please contact MIA staff: [accreditation@miamarket.it](mailto:accreditation@miamarket.it)

**3.11** Any requests for the change of name for the accreditation shall be communicated in writing via e-mail at [accreditation@miamarket.it](mailto:accreditation@miamarket.it) not later than September 15th 2022; the change shall be confirmed in writing (via e-mail) by the organization of MIA. Requests for a change of name submitted after the above-mentioned date won't be considered.

**3.12** Press accreditations are free of charge and managed by the MIA Press Office. To request a press accreditation, please contact [press@miamarket.it](mailto:press@miamarket.it)

## 4. BADGE

**4.1** Badges are strictly personal and non-transferable, they must be picked up in person at the accreditation desk, upon presentation of the ID indicated on the accreditation form and a copy of the confirmation letter.

The accreditation desk will send the QR Code that will be used to collect the accreditation at the appropriate desks.

Access credentials to the MIA Digital Platform will be sent automatically and are intended to be strictly personal. Accesses to MIA locations and the MIA Digital Platform will be registered.

## 5. TERMS OF CANCELLATION

**5.1** Participants can cancel their participation at any time.

**5.2** A refund of any amount already paid can be obtained only if the request of cancellation is communicated in writing to the sector manager and to [accreditation@miamarket.it](mailto:accreditation@miamarket.it) by September 15, 2022. After that date, the organization will be authorized to withhold the entire paid amount; the Virtual Badge will remain available in the name of the accredited person.

## 6. PUBLICATION OF DATA

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**6.1** When the accreditation request to MIA succeeds, information may be published in the paper materials produced by the organization of MIA and on the MIA Digital platform.

**6.2** During the registration phase, each participant may request that all or some of his/her own personal data provided shall not be mentioned in communication materials produced and on the MIA Digital Platform in the restricted access area. To do so, participants shall communicate their own request in the accreditation form. Personal data published online may be modified until the MIA closing dates: within this deadline, participants may decide to have their own data removed if already published in the participants directories on the MIA Digital Platform (restricted access area) at any time by communicating that to the MIA staff (contact [accreditation@miamarket.it](mailto:accreditation@miamarket.it)). Removed data may no longer be published. MIA Digital provides a scheduling system through the platform for appointments between participants through an internal notification system, respecting the participants' authorization to share data. The MIA staff will arrange for this limitation or exclusion of data within 24 hours of written request of the participant.

**6.3** The organization of MIA accepts no responsibility for the incompleteness or the imprecision of data and of the information that may be published in the above mentioned materials. However, where the fault in these data or information are not due to imprecisions and/or omissions in the request forms for the accreditation fulfilled by participants, the organization of MIA will provide for the prompt correction of the information published online.

**6.4** Participants in MIA agree to be filmed and/or photographed during the event without receiving any compensation for the use of their photographs and/or videos. Photos and footages made during the event are owned by the TGC and may be uploaded to the official channels of the TGC and/or MIA (e.g. YouTube, Instagram, Facebook, Twitter, etc.) and/or used by media present at the event for promotional purposes on future events.

## **7. Information pursuant to the General Data Protection Regulation (EU Reg. 2016/679).**

APA SERVICE S.r.l., headquartered in Rome, Via Sabotino, 2A, VAT number 13238121001, lead company of the Temporary Grouping of Companies formed with ANICA (Associazione Nazionale Industrie Cinematografiche Audiovisive e Digitali), by virtue of special mandate conferred by means of a private writing dated March 24-30, 2022, notarized in signatures by Notary Dr. Barbara Galea, rep. Nos. 5465 and 5474, racc. No. 3230), as the data controller appointed pursuant to Art. 28 RGPD, informs pursuant to articles 13 and 14 of the RGPD, that the co-processors of the data processing in relation to the activities useful for the organization and management of the MIA are Anica Servizi Srl, based in Rome, Viale Regina Margherita 286, 00198, P.IVA 05007041006, and APA - Associazione Produttori Audiovisivi,

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based in Via Sabotino, 2A - 00195 Roma, P.IVA 04803391004 (the latter jointly defined, "the Data Controllers").

The processing operations will relate to personal data communicated in connection with accreditation requests and in any case subsequently communicated or made available during or by reason of participation in the MIA. These include, in particular but not limited to, those useful for following up on accreditation requests, contacting industry professionals, responding to requests from interested parties, enabling networking operations among accreditors, organizing the market, events and logistics also supporting accreditors and their possible guests, sending communications pertinent to the MIA and its future editions, as well as relating to the Holders' own institutional activities and similar events that each Holder may organize in the future.

The personal data processed are those requested in the appropriate forms available and also include a passport photo in jpeg format. Their provision is optional; however, should the interested party fail to communicate the data marked with an asterisk on the form, it will not be possible to complete the accreditation procedure or guarantee the use of services and participation in the events and all the opportunities offered by MIA. With regard to services related to hospitality and logistics, data subjects may also communicate to the Data Controllers or Data Processors the personal data of any guests or accompanying persons; guaranteeing that they are entitled to do so and that the information contained herein has been made available to them as well.

Personal data are conferred by the data subject, or by another person duly authorized by the data subject, and the act of conferring them is equivalent to consent, where necessary for certain specific operations, to processing in the terms described herein. In completing accreditation requests, therefore, data subjects expressly consent to the processing of their personal data for the purposes and in the manner indicated in the Regulations and in this policy statement. If the accreditation requests are submitted by parties other than the interested parties, those who communicate the personal data of the accredited parties declare that they are acting with the consent of the interested parties and expressly authorize the Holders for their processing, therefore they assume all responsibility regarding the legitimacy of the relevant processing and, in this regard, hold the Holders harmless.

The processing of data will be carried out mainly with computerized procedures and, if necessary, with paper methods, always with logics that guarantee their correctness, lawfulness, transparency and security.

The personal data of the interested parties can be accessed by MIA staff members, as well as by the employees and collaborators of each co-owner and manager, who are entitled to access them for the pursuit of the purposes described. In addition, the data may be disseminated through publication in the restricted access section of the website [www.miamarket.it](http://www.miamarket.it). Should the data subject wish to prevent or limit the dissemination of his or her data, he or she may follow the instructions in Article 6 of the

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Accreditation Regulations. In addition, the personal data provided will be disclosed to third parties exclusively in connection with the performance of services related to participation in the MIA; by way of example but not limited to: transmission of the lists of participants in any market screenings to the relevant representatives of the films screened; transmission of the reporting of videolibrary views (offline and online) to the eligible persons (relevant representatives of the films viewed); transmission of personal data of applicants to embassies in case a visa is required, as well as to hotels and/or hospitality managers with the purpose of organizing the stay of the participant possibly invited; transmission of data of representatives of films requesting market screenings to technical partners of the MIA organization for the purpose of organizing the copy movement; technical control of materials and uploading of title files for the videolibrary if implemented; transmission of contact data of participants in the participant lists (online and offline) to all accredited participants of the MIA; transmission of data of MIA accreditors to all media partners of the MIA to disseminate news concerning the MIA. Please note that Holders may be required to disclose processed personal data to authorities when so required by law. Furthermore, in accordance with Article 6 of the Accreditation Regulations, the personal data of accredited persons, in addition to being published on the printed materials produced, will also be accessible in the restricted area by other persons accredited for the same edition of the MIA.

Personal data communicated with accreditation requests will be stored and processed for purposes pertaining to the MIA for as long as the Holders intend to organize it on a periodic basis. Data subjects have the right to ask the Holders for access to their data, their rectification or even deletion, as well as to object to the processing. In addition, data subjects who have been accredited have the right to revoke their consent to the publication of their data as provided in Article 6 of the Accreditation Regulations, in which case their data will no longer be accessible to other accredited persons in the dedicated section of the official MIA website and, if the revocation was timely, will not be published in the Industry Guide. In no case may the revocation of consent affect the lawfulness of the processing carried out prior to the revocation. In this regard, please note that Data Controllers may be entitled, even if consent is revoked, to continue processing when conditions exist for example when it is necessary for the pursuit of the legitimate interest of the Data Controllers or third parties, which includes the organization and management of the MIA (pursuant to Article 6 of the RGPD).

Should the Controllers further processors, their contact details will be made available at [www.miamarket.it](http://www.miamarket.it). The essential content of the agreement between the Data Controllers, pursuant to Article 26 of the GDPR, can be viewed at the Data Controllers' offices.

Each data subject may exercise his or her rights by contacting the Data Controllers at [privacy@miamarket.it](mailto:privacy@miamarket.it). If deemed necessary, the data subject also has the right to lodge a complaint with a supervisory authority; the Italian one can be contacted here [www.garanteprivacy.it](http://www.garanteprivacy.it).

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The Privacy Policy may be subject to change to comply with new legal provisions or changing data processing policies. Any updated version of the policy will be made available at [www.miamarket.it](http://www.miamarket.it). Data subjects, therefore, are encouraged to periodically consult the indicated site to remain properly informed or to learn the contact details of any data processors that may be subsequently appointed.

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