

INTERNATIONAL
AUDIOVISUAL
MARKET

- ANIMATION
- DOC&FACTUAL
- DRAMA
- FILM

ROME
OCTOBER 11 ▶ 15
2022

MIA | INTERNATIONAL AUDIOVISUAL MARKET EDITION #8

ROME, ITALY OCTOBER 11-15 2022
Palazzo Barberini | Cinema Barberini

More than 500 projects from 65 countries around the world.

A NEW FORUM FOR ANIMATION

The new B2B Exchange Program supporting the Ukrainian audiovisual industry

The sponsorship of Eurimages.

The MIA Buyers' Club.

First confirmed guests and Program highlights.

For press materials click [HERE](#)

Rome, September 26 - MIA | International Audiovisual Market, the yearly market in Rome, Italy, returns with its **8th Edition** from **October 11th to 15th, 2022**. It will be held in the historic **Palazzo Barberini** venue and at the historic **Cinema Barberini**, directly connected to the Palazzo. The **MIA Digital platform** will be active also this year to allow registered in person attendees and those attending remotely to access all sessions live and on-demand. MIA is growing year on year, demonstrating the increasingly relevant role of the Roman market. In 2021 more than 2,000 industry professionals attended . **More than 500 projects were submitted this year**, from 65 countries around the world with approximately **70 projects** selected.

MIA was 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**. Today, it is the most important industry event in Italy and has fully entered the international agenda of events dedicated to audiovisual professionals who recognize its peculiarity as a marketplace conceived with editorial care. The market offers an extensive program with specific activities for pillar of content, with dedicated **pitching forums**, **showcases**, targeted **networking** activities and a rich program of **conferences** covering the most relevant topics of the audiovisual industry.

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Gaia Tridente is the new Director, and the event has the support of institutions such as the **Ministry of Foreign Affairs and International Cooperation, ITA-Italian Trade Agency, the Ministry of Culture, the Ministry of Economic Development and Lazio Region**. Moreover, MIA is also supported by the official sponsor **Unicredit** and by **Fastweb**, technology partner.

This year's edition of MIA brings in an exciting novelty, introducing a brand new section dedicated to **Animation** and curated by an all-female team (Maïa Tubiana, Carla Vulpiani, Daniela Di Maio and Sabrina Perucca), along the already existing editorial divisions dedicated to **Doc&Factual** (curated by MIA Deputy Director Marco Spagnoli and Ben Pace), **Drama** (curated by Paolo Ciccarelli and Guido Casali) and **Film** (curated by Deputy Director Francesca Palleschi with Alexia de Vito, who takes care of the co-production market). MIA continues to grow thanks to the precious collaboration of an experienced team who has curated the event in the past: Sergio Garufi, Head of MIA Digital and Editor in Chief of the website; Francesca Campagna, Head of Guest Management; Matteo Pollone, Catalogue curator; Marta Bertolini, Head of Corporate Communication and PR; Lorenzo Fiuzzi, in charge of Business Development; Mario Galasso, who manages MIA Coordination with the support of Ida Panzera, and Francesca Cagliani, together with all members of our staff.

Among the new features of MIA 2022 is the **B2B Exchange**, an initiative to support the **Ukrainian audiovisual industry** with content, events and market activities that involve Ukrainian professionals and bring them back to the heart of the global audiovisual industry.

MIA 2022 enjoys for the first time **the patronage of Eurimages**, the cultural support fund of the Council of Europe for the co-production, distribution, exhibition and digitalization of European cinematographic works, which aims to promote the European film industry by supporting its production, distribution and cooperation among professionals in different countries.

MIA will also host a **conference hosted by EBU (European Broadcasting Union)** the world's leading alliance of public service media, which will be attended by fiction executives from many European networks.

MIA's Boards of Advisors, which features some of the most experienced international professionals of the industry, is renewed every year to ensure an ever up-to-date, highly profiled, qualifying, and engaging content.

Some of the professionals who have confirmed their participation for MIA 2022 are: Manuel Alduy Director of Cinema and International Development, France Televisions (France); Maria Pia Ammirati Head of Drama, RAI (Italy); Eleonora Andreatta VP Italian Original Series, Netflix (Italy); Mounia Aram Founder & Distributor, MA Company (France); Carole Baraton co-founder, Charades (France); Erik Barmack CEO and Founder, Wild Sheep Content (USA); Marie-Claude Beauchamp Co-Founder/Producer & Distributor, Carpe Diem (Canada); James Blue Founder and Chief Storytelling Officer, StoryBoard Pictures; Julien Borde Head of TV and Chief Content Officer, Mediawan (France); Giovanni Bossetti, Manager Nonfiction Italy, Netflix (Italy); Enrico Bufalini Director of Film Distribution, Documentary Production and Historical Archive management Luce, Istituto Luce-Cinecittà (Italy); Laura Carafoli SVP TV Networks & Digital Local Production, Warner Bros. Discovery Southern Europe (Italy); Daniele Cesarano Head of Drama, Mediaset (Italy); Mandy Chang Global Head of Documentaries, Fremantle (UK); Simon Crowe Founder & CEO, SC Distribution Intl. (UK); Simone D'Amelio Bonelli Regional Director, A+E Networks (Italy); David Davoli President of International, Anonymous Content (USA); Paolo Del Brocco, CEO, Rai Cinema (Italy); Carlo Dusi Managing Director, Endor Productions (UK); Simone Emmelius SVP International Fiction-Coproduction & Acquisition, ZDF (Germany); Yago Fandiño Head of Children contents, RTVE-Clan (Spain); Frédéric Fiore President & Partner, Logical Pictures (France); Sara Furio, Director of International Original Film at Netflix (USA); Marc Gabizon Managing Director, Wild Bunch (Germany); Ed Guiney Founder & Co-CEO, Element Pictures (Ireland); Francoise Guyonnet Executive Managing Director TV Series, Studiocanal TV (France); Nils Hartmann EVP Germany and Italy,

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SKY Studios (Italy/Germany); Sonia Latoui VP Thematics, Mediawan (France); Giampaolo Letta Vice President & CEO, Medusa (Italy); Nicola Maccanico CEO, Cinecittà (Italy); Stéphane Marchi CEO & Co-Founder, N9ne Studio (France); Luca Milano, Head of Children TV, RAI Ragazzi (Italy); Ted Miller Head of Global Television, CAA (US); Davide Nardini Head of Scripted, Amazon (Italy); Maren Olson, EVP Film, 30WEST (USA); Jaime Ondarza EVP and General Manager South and MENA Hub, Paramount+ (Italy); Massimiliano Orfei CEO, Vision Distribution (Italy); Cecilia Padula VP, Kids & Family Brands South Europe MEA, Paramount (Italy); Roberto Pisoni Sky Entertainment Channels Senior Director, Sky (Italy); Christophe Riandee Vice CEO, Gaumont (France); Carlotta Rossi Spencer Head of Branded Content Business Development, Banijay (UK); Alessandro Saba - Director Original Production, Disney + (Italy); Andrea Scarso Senior Investment Director, Media, Ingenious Media (UK); Virve Schroderus Executive in Charge of International Co-Productions and Acquisitions, YLE (Finland); Andrea Scrosati Group COO and CEO Continental Europe, Fremantle (Italy); Roeg Sutherland Head of Media Finance, CAA (USA); Kristel Tõldsepp Head of Studio & Producer, Afilm studio (Estonia); Michael Weber Managing Director, The Match Factory (Germany); Fabrizio Zappi Director Documentary Production, RAI (Italy); Susan Zirinski President, See It Now Studios (USA).

COPRODUCTION MARKET & PITCHING FORUM

MIA's Co-Production Market and Pitching Forum, is one of the leading co-production forums in Europe, dedicated to international content in: Documentaries (both serial and one-off format), Drama and Film, has opened to Animation with serial and feature film projects seeking co-production partners, buyers and financial supporters. A total of approximately **70 projects** which represent a unique opportunity for international co-production.

ANIMATION CO-PRODUCTION MARKET & PITCHING FORUM

For its first edition, the brand new Division of **MIA | Animation Co-Production Market & Pitching Forum** has selected **13 projects coming from 12 countries**. The selection has been signed off by the Selection Committee composed by Mounia Aram, Founder & Distributor of MA Company (France); Simon Crowe, Founder & CEO of SC Distribution International (UK); Cecilia Padula, VP, Kids & Family, Brand Head South Europe Middle East & Africa at Paramount (Italy); Claudia Schmidt, Head of Kids & Family Entertainment at Beta Films (Germany); Kristel Tõldsepp, Head of Studio & Producer at Afilm (Estonia). The 13 selected projects, include TV Series, Stand Alone & Feature Film, and have shown major strengths in terms of visual assets, script and solidity in terms of story and financial structure, and they closely reflect the major macro-areas of Animation Co-Production in Europe. The market features debuting projects as well as already disclosed ones in need of covering the last gap of financing and finalise development.

Among the selected projects, Italy will be represented by **THE BLACK DIAMOND RACE** developed by Gruppo Alconi, a period pre-teen series set in early 21st century Modernism, and Studio Movimenti presenting **FLYDOG**, a series that moves on the path already traced by artists of contemporary storytelling, heroes of underground pop culture, promising to be far from politically correct. A strong female-led project in both direction and production comes from Denmark with Copenhagen Bombay's feature film **I AM HELENA**, directed by Karla von Bengtson and produced by CEO Sarita Christensen, named one of 25 Executives to Watch globally by Animation Magazine in 2015. From Submarine, a production company and studio with an animation slate under its belt that includes a multitude of award-winning films and series, comes **ECHO BOY**, a sci-fi romantic thriller about a cynical teenager determined to solve the murder of her parents committed by Echo, a malfunctioning humanoid robot designed to serve, an adaptation of Matt Haig's homonymous novel. France, a leading animation production country, will equally be represented by Sacrebleu Productions with **FÉLIX! HE CAN EXPLAIN EVERYTHING!**, a comic, adventurous and mysterious series about little Félix and his incredible stories; Laïdak Films will present the feature film **ROUND AND ROUND THE WISHING WELL** based on the same film, winner of the Special Jury Prize for TV Special at Annecy and Oscar nominee for Best Animated Short, Mom Is Pouring Rain.

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DOC CO-PRODUCTION MARKET & PITCHING FORUM

MIA | DOC Co-Production Market & Pitching Forum will present to the international audiovisual industry a selection of **18 documentary projects** divided into one-offs, series and products primarily intended for television or platform use, from 10 countries and, as always, the Italian presence represents about half of the selection. The projects were evaluated and chosen by the international selection committee composed of Rudy Buttignol, President, NXT Broadcast Strategy & Brand; Fabio Mancini, Commissioning Editor, RAI; Anas Abdel Wahab Khelawy, Sr. Producer, Commissioning Production Department, Al Jazeera; Nora Philippe, Head of Program, Eurodoc.

The selection embraces the most diverse themes and subjects as further proof that world production in general, and Italian production more specifically, are experiencing a sort of "golden age" both in terms of the richness of the choice of stories and in terms of the storytelling methods that make use of interviews, meetings and exclusive materials. An extraordinary maturity and unprecedented quality also found in many other works that could not be selected due to lack of space.

As far as the selection is concerned, many projects present strong female oriented themes: **THE DELIVERY LINE**, directed by Nance Ackerman (Canada), which explains how more than 800 women a day die worldwide from causes related to pregnancy and childbirth. In **NAPALM GIRL**, directed by Valeria Parisi (Italy), produced by Didi Gnocchi (3D PRODUCTIONS), on the other hand, the story of Kim Phúc the little girl portrayed nude in one of the most famous photos concerning the Vietnam War is told, recalling her story and those dramatic events that led to that shot capable of influencing the collective imagination related to it. **BANKSY AND THE SAD GIRL** (LA RAGAZZA TRISTE DI BANKSY), directed by Edoardo Anselmi (Italy), produced by Gioia Avvantaggiato (GA&A Productions s.r.l.) tells the incredible story of the stolen door at the Bataclan Theater in Paris where Banksy had created one of his works of art, later found in Italy after being sold for 4 million euros. The analysis, on the other hand, of the memories of one's loves is told in an autobiographical way by **FRAGMENTS OF A LIFE LOVED** (FRAMMENTI DI UN PERCORSO AMOROSO), directed by Chloé Barreau (Italy), produced by Matteo Rovere (GROENLANDIA SRL). An important role is also "played" by Sports, a documentary genre that will be much talked about by MIA Doc 2022 and that among the selected projects sees **OLHÃO OR NOTHING**, directed by Gabriele Micalizzi (Italy), produced by Luca Genova (THE HOUSE OF) and Livio Basoli (DUDE Originals) with 6 episodes telling about an unlikely team of wonderful losers coached by an international soccer star. While **IMOLA 1994**, directed by Francesco Merini (Italy), produced by Ilaria Malagutti (Mammut film) takes the audience back to that Grand Prix in which Ayrton Senna lost his life, changing the history of Formula 1 forever.

DRAMA CO-PRODUCTION MARKET & PITCHING FORUM

There are **15 international series projects** presented at this year's **MIA | Drama Co-Production Market & Pitching Forum**. Producers from Italy, the UK, Canada, the Netherlands, France, Finland, Israel and Ireland will represent their projects. The projects were evaluated by an expert panel consisting of Erik Barmack, CEO and Founder of the US company Wild Sheep Content; David Davoli, President International of the US company Anonymous Content; and Robert Franke, Vice President Drama of the German pubcaster ZDF Studios; Emmanuelle Guilbart, CEO of French distributor About Premium Content; Françoise Guyonnet, Executive Managing Director TV Series at StudioCanal; Meghan Lyvers, Director Original Drama at Sky Studios UK; Marc Lorber, Senior Vice President International Coproductions at Lionsgate UK; and Kateryna Vyshnevskaya, Producer, Head of Development at Ukrainian Film, UA Group.

Selected projects include **CARLISLE HOUSE**, the series from British company RubyRock Pictures conceived by Jessica Norman & Rebecca Crookshank and produced by Zoe Rocha. Based on the novel The Empress of Pleasure,

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the series chronicles the rise and fall of Teresa Cornelys, founder of Soho's first nightclub and former lover of Casanova. Another project from the UK is the hilarious **THE ABBESS**, produced by Peter Carlton of Warp Films. Among the Italian projects, on the other hand, we find Rodeo Drive's **COSPLAY GIRL**, created by Massimo Bacchini, Eleonora Cimpanelli and Giulio Rizzo. The series is based on Valentino Notari's homonymous novel and tells the story of teenager Alice who finds refuge from her own teenage dramas in cosplay. The second Italian project is Fandango's **INFINITE CRIME**, a series created by Cristiano Barbarossa and Fulvio Benelli and based on the novel of the same name, which tells the true story of a professional soccer player turned 'ndrangheta ringleader. The third Italian project is the Veneto noir **THE BALLAD OF MILA**, signed by Minerva Pictures and conceived by Massimo Vavassori: after witnessing her father's murder, Mila dedicates her life to studying martial arts to execute the perfect revenge. The last Italian project is **THE HIVE** by Fabula Pictures, created by Roberto Cinardi and Francesco Calabrese: Ava, a young orphan, is part of a matriarchal sect that possesses a dark hidden side. Also presented will be an Italian-French Co-production (Media Musketeers, ILBE) for **CRIMSON CROWN**, the first serial project produced by **Dario Argento**: four now estranged friends come to terms with their dark past.

FILM CO-PRODUCTION MARKET & PITCHING FORUM

MIA | Film Co-Production Market & Pitching Forum will present to the international film industry a selection of **15 feature film projects** from **10 countries**. As many as **10 of the 15 selected projects are by female directors**, and with the majority being **first or second projects**. The projects were evaluated and chosen by the selection committee consisting of Ed Guiney, Founder & Co-CEO, Element Pictures (Ireland); Harriet Harper-Jones, Independent Producer and Consultant, Sappho Screen (UK); Rocio Jadue, Head of LatAm Films, Fabula (Chile); Stéphane Marchi, CEO and Co-Founder, N9NE Studio (France); Len Rowles, Head of Development, Protagonist Pictures (UK); and Bérénice Vincent, Co-Founder, Totem Films (France).

First projects include **BOTTOM OF THE OCEAN ELECTRIC FISH** by Malina Mackiewicz, in which an original, dystopian setting serves as a backdrop to the story of two 13-year-old girls as they enter adult life; **FORASTERA** by Lucia Alenar Iglesias, whose unprecedented take on the spirit world tackles the theme of grief through the eyes of a girl who has lost her grandmother; **AT THE EDGE OF THE WORLD** by Amelia Nanni, which interweaves life and death in a profound and personal story set in a dying Tuscan village; **DEEP QUIET ROOM** by Ko-Shang Shen, which through the memories of a young widower delves into the most intimate and unbearable secrets of a seemingly ordinary couple; **EUROPA**, a bilingual dramedy in which Kurdish-Norwegian director Brwa Vahabpour depicts, crossing different genres and tones, the encounter/clash between Western and Middle Eastern cultures; Hella Wenders' **JELLYFISH**, a film about fear and courage produced by Wim Wenders' historic factory Road Movies; **MAMI WATA** by Askia Traoré, in which a tragic personal story is the starting point for a reflection on Evil, amidst breathtaking African vistas, violence, witchcraft and voodoo rituals; and the Italian **THROUGH THE WINTER** by Anita Rivaroli, screenwriter of the first season of SKAM Italia and Summertime, which follows the adventures of a girl facing winter in the woods of a charming 19th-century Northern Italy.

The other selected projects: **KELLY FAUSTER IS A KILLER** by Marie-Hélène Roux, a gripping cross-genre plot where the clash between a journalist and an actress brings to the surface a controversial truth concealed by appearances; **ORLA** by Ivan Kavanagh, an ambitious Hitchcockian horror film produced by Fantastic Films, a company that has already frequented the terrain of genre films several times and successfully; Samir's **STRANGER IN A VILLAGE**, a delicate exploration of racism, where the juxtaposition of blacks and whites reflects power imbalances and the history of empires and colonies; Rinio Dragasaki's **SUMMER SPELL**, which after the award-winning debut Cosmic Candy returns with a film about the powerful but complex bond between two sisters, between first loves and imaginative adventures.

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Furthermore, three projects have been selected in the **Wanna Taste IT?** section, exclusively devoted to Italian feature film projects at an earlier stage of development: **BRIANZA** by Simone Catania, **IT'S NO BIG DEAL** by Valentina Zanella and **THE NIGHT BURNS** by Angelica Gallo.

MIA BUYERS CLUB

This year, MIA renews its activity dedicated to international distribution: the **MIA Buyers Club** program. **MIA Buyers Club** offers a more compact and linear schedule, focused on MIA Film's works in progress initiatives: **What's Next Italy**, a showcase of Italian films to be released in 2023, exclusive screenings of film premieres and international sales agents' line up presentations; and **C EU Soon**, dedicated to the first and second European films in post-production. The selection committee, composed of **Sarah Chazelle** (CEO at The Party Film Sales and co-owner at Jour2Fête), **Cate Kane** (Co-Head of Global Acquisition at MUBI) and **Matthew Takata** (Assistant Director for the Feature Film Program's International Work at the Sundance Institute) chose the **six films** that will be presented at the fifth edition of C EU Soon: **A SAD AND VULGAR LONER** (UN VULGAR Y TRISTE) by Efthymia Zymvragaki, Spain; **CLARA** by Sabin Dorohoi, Romania/Germany; **ON THE WAY OF WAR** (PE URMELE RĂZBOIULUI) by Viorica Tataru, Moldavia/Ukraine; **ONCE WE WERE PITMEN** (WIR WAREN KUMPEL) by Christian Johannes Koch and Jonas Matauschek, Switzerland/Germany; **FIELD** by Lasha Tskvitinidze, Georgia/France; **MATRIA** by Álvaro Gago, Spain. The selected films compete for the **Screen International Buyers' Choice Award**, voted by distributors, sales agents and buyers attending the presentation, either in person or online on MIA Digital Platform. Screen International will award the winning film with a special press coverage throughout the entire cycle of the film, from the final stages of production to its release, supporting the project during its debut in the festivals circuit.

PROGRAM HIGHLIGHTS

Among the first sessions confirmed for the upcoming edition is the panel **Global Production Landscape. Time to Stop Saying "Foreign-Language"**, in which an ensemble of international series producers consisting of Anne Thomopolous (Legendary Global), Matthew Brodlie (Upgrade Productions), Erik Barmack (Wild Sheep Content), and Françoise Guyonnet (STUDIOCANAL), will discuss trends, experiences, and plans for the future of high-end drama production and strategies based on local content.

Also coming to MIA 2022 is one of the year's most successful documentaries **THE TINDER SWINDLER**, the story of a deception carried out on Northern European women by a serial liar. Director Felicity Morris (also producer of *Don't Fuck With Cats*) along with producer Joel Zimmer (President AGC Unwritten, AGC Studios) will talk exclusively for MIA about the challenges and potential of unprecedented and contemporary storytelling based on stock footage taken primarily from Social Media.

In the panel **Multinational co-production, future-proofing creative business models in the independent film business** a group of U.S. producers, funds and financing agents will discuss the global ecosystem of independent film production, including private equity, government funds and tax incentives. Among the confirmed speakers we find Carlo Cresto-Dina (Producer & CEO, Tempesta, Italy), Frédéric Fiore (President & Partner, Logical Pictures, France), Maren Olson (EVP at 30West, USA), Roeg Sutherland (*Head of Media Finance CAA USA*) and Julie Viez (Producer, Cinenovo, France). Through examples and best cases, panelists will consider the current film financing and production scenario, and their perspective on the future.

Through the example of a co-production from Africa, MIA will present one of the most interesting and least explored markets in the **Defining the World Markets** panel, where speakers will discuss a new view of the international audiovisual landscape from the perspective of animation producers from South Africa, Morocco and Ghana. Among them will be Mounia Aram (MA Company), Sithembiso Mpehle (Tshimologong), and Francis Y. Brown (AnimaxFYB), who will talk about how to navigate the global animation industry.

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Innovation for Creative Industries' program is just one of the many lenses through which MIA is offering a fresh look this year, and a pathway to insight into the topic of technological innovation and digitalization related to the audiovisual industry. Filming without creative limitations, safely as possible with the use of technology. Thanks to the collaboration with the Italian outfit **OneExtra** group, all registered professionals will have a chance to enter a real Virtual Production demo room inside Palazzo Barberini, the headquarters of MIA.

MIA will also host a meeting organized with the **MiSE** (Ministry of Economic Development) in which strategies related to the development of **5G technology** in the field of production and distribution of audiovisual content will be discussed, together with the issue of the protection of minors in the field of video games and the distribution of related content, between **e-sports and pro-players**.

Full conferences program will be unveiled by October 6th.

For more information

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