

**MIA | INTERNATIONAL AUDIOVISUAL MARKET:
AN EXTRAORDINARY EIGHTH EDITION COMES TO AN END
WITH A 20% INCREASE IN PARTICIPANTS
MIA AWARDS 2022 ANNOUNCED AT PRESENTATION CEREMONY TODAY
MIA ASSERTS ITSELF AS THE MOST IMPORTANT ITALIAN EVENT
DEDICATED TO AUDIOVISUAL INDUSTRY**

***Over 2400 participants from 60 countries: +20% compared to 2021
More than 70 panels and events
MIA's presence on social media increases
More than 600 articles in the Italian and international press***

Rome, October 15th 2022 - MIA | International Audiovisual Market directed by Gaia Tridente which took place in Rome from 11 to 15 October 2022 at Palazzo Barberini and Cinema Barberini, closed today.

During the five days of MIA, Rome was the reference point for the audiovisual industry, thanks to the wide participation of European and international executives. Attendance was **up by +20% compared to the 2021 edition** with over 2400 registered participants from 60 countries around the world.

The halls of the Barberini Cinema, where over 70 panels and showcases were held, were always full. The booths at Palazzo Barberini were sold out with the presence of the most important Italian and European international sales companies.

MIA's numbers on social media were also on the rise with over one million views of the twitter account from the last edition to date, while MIA's facebook page followers grew by 27% and those on LinkedIn by 23%.

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The registered press was also numerous, **160 journalists - 20% of whom belonged to the international press** - who followed the MIA in person or remotely via the MIA Digital platform - with **over 600 articles** published to date in the most important international and Italian publications.

Conceived as a **curatorial marketplace**, a physical and digital space for reasoning, conversation and strategy, MIA is today the most important industry event in Italy and has fully entered the international agenda of appointments dedicated to audiovisual professionals. MIA 2022 has confirmed itself as a tool through which the entire sector can showcase its excellence, intercept new international partners and discover new **business models**, reason about financial strategies linked to **content production**, encourage the **circulation of works**, facilitate the development of different forms of exploitation and forge fundamental business relationships with operators from all over the world. Also in this eighth edition, MIA was the **platform** through which national and international institutions had the opportunity to systematize their work on public and regional **funding, soft money**, and the discovery of territories, in which to weave relations for the conception and strengthening of actions to support production and distribution.

“The eighth edition of MIA is closing today with impressive achievements. More than 2400 registered professionals from 60 countries around the world, who literally flooded the Cinema Barberini and Palazzo Barberini during these five days. The number of participants was very high with +20%, sold out in all the halls and conferences of MIA at the Cinema Barberini, not to mention Palazzo Barberini, the hub of the B2B meetings of the co-production market and of the international sales, and for the first time we had a demo room of virtual production that attracted industry professionals. This represents a breakthrough edition, with truly significant international participation, and, in these 5 days, Rome has been transformed into a hotbed of debate and discussion among the most important international executives from Europe, North America, the Middle East, Africa, South America and Asia. We built a strong editorial program to represent the entire ecosystem and its paradigms. MIA is the destination for the global industry, which is going through a phase of rapid evolution and explosion of new content production”, **declared Gaia Tridente, MIA Director.**

“This edition of MIA confirms the vitality of the Italian Cinema and Audiovisual industry and its articulations. This is another positive step for MIA, which every year sees an increase in the presence of national and international operators and which encourages the export of our products and co-productions. Opportunities for meetings and business are growing with the awareness of how important this sector is for industrial growth and work, and for Italy's Soft Power”, **declared Francesco Rutelli, President of Anica.**

“MIA, edition after edition, continues to establish itself as an ambitious and undoubtedly fundamental project because it guarantees global sector operators a showcase full of excellent products for potential major co-productions and important business agreements. The objective is still to turn the spotlight on the audiovisual supply chain, which in Italy is worth about 1.5 billion Euro and involves more than 7 thousand companies and about 200 thousand direct and indirect employees. Our industry is becoming more and more competitive on the international scene, and continues to grow and evolve, as is also shown by the data that emerged in the 4th APA Report on national audiovisual production, presented on the occasion of the Market”, said **APA President Giancarlo Leone.**

MIA, born in 2015 thanks to **ANICA** (Italian Association of Film, Audiovisual and Digital Industries) - chaired by Francesco Rutelli - and **APA** (Audiovisual Producers Association) - chaired by Giancarlo Leone, has the support of the **Italian Ministry of Foreign Affairs and International Cooperation**, **ITA-Italian Trade Agency**, the **Italian Ministry of Culture**, the **Italian Ministry of Economic Development** and **Lazio Region**.

Moreover, MIA is also supported by the official sponsor **Unicredit** and by **Fastweb**, technology partner.

MIA 2022 for the first time enjoys the **patronage of Eurimages**, the cultural support fund of the Council of Europe.

On the [MIA DIGITAL](#) platform, accredited market participants can view or review panels, talks and content from this edition.

On the final day, MIA Awards 2022 were presented. This is the list of awards and winners.

Co-Production and Pitching Forum

- **ARTEKINO International Award** - intended to support directors and producers of emerging films from around the world - to *Forastera* by Lucia Alenar Iglesias, produced by Lastor Media (Spain).
- **The ILBE Awards** - two prizes to support the development of projects presented at the MIA Film co-production Market & Pitching Forum and in the *Wanna Taste IT?* section, dedicated to Italian film projects in development - went to *Through the winter* by Anita Rivaroli, produced by Indiana Production, and to *Brianza* by Simone Catania, produced by Indyca and Rough Cat.
- **The Paramount+ Award** - to the best project presented at the MIA Drama Pitching Forum - was won by *The Abbess*, produced by Peter Carlton of Warp Films.
- **The WIFTMI Prize** - awarded by Women in Film, Television and Media Italia to an Italian project selected at the Animation, Drama and Film Co-Production Market & Pitching Forum with the greatest potential for realization based on criteria related to the elimination of gender inequality, positive and balanced representation, diversity and inclusion - went to Rodeo Drive's *Cosplay Girl* series, created by Massimo Bacchini, Eleonora Cimpanelli and Giulio Rizzo. The series is based on the novel of the same name by Valentino Notari.

Content Showcase

- The Lazio Frames Award - to the title that most enhances the Lazio Region's territory, present in the showcases of *What's Next Italy*, *GREENlit* and *Italians Doc It Better* - to *The Breath of the Mountain*, an animated film by Lorenzo Latrofa, produced by La Sarraz Pictures.

- **The Screen International Buyers' Choice Award** - given to films selected at the *C EU Soon* showcase and voted by distributors, sales agents and buyers - went to ***Matria*** by Álvaro Gago (Spain), produced by Matriuska Producciones, Elastica Films, Avalon P.C., Ringo Media. Sales Agent: New Europe Film Sales.

Hosted Award

- **La Bottega della Sceneggiatura Awards:** an initiative by Premio Solinas and Netflix to discover and promote the new generation of TV series authors in Italy. First Prize to ***Il peso del mondo*** by Jacopo Cazzaniga. Second Prize to ***Le figlie di Roma*** by Federica Baggio and Anna Francesca Leccia. Special Mention to ***Galena*** by Marco Panichella.

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