

# Programme



MIA  
2022



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MIA  
2022

# Programme

**MIA**  
2022



# Programme

Italian  
audiovisual  
is simply  
extraordinary:



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Ministry of Foreign Affairs  
and International Cooperation

ITA  
ITALIAN TRADE AGENCY

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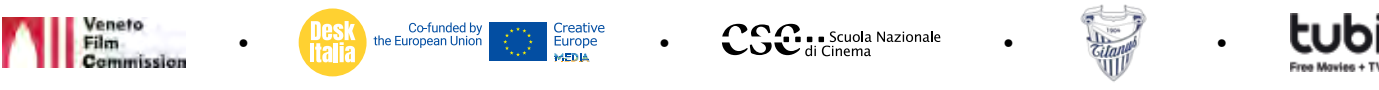
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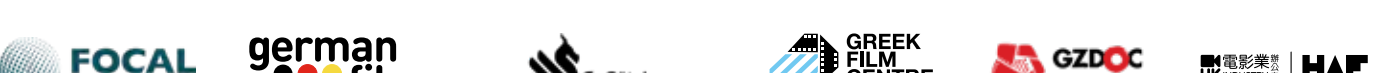
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#### RESMS

Gaia Tridente





# CARLO FERRO

President of ITA – Italian Trade Agency

The Italian Trade Agency (ITA) is very proud to reconfirm its support to MIA - Mercato Internazionale dell'Audiovisivo, in a solid traditional partnership with ANICA and APA under the guidance of the Ministry of Foreign Affairs. Despite the pandemic of the last two years and the new international geo-political scenario, Italian exporting companies reacted well and better than expected and export grew more than other large comparable economies: in 2021 it marked + 7.5% compared to pre-pandemic levels, and in the first six months of 2022 a trend growth of 22.4%.

It's time to face new challenges with renewed commitment and ITA is working through a plan of 20 new actions to support Italian companies on international markets. The Nation Branding Campaign Be.It that aims to promote Made in Italy in its values - Passion, Creativity, Heritage, Style, Innovation, Diversity – is part of this strategy. The Italian audiovisual market deserves a lot in terms of culture, content and in terms of economics. The way to bring the Italian cinema to the world, through the ITA's network of 80 offices worldwide, is a way of collaboration with associations, a way of a big partnership among all actors of the 'Sistema Italia'. We are now committed to a plan of expanding our network of worldwide presence to 104, to boost our support to Italian enterprises.

ITA, as part of the 'Sistema Italia', supports MIA, a strategic opportunity to enhance visibility for the Italian audiovisual industry worldwide, and a special event for promoting the excellence of Made in Italy and the unique scenography of our territory.

The conjugation of culture, beauty, history, and our Italian style, wished by all consumers in the world.

Thank you for your participation at MIA 2022!



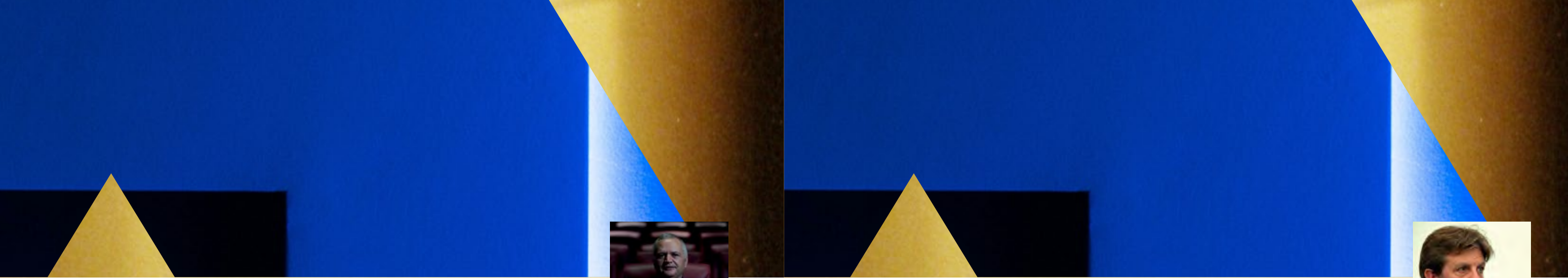
# LUCIA BORGONZONI

Undersecretary of State for the Italian Ministry of Culture

The appointment with MIA - International Audiovisual Market - is an inevitable stop-over in the agendas of those involved in the world of cinema and audiovisuals. An opportunity to meet, exchange, develop new business models and perspectives, which outlines the central role that Rome has and has always had in the history of the Seventh Art.

The Ministry of Culture plays a key role in supporting MIA Market, an integral part of a broader plan of action that, through the adoption of innovative measures and fundings, aims to increasingly enhance the competitiveness of the film and audio-visual sector and the promotion of Made in Italy. Among all the tools that have been set up to date, I like to mention the PNRR funds for Cinecittà, which are dedicated to the construction of new theaters, the recovery of existing studios, the purchase of innovative technologies and the creation of new digital services, so that this locus of Italian Culture can become the international benchmark center of excellence for production. Audiovisual production means not only to promote one's heritage and history, but to generate employment and GDP.

With the hope that MIA Market will continue to grow and gain importance within the international scenario, I welcome Eurimages representatives from the Council of Europe and the European Broadcasting Union, for the first time participating in this event.



# NICOLA BORRELLI

Director General - Cinema and Audiovisual of the Italian Ministry of Culture

DGCA – MiC’s support to MIA Market is part of a wide-ranging internationalisation strategy for the audiovisual sector that this institution has been successfully pursuing in recent years and which includes, among other things, the 40% tax credit for foreign productions, a 5 million Euro fund for minority co-productions, support for the distribution of Italian works abroad and co-development funds with various countries.

The wide participation and the growing numbers of the 8th edition are proof of the increasingly relevant role of this Market among industry professionals, but they are also a sign of a return to normality after two years of pandemic and of a renewed vitality of the entire sector, which is eager to share, to tell original stories, to range between genres, to be topical.

So welcome to the new section dedicated to Animation, in addition to those dedicated to Doc&Factual, Drama and Film, and the new B2B Exchange, the pro-gramme involving Ukrainian professionals who have been suffering the restrictions of war for several months.

With an eye on current affairs, therefore, lights off and let’s enjoy the show!



# FRANCESCO SORO

Director General of DGSCERP – General Directorate for Electronic Communication, Broadcasting and Postal Services - Ministry of Economic Development

At this year’s edition of MIA, we confirmed the Ministry of Economic Development’s support for the audiovisual industry, promoting, together with ICE and MAECI, the access of Italian audiovisual companies to the international market. In addition, we strongly support MIA for the path taken in the direction of supporting innovative industries, start-ups and new generations of Italian entrepreneurs.

I believe that the audiovisual sector should be supported not only because it is a unique concentration of technological innovation and tradition, but above all because it represents an unrepeatable catalyst capable of reflecting social phenomena in all their facets.

I am certain that MIA 2022 will prove to be a success because, by offering a refined and curated international showcase, it clearly stands as a solid point of reference for the global Industry.





# NICOLA ZINGARETTI

President of Lazio Region

MIA Market, in just a few years of existence, has established itself as one of the leading events in the European cultural industry. A very important meeting occasion for our territory. That is why the Lazio Region is participating again this year as the leading region in Italy for investments in cinema and audiovisual.

At MIA Market we bring the strength of our companies, all professionals and talents of Lazio's audiovisual sector and the Region's own commitment to support the industry. In particular, we will move forward with Lazio Cinema International to support international co-productions. In the last seven years, we have invested over 60 million euros on this innovative tool, with which 154 co-productions have been co-financed, involving as many as 220 foreign production companies representing 33 countries. Quality works that have collected 324 awards and 412 nominations in national and international festivals. This is an opportunity we are renewing with the new edition of our call for submissions. I am sure that, also thanks to the important window that MIA is providing, new encounters will arise and our territory will be able even more to break out of its boundaries, geographical and cultural, and speak to the world.



# LORENZO TAGLIAVANTI

President of Rome Chamber of Commerce and Unioncamere Lazio

Rome Chamber of Commerce and Lazio Region are jointly promoting the participation of cutting-edge companies and start-ups at the MIA - International Audiovisual Market. The audiovisual sector has a strategic value for the economy of our country and represents one of the most important and consolidated productive traditions of the territory of Rome and Lazio. A sector that has proved to be solid and vital even in these difficult years, marked first by the epidemiological emergency and, today, by extreme complexity and unpredictability. In this scenario, it is essential that the institutions continue to be committed to a full revitalization of all phases of the audiovisual industry chain.

The important project for the modernization and revitalization of the Cinecittà Studios, envisaged within the PNRR, goes in the right direction.

Equally relevant is MIA, an event with a proven ability to bring together professionals from the entire spectrum of the industry, both nationally and internationally, and to make the most of the excellence of our market.

For the 2022 edition, heralding many important innovations, the synergy between the Lazio Region and the Chamber of Commerce of Rome, aimed at encouraging the participation of regional companies and start-ups from Lazio at the forefront of innovative processes, is positively renewed.



# FRANCESCO RUTELLI

President of ANICA, Italian Association of Film Audiovisual and Digital Industries

MIA's keyword is synergy. It's a welcoming, extended, collective project for finding and subsequently implementing an innovative market and effective tools for audiovisual industry to compete and play globally. A wide-open approach in the governance of the market, as the joint venture between ANICA and APA and the collective effort of the institutions are the components of MIA key formula.

My gratitude, therefore, goes to the Ministry of Foreign Affairs and International Cooperation, to ICE-ITA Italian Trade Agency, to the Ministry of Culture, to the Ministry of Economic Development, to Regione Lazio. Many thanks also to UniCredit, our official partner and to Fastweb, our technical partner.

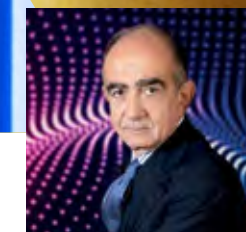
MIA 2022 enjoys for the first time the patronage of Eurimages, the Council of Europe fund for the co-production, distribution, exhibition and digitization of European cinematographic works which aims to promote and support the European film industry. MIA was born and has been growing in the past seven years thanks to this very same approach: a team play, where both the private sector and the Institutions work side by side for having the Cinema and A/V industry thrive, aiming to enhance our opportunity to succeed in the international market.

Cinema and all the Audiovisual sectors are vital pillars for the growth of the country and have great and positive impact on occupation, on social cohesion, diversity and sustainability value-enhancement, valorization of creativity and industrial capacity. They are also valuable assets to strengthen Italian global growth, proving the capacity of our Country to be an excellent hub where to start ambitious projects and to support dynamic companies.

Among the news of this eighth edition, I am very pleased to underline the introduction of a new section dedicated to animation, a sector of the audiovisual industry that has grown exponentially in recent years. The specific MIA programs dedicated to animation will highlight its creative dynamism both in feature film and tv series expressions.

We all find ourselves, globally, in a brand-new framework, which challenges us and requires to rethink and imagine business models in order to respond to severe competition. However, Italy and the Italian creative industries have proven to be extraordinary resilient and courageous, going forward to preserve their global positioning and international appeal and leadership.

We are very glad to welcome again in the Barberini district – from the wonderful Palace to the freshly renovated Cinema and the other venues in the neighbourhood – our partners and the national and international industry delegates, in a double-environment. MIA opens its physical and virtual doors and confirms to be a trend-setting rendez-vous for global cinema, television, streaming and digital content.



# GIANCARLO LEONE

President of APA, Audiovisual Producers Association

MIA, edition after edition, continues to establish itself as an ambitious and undoubtedly fundamental project as it offers to our industry the valuable opportunity to global players of the sector a showcase, rich of products of excellence from which to draw in order to see large co-productions and important business agreements grow. MIA, in cooperation with ANICA and APA, promoters, sponsors and companies, keeps on working for a constant growth in terms of participations, contents and spaces of networking, ensuring its evolution based on renewed needs of the players and a growing increase of its visibility on the international agendas. The Market has been able to welcome with courage and commitment the challenge born from the emergency of Covid-19 of the last two years, being among the first to take place onsite as well as online, and it has offered an occasion so precious to our industry, which was facing a delicate moment, of restart.

The eighth edition comes back in Distretto Barberini, in the historical Palazzo Barberini and Multisala Barberini, directly connected to the Palazzo and just restored and equipped with the most modern projection technologies. The MIA Digital platform will also be active this year, allowing accredited people to access all sessions remotely. The purpose is still to turn the spotlight on the audiovisual sector, which in Italy has a value of over 1 billion euros and involves more than 7 thousand enterprises and about 200 thousand employed between direct and indirect. Our company becomes increasingly competitive on the international scenario, it continues to grow and evolve. This year the Market presents the new section dedicated to Animation, which is added to those dedicated to Drama, Doc & Factual and Film. MIA highlights the change of move of the sector in our Country, determined not only by the increase of the investments coming from producers, broadcasters and streaming platforms, but, above all, from the value of contents and from their appeal on the global audience. MIA remains the perfect place and the moment for our supply chain, the occasion to put the national product at the centre, to show

the strong competitiveness of our companies and to compete with the most important international stakeholders for an exchange always ready to open new horizons in this sector which, also in the difficulty, has been able to show its best face.



# GAIA TRIDENTE

MIA Director

The **audiovisual ecosystem** represents an industry defined as intangible, difficult to measure, but at the same time recognized as capable of bringing great value not only to the economic assets, but also to the global cultural imaginary and growth.

MIA 2022 is a **lens** through which to focus on the future of the audiovisual ecosystem, where to discover talent and ideas; it is a physical and digital space of reasoning, conversation, and strategy.

MIA 2022 is a **content-market** that prioritizes content in every activity, offering an ambitious and high-profile program able to attract professionals from all over the world.

Fully conceived as a **curatorial marketplace**, it is at the same time fuelled by the desire to mirror industry models and to lead this industry towards future perspectives.

MIA 2022 offers a rich program of activities on main **pillars of content**, linked to a deep analysis of genres, formats and possible new forms of storytelling that come into existence by reflecting on the horizon of virtual worlds.

MIA 2022 is the place to find new IPs, to seek **financing partners** and commissioners for the development of new projects, to foster **international co-productions**, and participate in the **technology breakthrough** and in the **ecological change** of the entire film and audiovisual industry course.

Never so much as today have We felt the vibrant attention surrounding market events such as MIA, and never so much as today have We felt the responsibility to recognize, give space and value the professionals behind the booming of contents thriving around us. And it is with them that we are embarking this journey towards the discovery of future scenarios of our industry.

Welcome to a new MIA.



## Direzione generale Cinema e audiovisivo

### Ministero della Cultura

ITALIAN NATIONAL FILM FUND'S  
MINIMUM ANNUAL BUDGET:  
750 MILLION EURO

70% OF NATIONAL FILM FUND  
FOR PRODUCTION

UP TO 40% TAX CREDIT  
FOR PRODUCTION

BENEFITS FOR CO-PRODUCTIONS  
IN ALL SUPPORT SCHEMES

217 CO-PRODUCTION PROJECTS  
SUPPORTED IN 2021

5 MILLION EURO FUND  
FOR MINORITY CO-PRODUCTIONS

[cinemamic\\_it](#) [cinema.cultura.gov.it](#)





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working for  
the audiovisual  
industry**

[WWW.ANICA.IT](http://WWW.ANICA.IT)



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Stories  
become  
Bigger**



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An International Magazine

# ItalianCinema



17<sup>A</sup> Edizione



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**Festa del Cinema di Roma 13-23 ottobre 2022**

Paul Newman and Joanne Woodward Photo by A Louis Goldman/Photo Researchers History/Getty Images



# Tuesday 11/10

# Wednesday 12/10

	BARBERINI 1	BARBERINI 2	BARBERINI 3	BARBERINI 4	BARBERINI 5	BARBERINI 6	BARBERINI 1	BARBERINI 2	BARBERINI 3	BARBERINI 4	BARBERINI 5	BARBERINI 6
							09.00AM (60') THE MORNING SHOW #1	9:00 AM <b>NEVER TOO LATE FOR LOVE</b> ASTOLFO by Gianni di Gregorio, 88', Le Pacte				
											09.30 AM (90') ITALIAN FILMS ON FOREIGN MARKETS Circulation, Economic Values and Market Trends - Results of a First Survey	
			10.30 AM (60') TIME CAPSULE: ITALIAN FILMS TODAY									10.00 AM (60') SOMETHING IS ROTTEN IN THE STATE OF DENMARK
								10:30 AM <b>DIVERTIMENTO</b> by Marie-Castille Mention-Schaar, 110', Le Pacte				
							11.30 AM <b>ZILLION</b> by Robin Pront, 140', Indie Sales				11.00 AM (150') FILM PITCHING FORUM	
			12.00 PM (60') DEVELOPMENT OF 5G TECHNOLOGY IN THE PRODUCTION AND DISTRIBUTION DEPARTMENT FOR AUDIOVISUAL CONTENT			12.30 PM (60') TITANUS: LEGACY, PROPERTIES AND IP GOLD MINING			12.00 PM (60') FACTUAL: LOCAL STORIES FOR A GLOBAL AUDIENCE			11.30 AM (50') AMAZON STUDIOS IN CONVERSATION
								12.30 AM <b>A LOVE STORY</b> UNE HISTOIRE D'AMOUR by Alexis Michalik, 90', Le Pacte				12.30 PM (60') THE ALLIANCE Press Conference
							2.00 PM <b>DANTE</b> by Pupì Avati, 99', Minerva Pictures	2.00 PM <b>QUEENS</b> تاك لـح MALIKATES by Yasmine Benkiran, 84', Kinology	2.00 PM (60') RAI AND FRANCE TÉLÉVISIONS PRESENT AN INTERNATIONAL GLOBAL DOC INITIATIVE			
		2.30 PM (60') ARCHIVES, MARKET AND FREE ACCESS: VALUE, COST AND SOCIAL USE OF AUDIOVISUAL HERITAGE								2.30 PM (75') DEFINING THE WORLD MARKETS	2.30 PM (60') CO-PRODUCING TODAY: FUTURE-PROOFING CREATIVE MODELS IN THE INDEPENDENT FILM BUSINESS	
				3.30 PM (60') UNICREDIT, ACCOMPANY THE GROWTH BETWEEN FINANCE AND TERRITORY: ROMA4CINEMA				3.30 PM <b>RHINEGOLD</b> RHEINGOLD by Fatih Akin, 140', The Match Factory	3.30 PM (60') ITALIAN FACTUAL SHOWCASE			
		4.00 PM (60') THE NEW PHASE OF THE ITALIAN DOCUMENTARY				4.00 PM (60') FRENCH FOCUS ON ITALIAN MARKET	4.00 PM <b>TRUE COLOURS / LINE UP PRESENTATION</b> 30'				4.00 PM (60') THE FUTURE OF STORYTELLING IN ITALY AND EMEA	
				5.00PM (60') SOFT POWER FOR NEXTGEN FILM PROFESSIONALS	4.30 PM (60') TOWARDS THE HARMONIZATION OF REGIONAL FUNDS, THE PATH STARTED BY ITALIAN FILM					5.00 PM (75') WORKING AS PARTNERS		
					6.00PM (90') ITALY, A PRODUCTION HUB FULL OF OPPORTUNITIES		6.00 PM (60') COMICS PITCHING FORUM				5.30 PM (90') WHAT'S NEXT ITALY	
									PALAZZO BARBERINI - BAR ARANCERA	ITALIAN FILM COMMISSIONS PAVILION		
									12.00PM - 2.00PM <b>ANIMATION - OPENING SESSION</b> Happy 10th Anniversary to Sardegna Film Commission! <i>Private Event, Invitation Only</i>	10.00 AM <b>CAPPUCCINO WITH THE ITALIANS</b> MEET THE ITALIAN FILM COMMISSIONS <i>Private Event, Invitation Only</i>		



# Thursday 13/10

# Friday 14/10

[illegible]

BARBERINI 1	BARBERINI 2	BARBERINI 3	BARBERINI 4	BARBERINI 5	BARBERINI 6
					9.30 AM (60') KYIV MEDIA WEEK ROME CHAPTER
10.30 PM (60') CHASING IPs		10.30 PM (60') IN CONVERSATION WITH BARBARA PETRONIO			
11.30 AM (60') FOSTERING THE NEXT GENERATION OF SCREENWRITERS WITH NETFLIX AND PREMIO SOLINAS "LA BOTTEGA DELLA SCENEGGIATURA" PROGRAM				12.30 PM (60') MIA Awards Ceremony	

MIA

ANIMATION

DOC&FACTUAL

DRAMA

FILM

HOSTED

B2B EXCHANGE

INNOVATION FOR CREATIVE INDUSTRIES

PROIEZIONI

MIA BUYERS CLUB

12.30 PM (60') / CINEMA BARBERINI 5

MIA Awards Ceremony

During the closing ceremony, awards will be given to projects that participate in the MIA co-production market. The partners of the awards are Paramount, ILBE, ARTE, Women in Film, Television and Media Italia-WIFTMI. For the Italian Content Showcases, the Lazio Frames award will be given, and the Screen International Buyers' Choice Award will be assigned to the winning C EU Soon film. Also among the hosted awards is the La Bottega della Sceneggiatura award, promoted by Netflix and Premio Solinas.

The awards ceremony will be the final event of MIA Market and will take place on Saturday, October 15th at Cinema Barberini.







# Inquadrriamo nuove opportunità per l'industria audiovisiva.



## ONE4CINEMA

L'offerta di UniCredit alle imprese protagoniste del settore cinematografico e audiovisivo per offrire un sostegno concreto alla crescita e all'internazionalizzazione delle aziende della filiera.

Scopri di più su: [unicredit.it/one4cinema](https://unicredit.it/one4cinema)

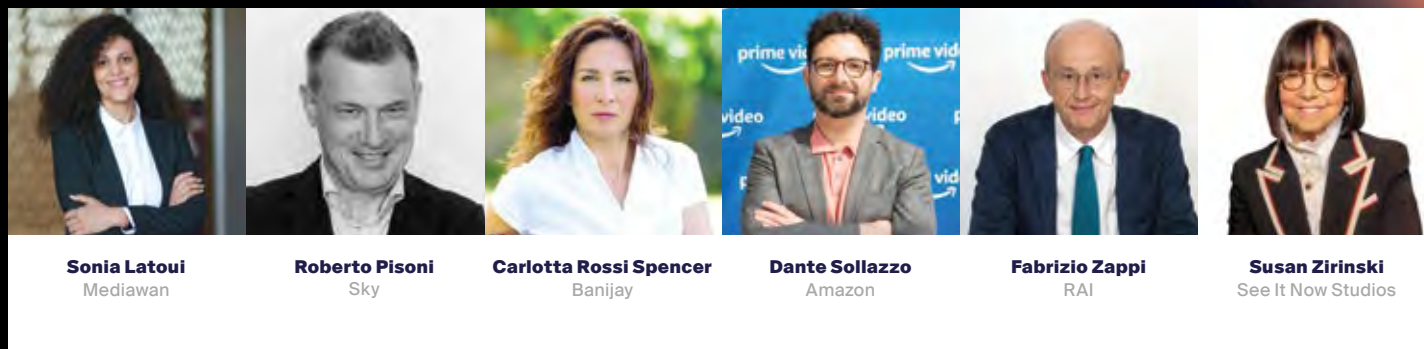
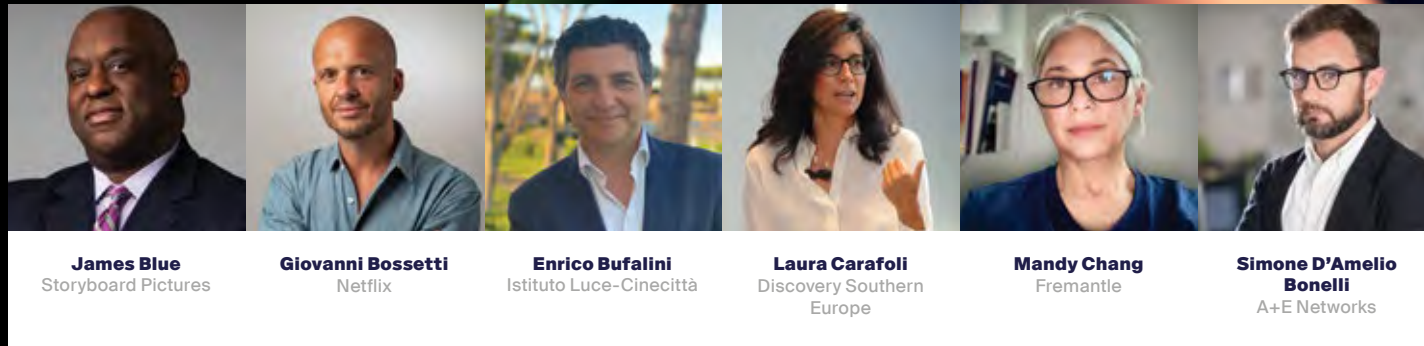




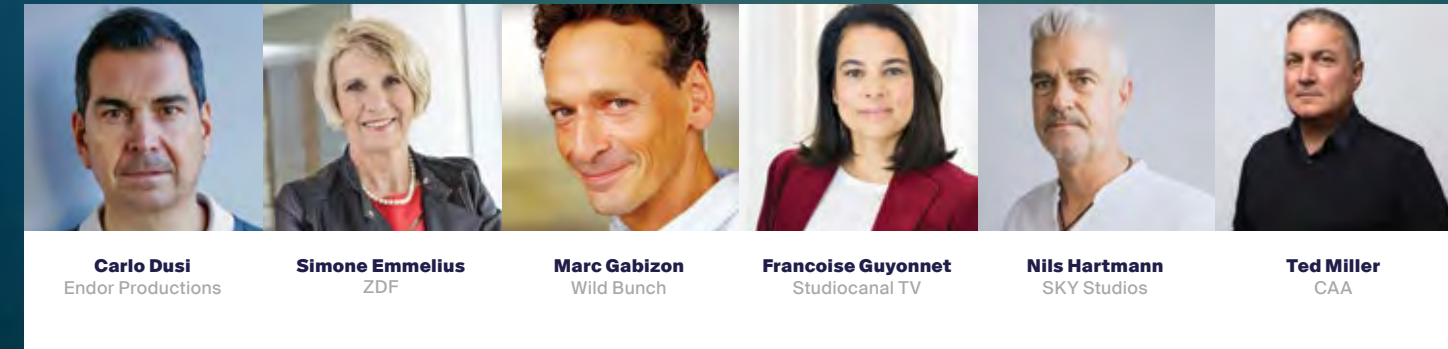
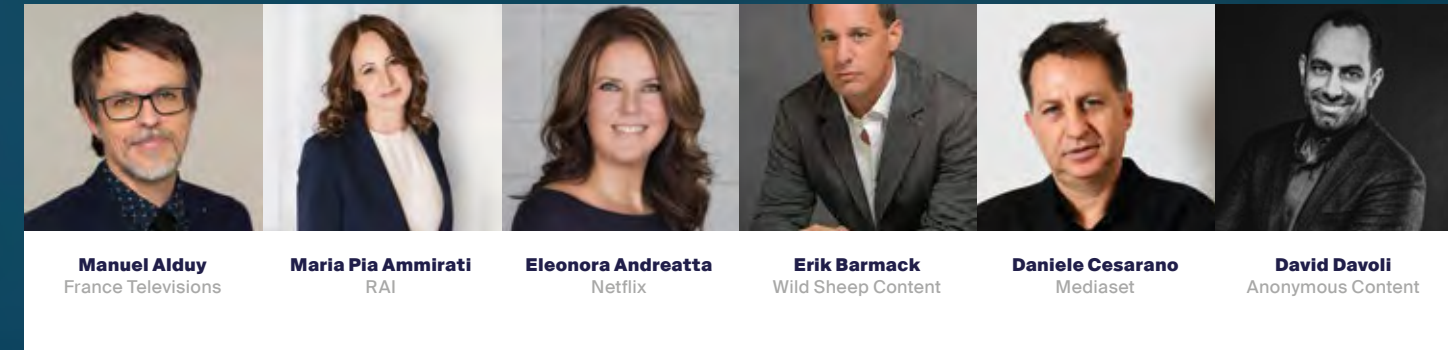
## Animation Advisory Board



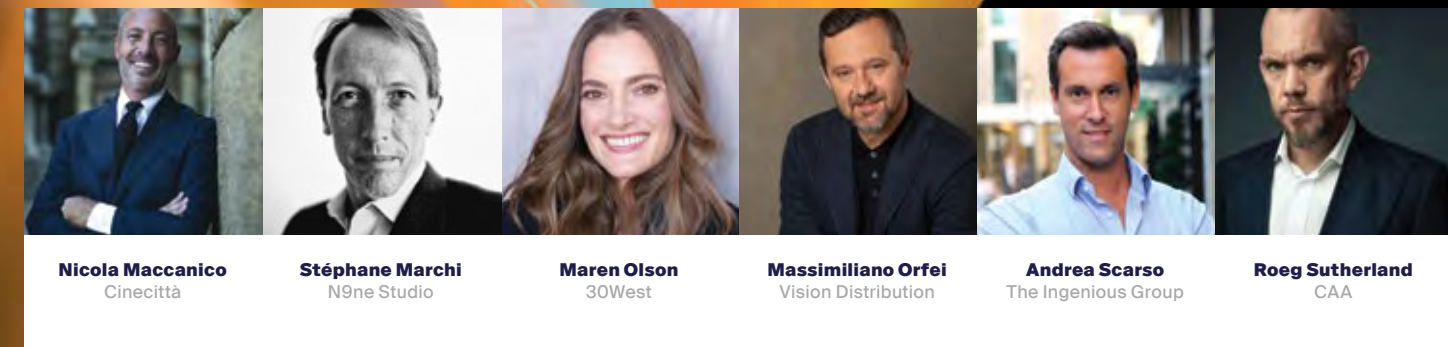
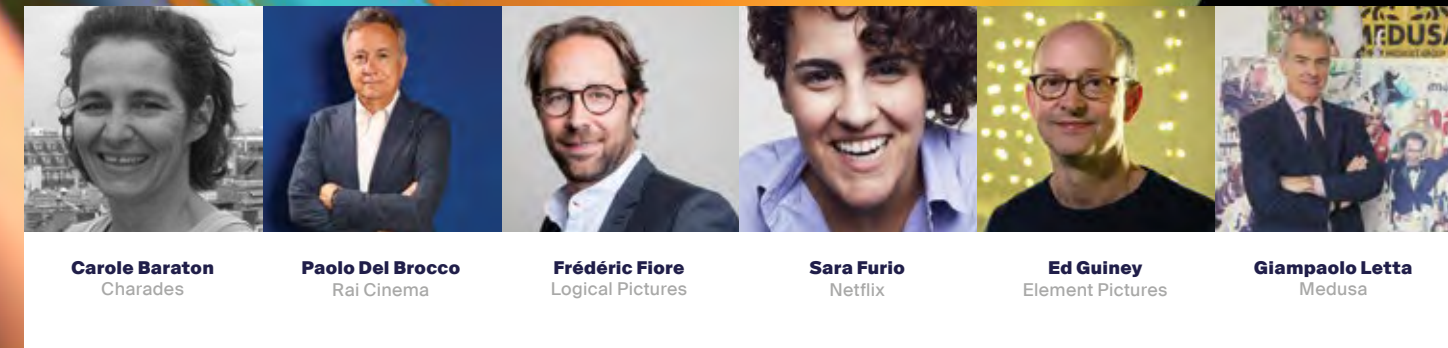
## Doc and Factual Advisory Board



## Drama Advisory Board



## Film Advisory Board





# MADE FOR CINEMA WHERE CINEMA IS MADE



ROMA LAZIO FILM COMMISSION

ALLA FESTA DEL CINEMA  
DI ROMA E MIA MARKET 2022



FESTA  
DEL CINEMA  
DI ROMA  
13/23 OTTOBRE 2022

MIA  
INTERNATIONAL  
AUDIOVISUAL  
MARKET

AUDITORIUMARTE  
AUDITORIUM PARCO DELLA MUSICA

Spazio  
REGIONE LAZIO  
ROMA LAZIO FILM COMMISSION



WWW.ROMALAZIOFILMCOMMISSION.IT



## SOSTENIAMO LO SVILUPPO ANCHE DEL CINEMA



La Camera di Commercio di Roma ha tra i suoi principali obiettivi lo sviluppo del tessuto imprenditoriale sul territorio. Per questo promuove e sostiene Il Mercato Internazionale dell'Audiovisivo.

www.rm.camcom.it



10.00 AM

## EURIMAGES CLOSED-DOORS ASSEMBLY #1

The second meeting of the Council of Europe's CPPWG-SERIES working group will be held in Rome, hosted by MIA Market. Under the supervision of the Council of Europe's Steering Committee for Culture, Cultural Heritage and Landscape (CDCPP), the CPPWG-SERIES working group's task is to assess the possible creation of a legal instrument to codify the rules of drama series co-production. If appropriate, and considering the recent technological, financial and business practice changes in the European audiovisual sector, the group should draw up such an instrument in the form of the Convention. The group of fifteen experts nominated by Council of Europe member states will finalize their works during the second semester of 2023.

Access: closed-doors session

10.30 AM (60') / CINEMA BARBERINI 3

## TIME CAPSULE: ITALIAN FILMS TODAY



Italian Film production is blossoming and experiencing something of a golden age. A consistent tax credit, Italian talents working on international productions and local language alike, all combined with stronger inward investment trends and Italy being the destination of choice for many foreign productions, brought incredible results in terms of the sector's economic growth. The misalignment with the parallel challenging period of the theatrical business, ignited by the pandemic, compels to seek for a greater consistency in the quality of films as well as finding ways to bring the audiences back to theaters. What are the conditions to nurture and sustain Italian talents and a renewed virtuous cycle between production and distribution? Do not miss this unique opportunity to listen to three of the cornerstones of Italian Film production and distribution x-raying Italian cinema today.

**Speakers:** Paolo Del Brocco - CEO Rai Cinema; Giampaolo Letta - CEO Medusa; Massimiliano Orfei - CEO Vision Distribution SpA  
**Moderator:** Piera Detassis - President & Artistic Director Accademia del Cinema Italiano-Premi David di Donatello  
**Access:** Industry, Press, Talks, Students

12.00 PM (60') / CINEMA BARBERINI 3

## DEVELOPMENT OF 5G TECHNOLOGY IN THE PRODUCTION AND DISTRIBUTION DEPARTMENT FOR AUDIOVISUAL CONTENT

As part of an agreement between MIA and the Ministry of Economic Development (MiSE) in 2021, and through an experimental technological innovation program of the Directorate General for Electronic Communications, Broadcasting and Postal Services of MiSE, MIA has implemented a program aimed at promoting emerging technology research projects and innovation programs already launched by MiSE in the audiovisual sector. During MIA's 8 th edition days, MiSE presents its strategies related to the audiovisual industry together with the winning pilot projects of MiSE's 5G Audiovisual Project Call (2022). These innovative winning projects are aimed at exploiting and developing 5G technology in the production and distribution of audiovisual content.

**Speakers:** Francesco Soro - Direttore Generale per i Servizi di comunicazione Elettronica, di Radiodiffusione e postali, MiSE; Donatella Proto, Dirigente delle Comunicazioni Elettroniche ad Uso Pubblico e Privato, Sicurezza delle Reti e Tutela delle Comunicazioni MiSE - Soggetti aggiudicatari del bando; Ing. Fabio Graglia, RAI WAY; Stefania Ippoliti, Fondazione Sistema Toscana; Massimo Bertolotti, SKY; Riccardo Boccuzzi e Cinzia Campanella, Prodea Group; Manuela Cacciamani e Gennaro Coppola, One More Pictures  
**Access:** Industry, Press, Talks, Students

12.30 PM (60') / CINEMA BARBERINI 6

## TITANUS: LEGACY, PROPRIETIES AND IP GOLD MINING

Exploring Classical libraries for remake, reboot, spin-off, sequel and prequel potential with Titanus executives and distributors/broadcasters. The request

for IP-based products continue to grow and classical libraries can be a gold mine for producers and distributors. How properties are selected, chain of rights management, and what is the process "in the making-of" derivative works. Exploring marketing opportunities and discussing upcoming projects.

**Speakers:** Stefano Bethlen, General Manager Titanus S.p.a.; Jaime Ondarza, EVP & South EMEA Hub Leader of Paramount Global; Oliver Bachert, Chief Distribution Officer - Beta Film; Duilio Simonelli, Head of Development and Research Titanus Production  
**Moderator:** Marco Spagnoli, Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students

2.30 PM (60') / CINEMA BARBERINI 3

## ARCHIVES, MARKET AND FREE ACCESS: VALUE, COST AND SOCIAL USE OF AUDIOVISUAL HERITAGE

Archival collections have become increasingly central to the production of documentaries and series, but in Italy there are still many limitations to their use given the high costs and the increasingly evident problem of "orphan works" that make it legally impossible to use many visual materials. In collaboration with Doc/it.

**Speakers:** Enrico Bufalini, Director of theatrical release, documentary production and Managing of the historic LUCE Archive - Cinecittà S.p.A.; Carlotta Ca' Zorzi - Head of Business and Legal Affairs Fandango; Mary Egan - Director of Operations Focal International; Francesca Medolago Albani - Secretary General Anica; Marcello Mustilli - Lawyer Bellettini Lazzareschi Mustilli; Andrea Sassano - Director Rai Teche; Francesco Virga President Doc/it  
**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students

3.00 PM (120')

## EURIMAGES CLOSED-DOORS ASSEMBLY #2

Access: closed-doors session

3.30 PM (60') / CINEMA BARBERINI 4

## UNICREDIT, ACCOMPANY THE GROWTH BETWEEN FINANCE AND TERRITORY: ROMA4CINEMA

HOSTED



Within the framework of MIA, UniCredit organizes the "Roma4Cinema" event: a moment of insight on the actions to be implemented to strengthen competitiveness of the Italian audiovisual system. The MIA-International Audiovisual Market will be the occasion to illustrate UniCredit's view on the market and the commitment of the bank to concrete support for growth and internationalization of companies in the supply chains. A round table is planned that will see the participation of leading exponents of industry and local administrations.

**Speakers:** Roberto Fiorini, Head of UniCredit Centro; Laura Torchio, Coordinatore Expertise Center Audiovisio; Giampaolo Letta, Moderator Pres. AdB Region CentroUniCredit; Andrea Micciché, President Nuovo IMAIE; Monica Lucarelli, Assessor to production activities and equal opportunities at Comune di Roma Capitale; Cristina Priarone, Italian Film Commissions president; Francesco Rutelli, ANICA President; Annalisa Areni, Head of Client Strategies Italy - UniCredit  
**Access:** Industry, Press, Talks, Students

4.00 PM (60') / CINEMA BARBERINI 3

## THE NEW PHASE OF THE ITALIAN DOCUMENTARY

DOC&FACTUAL

Strategies and Alliances for the current moment being lived by the documentary genre in Italy. The renewed audience interest is proof of a new phase experienced by a movie genre in strong expansion among international ambition and projects with a greater economic value.

**Speakers:** Gabriele Genuino - Head of Doc Production Rai Cinema; Gloria Giorgianni - CEO and Producer Anele srl; Andrea Occhipinti - CEO Lucky Red;

Chiara Sbarigia - President Cinecittà SpA; Francesco Virga - President Doc/it; Fabrizio Zappi - Director Rai Documentari  
**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students

4.00 PM (60') / CINEMA BARBERINI 6

## FRENCH FOCUS ON ITALIAN MARKET

HOSTED

The French Ministry of Culture gives the opportunity to a delegation of 12 promising studios and production companies to discover the Italian audiovisual and cinematographic sectors. After two years of the pandemic, an assessment of bilateral cooperation is necessary to strengthen the artistic and economic relations between the two countries.

**Speakers:** Benoît Blanchard -Attaché audiovisuel, Ambassade de France en Italie/ Institut français d'Italie; Amélie Tchadirdjian -Export and territorial development manager, Ministère de la Culture Paris; Yoann Ubermulhin - Territory manager, Unifrance; Sabrina Lunetta - Digital content manager, LA7.  
**Access:** closed-doors session

4.30 PM (60') / CINEMA BARBERINI 5

## TOWARDS THE HARMONIZATION OF REGIONAL FUNDS, THE PATH STARTED BY ITALIAN FILM COMMISSIONS: ANALYSIS, COMPARISONS AND FUTURE STEPS

HOSTED

The harmonization of regional funds is now a recurring need that IFC, Level of development on the new instances of the sector, has identified and focused as a path of work. The considerations that emerged will be presented in the meeting and then completed in future phases, in a shared comparison with industry associations, Regions, financial bodies etc. Laying the foundations for development according to the effectiveness and efficiency of the regional audiovisual funds represents for IFC an important consolidation of the attractiveness of the territories and of the entrepreneurial growth of the sector.

**Speakers:** Cristina Priarone - IFC President; Luca Ferrario - IFC Vice President; Francesca Medolago Albani - ANICA General Secretary; Marcello

Mustilli - Lawyer BLM Firm  
**Access:** Industry, Press, Talks, Students

5.00 PM (60') / CINEMA BARBERINI 4

## SOFT POWER FOR NEXTGEN FILM PROFESSIONALS - Women, Academy, Industry

HOSTED

The audiovisual sector is so much more than meets the eye! Professions extend beyond the art of creation, meeting production, marketing and distribution, government relations, trade association and communication leaders. Women in Europe and Italy continue to blaze their paths to success, and find their own way, within this vast diversity of opportunities in the audiovisual sector. How can we support the next generation of professionals by fostering a stronger culture of Diversity, Equity and Inclusion? ANICA ACADEMY ETS In Association with MOTION PICTURE ASSOCIATION, WOMEN IN FILM TELEVISION MEDIA ITALIA.

**Speakers:** Lucia Carta - Director Business & Legal Affairs Italy Netflix; Piera Detassis - President and Artistic Director of Accademia del Cinema Italiano - Premi David di Donatello; Marta Donzelli - Producer, President of the Centro Sperimentale di Cinematografia Foundation; Beatrice Flammini - Vice President, Government and Regulatory Affairs NBC Universal; Chiara Sbarigia - President Cinecittà spa  
**Hosted by:** Domizia De Rosa - Women in Film, Television & Media Italia (WIFTMI) President  
**Access:** Industry, Press, Talks, Students

6.00 PM (90') / CINEMA BARBERINI 5

## ITALY, A PRODUCTION HUB FULL OF OPPORTUNITIES

HOSTED



The international potential of the Italian audiovisual system in a convention organized by Italian Cinema magazine.

Access: Industry, Press, Talks, Students



09.00 AM (60') / CINEMA BARBERINI 1

THE MORNING SHOW #1

FILM



Your daily booster in film financing to start off your day (and your meetings) on the right foot. On October 12 th and October 14 th , the MIA organizes two special events dedicated to the financing of films and shows. Each session features a conversation among experienced top producers and funds representatives to shine a light on all the hurdles, the strategies, the dos and don'ts, the best cases, as well as insights and pointers on how to avoid pitfalls while navigating the exciting world of financing films and shows nowadays. Andrea Scarso, Senior Investment Director – Media of The Ingenious Group (UK), chairs and guides these conversations, which are open, upon registration, to all accredited MIA participants. Moderated by the host, the attendees are invited to intervene and ask questions. The morning show is a snapshot on today's film financing, an unparalleled occasion for the attendees to pick the brains of leading experts on building creative and solid financing plans. *To reserve your seat, write to [film.coordinator@miamarket.it](mailto:film.coordinator@miamarket.it)*

**Speakers:** Frédéric Fiore - President & Partner Logical Pictures; Maren Olson - EVP Film 30West; Joseph Rouschop - Founder Tarantula  
**Moderator:** Andrea Scarso - Senior Investment Director Media of The Ingenious Group  
**Access:** Industry only, upon registration only.

Live event only, not available on streaming / On Demand or on the digital platform.

09.30 AM (90') / CINEMA BARBERINI 5

ITALIAN FILMS ON FOREIGN MARKETS CIRCULATION, ECONOMIC VALUES AND MARKET TRENDS – RESULTS OF A FIRST SURVEY

HOSTED



In the framework of a constant evolution of the audiovisual market, the circulation of national films on world markets is a relevant information for understanding and measuring the vitality and competitiveness of the Italian film industry. ANICA and E-Media present the first evidence from a study on the international results of Italian films (2017 – 2021), that taks into account foreign sales, collaboration with international partners, estimates of the economic values of films produced for movie theaters, television and VOD services. The research also proposes some suggestions for boosting the potential of Italian works internationally.

**Speakers:** Nicola Borrelli - Direttore della Direzione Generale Cinema e Audiovisivo MiC; Carlotta Calori - Co-founder & Producer Indigo Film; Micaela Fusco - Head of International Sales Intramovies Srl; Cristian Jezdic - CEO beQ Entertainment; Andrea Occhipinti - CEO Lucky Red.  
**Moderator:** Francesca Medolago Albani - ANICA General Secretary  
**Access:** Industry, Press, Talks, Students

10.00 AM (60') / ITALIAN FILM COMMISSIONS PAVILION

CAPPUCCINO WITH THE ITALIANS - MEET THE ITALIAN FILM COMMISSIONS

HOSTED

**Access:** Private Event, Upon Invitation Only

10.00 AM (60') / CINEMA BARBERINI 6

SOMETHING IS ROTTEN IN THE STATE OF DENMARK

HOSTED

Crisis with the creative talents in Denmark: sign of a malaise or symptom of a real and widespread discontent? Can the misalignment between creative players and commissioning entities in Denmark be solved? How did we get there? What happened to the link between producers and writers? Can this happen in other European Countries? Panel In Cooperation With Epc - European Producers Club

**Speakers:** Lars Hermann (Apple Tree, Denmark), Philipp Kreuzer (Maze Pictures, Germany), Femke Wolting (Submarine, The Netherlands, TBC).

11.00 AM (150') / CINEMA BARBERINI 5

FILM PITCHING FORUM

FILM



This year, the MIA|Film Pitching Forum will present to the international film industry 12 feature film projects. The projects have been evaluated and selected by a selection committee composed of **Ed Guiney** (Founder and 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), **Bérénice Vincent** (Co-Founder, Totem Films, France). Producers and directors from 10 different Countries - Belgium, Italy, France, Germany, Greece, Ireland, Norway, Spain, Switzerland, Taiwan - will take the stage to pitch their projects.

[11.00 AM – 12.00 PM]

**1.KELLY FAUSTER IS A KILLER**  
by Marie-Hélène Roux (France)  
Produced by Cynthia Pinet (Petites Poupées Production)

**2.SUMMER SPELL**  
by Rinio Dragasaki (Greece)  
Produced by Fenia Cossovitza (Blonde)  
**3.EUROPA**  
by Brwa Vahabpour (Norway)  
Produced by Renée Mlodyszewski (True Content Production Norway)  
**4.FORASTERA**  
by Lucia Alenar Iglesias (Spain)  
Produced by Marta Cruañas Compes, Ariadna Dot, Tono Folguera (Lastor Media)  
**5.DEEP QUIET ROOM**  
by Ko-Shang Shen (Taiwan)  
Produced by Patrick Mao Huang (Flash Forward Entertainment), Sylvia Yea-Chun Shih (Wind Rises Entertainment), Yu-Ning Chu (Oxygen Films)  
**6.ORLA**  
by Ivan Kavanagh (Ireland)  
Produced by Brendan McCarthy (Fantastic Films)

[12.00 PM – 12.30 PM: Break]

[12.30 PM – 1.30 PM]

**7. THROUGH THE WINTER**  
by Anita Rivaroli (Italy)  
Produced by Fabrizio Donvito, Marco Cohen, Benedetto Habib, Daniel Campos Pavoncelli (Indiana Production)  
**8.STRANGER IN A VILLAGE**  
by Samir (Switzerland)  
Produced by Karin Koch (Dschoint Ventschr Filmproduktion)  
**9.BOTTOM OF THE OCEAN ELECTRIC FISH** by Malina Mackiewicz (Italy)  
Produced by Andrea Paris, Matteo Rovere (Ascent Film)  
**10. AT THE EDGE OF THE WORLD**  
by Amelia Nanni (Belgium)  
Produced by Isabelle Truc (Iota Production)  
**11.JELLYFISH** by Hella Wenders (Germany) Produced by Léa Germain (Road Movies)  
**12. MAMI WATA**  
by Askia Traoré (France)  
Produced by Sébastien Onomo (Special Touch Studios)

**Access:** Industry only

11.30 AM (60') / CINEMA BARBERINI 6

AMAZON STUDIOS IN CONVERSATION

MIA



**Speakers:** Nicole Morganti - Head of Italian Originals, Amazon Studios; Davide Nardini - Head of Scripted Italian Originals, Amazon Studios  
**Access:** Industry only

12.00 PM (60') / CINEMA BARBERINI 3

FACTUAL: LOCAL STORIES FOR A GLOBAL AUDIENCE

DOC&FACTUAL

How to present and how to ‘translate’ formats abroad and how to work in an international environment without losing specificity.

**Speakers:** Carlotta Rossi Spencer - Head of Branded Content Business Development Banijay  
**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students

12.00 PM > 2.00 PM / PALAZZO BARBERINI - BAR ARANCERA

ANIMATION - OPENING SESSION HAPPY 10TH ANNIVERSARY TO SARDEGNA FILM COMMISSION!

ANIMATION

Successful case histories of animated film Made in Sardegna & the on-going commitment of the Sardegna Film Commission to improve production practices : talents, protocols & welcome to NAS - New Animation in Sardegna. Hosted by Sardegna Film Commission in collaboration with Cartoon Italia.

**Speakers:** Maria Nevina Satta - Director at Sardegna Film Commission; Anne-Sophie Vanhollebeke - President at Cartoon Italia; François Trudel, Co-Owner & Executive Producer at PVP MEDIA; Serge Thibaudeau - President and CEO of Fonds Québecor; Riccardo Atzeni, Art Director; Alessandra Manca,

Line Producer at NAS - New Animation in Sardegna  
**Access:** Private Event, Invitation Only

12.00 PM (60') / CINEMA BARBERINI 6

THE ALLIANCE

MIA



A new chapter for the European Public Broadcaster Alliance between RAI, FRANCE TÉLÉVISIONS and ZDF. In this session main protagonists will announce the new development and production slate.

**Speakers:** Maria Pia Ammirati - Head of Drama of Rai; Manuel Alduy - Director of Cinema and International Development France Télévisions; Simone Emmelius, SVP International Fiction-Coproduction & Acquisition ZDF  
**Access:** Industry, Press, Talks, Students

2.00 PM (60') / CINEMA BARBERINI 3

RAI AND FRANCE TÉLÉVISIONS PRESENT AN INTERNATIONAL GLOBAL DOC INITIATIVE

DOC&FACTUAL

Two of the major Broadcasters and documentaries producers will make an announcement regarding an international doc initiative.

**Speakers:** Caroline Behar - Head of International Coproductions and Acquisitions France Tv; Fabrizio Zappi - Director Rai Documentari  
**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students

2.00 PM (90')

EBU - EUROPEAN BROADCASTING UNION SESSION #1 #CLOSED-DOORS SESSION

HOSTED

**Access:** closed-doors session

2.30 PM (60') / CINEMA BARBERINI 5



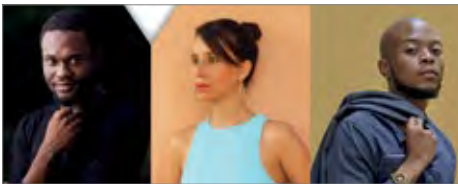
CO-PRODUCING TODAY: FUTURE-PROOFING CREATIVE MODELS IN THE INDEPENDENT FILM BUSINESS

Amid the worldwide changing film financial landscape, a panel of producers and US financing agents discusses the independent film global ecosystem. Private equity, government funds, tax incentives, which models are working best nowadays? How to combine multiple financing tools? Everything is shifting, and there's no one-size-fits-all strategy. Through examples and best cases, panelists consider the current film financing and production scenario, and their perspective on the future.

**Speakers:** Carlo Cresto-Dina - Producer & CEO Tempesta; Frédéric Fiore - President & Partner Logical Pictures; Maren Olson - EVP 30West; Casey Sunderland, Media Finance Agent, CAA, USA; Julie Viez - Producer Cinenovo  
**Moderator:** Francesco Zippel - Producer Quoiat Films  
**Access:** Industry, Press, Talks, Students

2.30 PM (75') / CINEMA BARBERINI 4

DEFINING THE WORLD MARKETS



Through the example and experience of a co-production project sourced from Africa the panel proposes a new take on the market vision from the point of view of African project holders entering the international market(s), digging into their experience of approaching the mainstream, rising and niche markets, for TV series and features underlining the necessary cost and skills involved, describing risks and opportunities, and not forgetting to highlight the best practices & experiences.

**Speakers:** Mounia Aram - Founder & Distributor MA Company; Sithembiso Mpehle - Executive Producer Tshimologong; Francis Y. Brown - Executive Producer AnimaxFYB  
**Access:** Industry, Press, Talks, Students  
3.30 PM (60') / CINEMA BARBERINI 3

ITALIAN FACTUAL SHOWCASE



Italian Factual Showcase is a presentation of the best unscripted formats produced in Italy during the past year, as well as unreleased original formats. Our goal is to present a selection of made in Italy original formats that have an international appeal and create opportunities for their adaptations abroad.

Selected Titles:

THE CLAN OF CLASSICS  
HIGH ALTITUDE CARPENTERS  
RE-BORN

**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry only

4.00 PM (60') / CINEMA BARBERINI 5

THE FUTURE OF STORYTELLING IN ITALY AND EMEA



A conversation about the future of storytelling in Italy and across Europe, The Middle East, and Africa with Larry Tanz, VP of Content for EMEA and Tinny Andretta, VP of Content for Italy. The pair will discuss Netflix's journey so far and outline their strategies ahead.

**Speakers:** Eleonora Andreatta - VP of Content Netflix, Italy; Larry Tanz - VP of Content Netflix, EMEA  
**Moderator:** Gaia Tridente - MIA Director  
**Access:** Industry, Press, Talks, Students

4.00 PM (120')

EBU - EUROPEAN BROADCASTING UNION SESSION #2 #CLOSED-DOORS SESSION

5.00 PM (75') / CINEMA BARBERINI 4

WORKING AS PARTNERS

Producers, authors, broadcasters, institutions are partners of the co-production value chain. How does it work best? A factual and pragmatic overview of the best practices & strategies to achieve a successful co-production for a strong IP, with market visibility and adequate audiences, within cost, calendar and quality goals. The bright and dark sides of co-production will be analysed on stage, as well as the lumps to avoid in the present market co-production quest for opportunities.

**Speakers:** Virve Schroderus - Head of Children Content YLE; Marie-Claude Beauchamp - Producer & Distributor CarpeDiem/PinkParrot/BlueDog Medias; Kristel Töldsepp - Head of Studio and Producer AFilm  
**Access:** Industry, Press, Talks, Students

5.30 PM (90') / CINEMA BARBERINI 5

WHAT'S NEXT ITALY



With the What's Next Italy initiative, MIA has established itself as the place where international industry players can discover the excellence of Italian Production and the freshest, yet-to-be seen Italian products. A unique opportunity to discover Italian talent, production capacity and business opportunities. What's Next Italy is a special programme focused on work-in-progress Italian films: an exclusive market event where international buyers can find out about 2023 titles by both well-established and emerging Italian filmmakers. Each film is presented with a clip (a scene, storyboard, selected footage) and a live interview with the director, the producer or the sales agent,

moderated by Nick Vivarelli (Variety).

2022 Selected Films:

COME PECORE IN MEZZO AI LUPI  
by Lyda Patitucci  
PATAGONIA by Simone Bozzelli  
EL PARAÍSO by Enrico Maria Artale  
IL PUNTO DI RUGIADA (THE DEW POINT)  
by Marco Risi  
ROSSOSPERANZA by Annarita Zambrano  
SUPERLUNA by Federico Bondi  
IO VIVO ALTROVE (WHAT A LIFE!)  
by Giuseppe Battiston

**Access:** Live event only, not available on streaming / On Demand or on the digital platform.  
Industry only, no press, no students.

6.00 PM (60') / CINEMA BARBERINI 1

COMICS PITCHING FORUM



MIA is pleased to launch a new opportunity where pop culture and publishing projects meet the audiovisual market, presenting some of the most important Italian and international comic and graphic-novel projects, selected in collaboration with the COMICON festival, in search of production and/or financial support. Based on works already published in different countries, the pitches are presented by successful Italian and international authors/artists and directors, and offer a varied range of stories, genres, and settings, from romantic drama to grounded sci-fi. An opportunity to explore new directions within the highest growth-rate segment in the book industry in recent years

**Access:** Industry only

MIA BUYERS CLUB

9.00 AM - Barberini 2  
**NEVER TOO LATE FOR LOVE**  
ASTOLFO  
by Gianni di Gregorio, 88', Le Pacte

10.30 AM - Barberini 2  
**DIVERTIMENTO**  
by Marie-Castille Mention-Schaar, 110', Le Pacte

11.30 AM - Barberini 1  
**ZILLION**  
by Robin Pront, 140', Indie Sales

12.30 AM - Barberini 2  
**A LOVE STORY**  
UNE HISTOIRE D'AMOUR  
by Alexis Michalik, 90', Le Pacte

2.00 PM - Barberini 1  
**DANTE**  
by Pupí Avati, 99', Minerva Pictures

2.00 PM - Barberini 2  
**QUEENS**  
تالكات MALIKATES  
by Yasmine Benkiran, 84', Kinology

3.30 PM - Barberini 2  
**RHINEGOLD**  
RHEINGOLD  
by Fatih Akin, 140', The Match Factory

4.00 PM - Barberini 1  
**TRUE COLOURS**  
- LINE UP PRESENTATION  
30'

5.30 PM - Barberini 5  
**WHAT'S NEXT ITALY**



9.00 AM (135')

**EBU - EUROPEAN BROADCASTING UNION SESSION #2**  
#CLOSED-DOORS SESSION  
HOSTED

9.00 AM (135') / CINEMA BARBERINI 4

**ANIMATION PITCHING FORUM**  
ANIMATION



For its first edition, the brand new Division of MIA | Animation CoProduction Market & Pitching Forum has selected 13 projects coming from 12 countries. After a careful evaluation of 61 submissions received, this 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 Töldstepp, Head of Studio & Producer at Afilm (Estonia.) The 13 selected projects, mixing TV Series / Stand Alone & Feature Film, 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 CoProduction in Europe. Projects debuting on the market accompany already disclosed projects in need of covering a last gap of financing to close development.

**OFFICIAL SELECTION 2022**

**ANSELMO WANNABE**  
by Massimo Ottoni (Italy/Portugal)  
Produced by Federico Turani (Ibrido Studio)  
**BELZEBUBS** by Samppa Kukkonen (Finland)  
Created by JP Ahonen, produced by Tehri Väänänen (Pyjama Films)  
**THE BLACK DIAMOND RACE**  
by Sergio Manfio (Italy)  
Produced by Francesco Manfio (Gruppo Alcuni)  
**THE BREATH OF THE MOUNTAIN**

by Lorenzo Latrofa (Italy)  
Produced by Alessandro Borrelli (La Sarraz Pictures)  
**COMRADES**  
by Olivier Patté (France/Poland/Belgium)  
Produced by Maria Blicharska (Blick Productions)  
**ECHO BOY** (The Netherlands)  
Produced by Femke Wolting, Patrick Howson (Submarine)  
**FÉLIX ! HE CAN EXPLAIN EVERYTHING !**  
by Thomas Leclercq, Lucas de Thier (France)  
Created by Thomas Leclercq, Lucas de Thier, Ludovic Lefebvre, produced by Ron Dyens (Sacrebleu Productions)  
**FIO LINA AND THE MAESTRO** (Switzerland)  
Produced by Sarah Born, Fabiana Seitz (Catpics)  
**FLYDOG** (Italy)  
Produced by Giorgio Scorza (Movimenti Production - a Banijay Company)  
**I AM HELENA**  
by Karla von Bengtson (Denmark)  
Produced by Sarita Christensen, Mette Valbjørn Skøtt (Copenhagen Bombay)  
**NO PETS!** (Italy/Spain/Poland)  
Produced by Boris Bertolini (Nuvole e strisce)  
**ROUND AND ROUND THE WISHING WELL**  
by Hugo de Fautcompret (France)  
Produced by Ivan Zuber, Antoine Liétout (Laïdak Films)  
**SIDI KABA AND THE GATEWAY HOME**  
by Rony Hotin (France/Luxembourg/Belgium/Germany)  
Produced by Sébastien Onomo (Special Touch Studio)

Access: Industry only

9.00 AM (110') / CINEMA BARBERINI 1

**C EU SOON**  
FILM



With C EU Soon, MIA shines a light on emerging European talents. Six European first and second films in post-production are presented in a session open exclusively to buyers, festival programmers, and sales agents. Selected Films' clips (up to 5' minutes excerpts) screenings are followed by a conversation with film producers and directors moderated by journalist Gabriele Niola. The audience will have

the chance to vote for the most promising title, which will be awarded with the Screen International Buyers' Choice Award.

**2022 Selected Titles:**  
**A SAD AND VULGAR LONER (UN VULGAR Y TRISTE)**  
by Efthymia Zymvragaki, Spain, documentary  
**CLARA**  
by Sabin Dorohoi, Romania/Germany, drama  
**ON THE WAY TO WAR (PE URMELE RĂZBOIULUI)**  
by Viorica Tataru, Moldavia/Ukraine, documentary  
**ONCE WE WERE PITMEN (WIR WAREN KUMPEL)**  
by Christian Johannes Koch and Jonas Matauschek, Switzerland/Germany, documentary  
**FIELD**  
by Lasha Tskvitinidze, Georgia/France, crime/drama  
**MATRIA**  
by Álvaro Gago, Spain, Drama

Access: Industry only, no press, no students

9.00 AM (120') / CINEMA BARBERINI 3

**DOC PITCHING FORUM SESSION #1**  
DOC&FACTUAL



The Doc Pitching Forum is an event committed to exposing documentary projects in development. Our board of decision-makers selected 18 projects with high artistic standing and distribution potential. The MIA Doc Pitching Forum is the most important Italian event dedicated to documentary projects in development status. This year's pitching forum will be moderated by Rudy Buttignol, President NXT Broadcast Strategy & Brand.

**Selected projects:**

1+1+1  
**THE BOLOGNA TRIAL**  
**BAIMA BOY**  
**BANKSY AND THE SAD GIRL**  
**TINA PHOTOGRAPHER & REVOLUTIONARY**  
**SPACE RISKS**  
**IMOLA 1994**

**LOST FOR WORDS**  
**DIARY OF AN INFILTRATOR**  
**NAPALM GIRL**

**Moderator:** Rudy Buttignol - President  
NXT Broadcast Strategy & Brand  
**Access:** Industry only

9.30 AM (90') / CINEMA BARBERINI 6

**TFL SERIESLAB**  
HOSTED

The Drama Coproduction Market will host, for the second year in a row, the pitching session of the 9 TV series projects developed within the annual course TFL SeriesLab. Organised by TorinoFilmLab – National Museum of Cinema and aimed at boosting innovative and high-profile international drama series projects, SeriesLab will present them at MIA on Thursday, **13th October at 9.30 am**.

**Moderator:** Agathe Berman  
**Access:** Industry only

11.30 AM (60') / CINEMA BARBERINI 4

**HOW TO GET ITALY ON BOARD**  
MIA

Explore Italy's soft money, and international co-production scheme with national and regional opportunities, and find your Italian partners and business opportunities through our office abroad. MIA is glad to offer an extensive overview of what Italy can offer to potential international partners.

**Speakers:** Iole Giannattasio - Responsible for International and Legal Affairs, Research Unit, MiC; ICE Agenzia; Cristina Priarone - General Manager, IFC  
**Moderator:** Roberto Stabile, Cinecittà S.p.a., Advisor for Intl. Rel. & In Charge for Special Projects DGCA Mic and ANICA, Head International Department  
**Access:** Industry, Press, Talks, Students

11.30 AM (60') / CINEMA BARBERINI 3

**RESTAGING REALITY – ARE DOCUDRAMAS THE END OF HISTORY?**  
DOC&FACTUAL

Many documentaries use actors and actresses to restage reality, but is it something that the market likes or wants? Is it really beneficial for the projects or can it be an obstacle?  
**Speakers:** Krishan Arora - International

Content Consultant, SBS; Caroline Behar - Head of International Coproductions and Acquisitions France Tv; Elisabeth Hagstedt - Commissioning editor, Head of Acquisition, TF1 - Histoire Tv; Caroline Haidacher - Commissioning Editor, ORF; Lars Säfström - Commissioning Editor, SVT  
**Moderator:** Gioia Avvantaggiato - President & Executive Producer, GA&A Productions  
**Access:** Industry, Press, Talks, Students

11.30 AM (50') / CINEMA BARBERINI 6

**THE SUBMARINE SCHEME - HOW COULD ORIGINAL IP BE CREATED FOR THE VIRTUAL WORLDS?**  
DRAMA INNOVATION FOR CREATIVE INDUSTRIES



How could original IP be created for the virtual world? This and more will be the topic of the Keynote Conversation with two-time Emmy Award winner Femke Wolting, CEO and Owner of Submarine Entertainment. The innovative production company develops and produces feature films, series, documentaries, animation and transmedia projects and brings together established and emerging international directors and creators from Europe and the United States. Interviewed by Richard Middleton, Editor of TBI, Femke will discuss the potential of the metaverse as a space that allows the creation of contents that are capable of targeting very young viewers, and as a new form of business and exploitation of IP!

**Speaker:** Femke Wolting - CEO & Owner, Submarine Entertainment  
**Moderator:** Richard Middleton - Editor of TBI  
**Access:** Industry, Press, Talks, Students

11.45 AM (60')

**EBU - EUROPEAN BROADCASTING UNION SESSION #2**  
#CLOSED-DOORS SESSION  
HOSTED

12.30 PM (90') / CINEMA BARBERINI 4

**LAZIO CINEMA INTERNATIONAL FUND: A NEW FINANCING SCHEME FOR INTERNATIONAL CO-PRODUCTION MADE IN LAZIO**  
HOSTED

We are pleased to present the new edition of the financing scheme “Lazio Cinema International”, a regional fund which supported in the past 7 years 154 audiovisual works, supporting 220 international production companies. The funding scheme will give more strength to international coproductions made in Lazio, with 70 million earmarked from 2022 to 2027. Discover how to get on board!

Access: Industry, Press, Talks, Students

12.30 PM (60') / CINEMA BARBERINI 5

**EUROPE'S PREMIUM STORYTELLER: INSIDE SKY STUDIOS**  
DRAMA



A panel exploring the ambition and creative focus for Sky Studios, Sky's original programming arm across Europe, examining how the company is responding to different shifts across the industry, viewer behaviour and increased competition. Featuring Tobias Rosen (Sky Studios Deutschland), Meghan Lyvers (Sky Studios UK) and Sonia Rovai (Sky Studios Italia).

**Speakers:** Meghan Lyvers - Director Original Drama Sky Studios UK; Tobias Rosen - Vice President Sky Studios Deutschland; Sonia Rovai - Senior Director Scripted Production Sky Studios Italia  
**Moderator:** Michael Pickard - Editor, Drama Quarterly  
**Access:** Industry, Press, Talks, Students



**12.30 PM (60') / CINEMA BARBERINI 3**

## GREEN CREWS FOR A GREENER PLANET

HOSTED



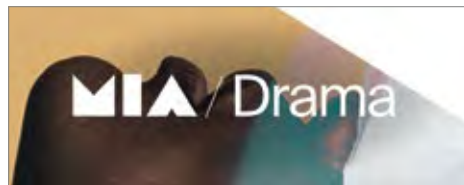
At an institutional level, the consolidation of working practices aimed at making the audiovisual industry more sustainable from an environmental point of view is an increasingly shared goal. This practical panel will guide the participant in discovering the possibilities connected to sustainable production by presenting training opportunities for producers and green managers and analyzing a concrete case study. It is also a precious opportunity to explore how to involve the staff in implementing and succeeding in sustainable practices.

**Speakers:** Angelica Cantisani - Torino Film Lab; Luca Ferrario - Green Film; Serena Alfieri - VivoFilm; Julia Tordai - Greeneyes Productions  
**Moderator:** Alina Trabattoni, Italy Correspondent - Screen International  
**Access:** Industry, Press, Talks, Students

**2.00 PM (70') / CINEMA BARBERINI 5**

## DRAMA PITCHING FORUM - SESSION #1

DRAMA



The Drama Co-Production Market & Pitching Forum is widely regarded as one of the most interesting and must-attend scripted content co-production forums in Europe. Designed to favour negotiations between producers, broadcasters and distributors, the Forum is open to the global industry and allows for great financing, co-producing and commissioning opportunities while exploring the core elements of successful scripted content.

This year's Pitching Forum features 15 international series projects with producers from Italy, UK, Canada,

Netherlands, Finland, Israel, France and Ireland.

The 15 finalists will be exclusively presented over two one-hour pitching sessions on the main stage of MIA 2022

### Selected Projects:

THE BALLAD OF MILA - Produced by Minerva Pictures  
ALPHA - Produced by Les Films du Cygne  
MIRIT & GINGY - Produced by Nawipro  
CARLISLE HOUSE - Produced by RubyRock Pictures  
THE LAST WISH OF SASHA CADE - Produced by WATERSIDE STUDIOS  
THE HIVE - Produced by Fabula Pictures  
THE SUDDEN APPEARANCE OF HOPE - Produced by Three Tables Productions  
CRIMSON CROWN - Produced by ILBE and Media Musketeers Studios

**Access:** Industry only

**2.00 PM (60') / CINEMA BARBERINI 6**

## A CONVERSATION WITH FILMMAKERS MARK LEWIS AND CHIARA MESSINEO ABOUT THEIR NEW NETFLIX DOCUMENTARY SERIES

DOC&FACTUAL



Join documentary filmmakers Mark Lewis and Chiara Messineo from Raw TV for a conversation about their bold new Netflix documentary series which looks at an unsolved Italian case that has spanned four decades.

**Speakers:** Chiara Messineo - Senior Producer; Mark Lewis - Writer, Director & Executive Producer, Raw TV  
**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students

**2.30 PM (75') / CINEMA BARBERINI 4**

## MONEY & SOUL

ANIMATION



The competitive balance of content offer and demand leads us today to new questions and new challenges. What is the gap between demand, expectations and results? Content development is key to any successful content strategy. What is at stake from the point of view of the Broadcaster and from the point of view of the Producer? When should each partner step in? How to attract the best talents without being "crushed" in mechanisms of pure strategy and finance & what comes first, the strategy or the project? Not forgetting, however, the importance of a good marketing vision in content pitching.

**Speakers:** Luca Milano - Head of RAI Ragazzi; Pierre Siracusa - Director of Animation, Children & Youth Department at France Télévisions; Arne Lohmann, Vice President Junior at ZDF Studios; Yago Fandino - Head of TVE-ClanTV  
**Access:** Industry, Press, Talks, Students

**2.30 AM (50') / CINEMA BARBERINI 6**

## ACCESS TO CREDIT IN THE FILM AND AUDIOVISUAL SECTOR: THE MEMORANDUM OF UNDERSTANDING BETWEEN THE DGCA OF THE MIC AND ISTITUTO PER IL CREDITO SPORTIVO

HOSTED

The DGCA and ICS aim to strengthen mutual cooperation to enable companies receiving selective and automatic subsidies under the Cinema Law and related decrees to access bank advances.

**Speakers:** Nicola Borrelli - Direttore Generale della DGCA; Lodovico Mazzolin - Direttore Generale Istituto Credito Sportivo  
**Moderator:** Bruno Zambardino, European Affairs, DGCA  
**Access:** Industry, Press, Talks, Students

**3.30 PM (120') / CINEMA BARBERINI 3**

## DOC PITCHING FORUM SESSION #2

DOC&FACTUAL

The Doc Pitching Forum is an event committed to exposing documentary projects in development. Our board of decision-makers selected 18 projects with high artistic standing and distribution potential. The MIA Doc Pitching Forum is the most important Italian event dedicated to documentary projects in development status. This year's pitching forum will be moderated by Rudy Buttignol, President NXT Broadcast Strategy & Brand.

### Selected projects:

FRAGMENTS OF A LIFE LOVED  
OLHÃO OR NOTHING  
BREAKING BREAD  
DIARY OF AN INFILTRATOR  
THE ROSSELLINI METHOD  
THE DELIVERY LINE  
GHOST DETAINEE  
BLUE SPHERE  
MOSCOW NIGHTS

**Moderator:** Rudy Buttignol - President, NXT Broadcast Strategy & Brand  
**Access:** Industry only

**3.30 PM (90') / CINEMA BARBERINI 5**

## IS THE FUTURE FREE? HOW WILL NEW FREE MODELS RESHAPE VOD IN EUROPE?

HOSTED



A new wave of public and private free-to-consumer services are threatening to disrupt a VOD world that has been dominated by the subscription streaming SVOD giants. The newcomers are offering a variety of models, strategies and options for consumers but raise serious questions: what will be their impact on audience demand? Will they support the original production boom in Europe? How will they fit into a still changing audiovisual ecosystem? And how is the Creative Europe Media Programme supporting these important trends?

**Speakers:** Enrico Bufalini - Project

Manager Creative Europe Desk Italy MEDIA, Cinecittà Spa; Manuel Alduy - Director of Cinema and Digital & International Series, France Télévisions; Cristina Sala - Senior Head of Business Development, AVOD Samsung TV Plus Italia; Simone Emmelius - SVP International Coproductions and Acquisitions, ZDF; Antonella Dominici - SVP Streaming South Europe, Middle East & Africa, Pluto TV; Giuseppe Massaro - Project Officer Creative Europe Desk Italy MEDIA Rome, Cinecittà Spa  
**Moderator:** Michael Gubbins, Editor  
**Access:** Industry, Press, Talks, Students

**4.30 PM (90') / CINEMA BARBERINI 4**

## ITALIAN ANIMATION SHOWCASE

ANIMATION



Italian Animation Showcase is MIA's exclusive appointment dedicated to the Italian animation industry, an event presenting the most anticipated titles of Italian productions, dedicated to feature films and TV series.

### Titles:

› BABY PUFFINS & BUNNY  
› BARTALI'S BICYCLE  
› COPPERBEAK  
› KLINCUS  
› LINDA WANTS CHICKEN  
› MINI PET PALS & MINI DINOS  
› THE SOUND COLLECTOR

**Moderator:** Livio Beshir  
**Access:** Industry only

**5.00 PM (60') / CINEMA BARBERINI 5**

## THE GLOBAL PRODUCTION LANDSCAPE. TIME TO STOP SAYING 'FOREIGN-LANGUAGE'

DRAMA



An ensemble of Top Global Producers

will uncover current trends and explore what's being produced globally for local markets walking us through their new slates from Australia to South America, Asia, Africa and Europe. They'll discuss why it's time to stop calling the shows foreign-language when they're simply non-English and share plans for the future of Drama Production.

**Speakers:** Anne Thomopolous - Partner Legendary Global; Matthew Brodlie - Founder of Upgrade Productions; Erik Barmack - CEO and Founder of Wild Sheep Content; Françoise Guyonnet - Managing Director TV Series, Studiocanal  
**Moderator:** Carlo Dusi - Managing Director, Endor Productions  
**Access:** Industry, Press, Talks, Students

**5.00 PM (60') / CINEMA BARBERINI 1**

## INTERNATIONAL SALES AND DISTRIBUTION: SHAPING THE FUTURE

FILM

The feature film distribution landscape worldwide is undergoing a profound transformation, accelerated by the globally disruptive events of the past two years. How is the international sales industry evolving to meet the challenges of this fast-changing industry and seize new opportunities? More and more international sales are diversifying their business models, looking for new revenue streams, moving into film financing and production, to increase intellectual property ownership, to remain influential in decision-making, from the early stages of development to global marketing campaigns, and finally to share profits in the long term. In this scenario, international film festivals continue to play a key role in building talents and films awareness and strongly contribute to their international circulation. Join us to find out what the latest market trends are and how the sales and distribution business is creating a sustainable future.

**Speakers:** Cameron Bailey - CEO of TIFF and the Toronto International Film Festival®; Carole Baraton - Founder Charades; Cécile Gaget - Head of Film Group Wild Bunch; Andrea Occhipinti - President and Founder Lucky Red; Marc Smit - CEO/Owner Cinéart; Susan Wendt - Managing Director TrustNordisk  
**Moderator:** Matt Mueller - Screen International  
**Access:** Industry, Press, Talks, Students



6.00 PM (60') / CINEMA BARBERINI 3

SPIES, CRIME, HEROES  
AND CROOKS TELLING  
THE TRUTH IN MODERN  
DOCUMENTARIES

DOC&FACTUAL

More and more the global audience are interested in the true stories of villains and shadowy figures: the narrative, technical, legal challenges and the importance of telling these stories.

**Speakers:** Francesco Agostini - Executive Producer A+E Networks; Mandy Chang - Global Head of Documentaries Fremantle; Sonia Latoui - Deputy General Manager, Mediawan Thematics; Dino Vannini - Head of Documentary & Factual Channels Sky Italia; Susan Zirinsky - President See it Now Studios  
**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students

6.00 PM (60') / CINEMA BARBERINI 5

THE SCRIPTED ECOSYSTEM:  
NEW PREMIUM  
OPPORTUNITIES ACROSS  
A CHANGING WORLD

DRAMA

**Speakers:** Andrea Scrosati - Group COO and CEO Continental Europe, Fremantle; Ted Miller - Head of Global Television, CAA; Robert Lazar - Talent Manager, Marathon Management; Lorenzo De Maio, President, De Maio Entertainment; Danna Stern - Executive Producer and Managing Director  
**Access:** Industry, Press, Talks, Students

6.30 PM (120') / ITALIAN  
CINEMA LOUNGE

MINERVA PICTURE  
COCKTAIL

HOSTED

**Access:** Private Event, Invitation Only

MIA BUYERS CLUB

- 9.00 AM - Barberini 1  
**C EU SOON**
- 11.00 AM - Barberini 1  
**THE COLORS OF FIRE**  
COULEURS DE L'INCENDIE  
by Clovis Cornillac, 135', Gaumont
- 11.30 AM - Barberini 2  
**RAI COM**  
**LINE UP PRESENTATION**  
30'  
*by invitation only*
- 12.30 PM - Barberini 2  
**SUMMERSIDE MEDIA SRL**  
**LINE UP PRESENTATION**  
30'
- 2.00 PM - Barberini 1  
**LA MAISON**  
by Anissa Bonnefont, 90', Pulsar
- 2.00 PM - Barberini 2  
**ONE DAY AT A TIME**  
ERA ORA  
by Alessandro Aronadio, 110', Vision Distribution
- 3.30 PM - Barberini 1  
**THE PIONEERS**  
I PIONIERI  
by Luca Scivoletto, 86', Fandango Film Sales
- 4.00 PM - Barberini 2  
**TITINA**  
by Kajsa Næss, 90', Les Films du Losange
- 5.30 PM - Barberini 2  
**THE NANNIES**  
LES FEMMES DU SQUARE  
by Julien Rambaldi, 104', Orange Studio



È proprio vero, il tuo futuro dipende dalle scelte che fai oggi. E alcune di queste sembrano fatte apposta per dare ancora più forza alla tua determinazione.

Noi di Fastweb vogliamo essere al tuo fianco, ecco perché ti invitiamo su [tuseifuturo.it](https://tuseifuturo.it) a scoprire le storie di chi si è impegnato a tirare fuori quello che aveva dentro e cosa puoi fare anche tu per raggiungere il tuo obiettivo.

Un giorno potresti essere tu a raccontare la tua storia di successo e futuro.





## 9.00 AM (60') / CINEMA BARBERINI 3

### DOCUMENTARY FILMMAKING WITHIN A WAR: REPORTING FROM UKRAINE

B&B EXCHANGE

INNOVATION FOR CREATIVE INDUSTRIES

The Ukrainian War entered our lives through news and social media, but there's still plenty more than meets the eye. The importance and the responsibility of telling stories from Ukraine. Showcase of strong documentary projects at different stages of development, that demonstrate the use of technologies in documentary production and unconventional authors' approach: Risen from Ashes (FILM.UA Group), Photographers (Starlight Media) Hardest Hour (1+1 media), Against All Odds (A. Lytvynenko), Divided Ukraine (F. Schiavi).

**Speakers:** Alan Badoev, Project: Hardest Hour; Inna Filippova, Project: Hardest Hour; Dariusz Jablonski - Vice President, EPC; Artem Lytvynenko, Project: Against All Odds; Olena Malkova, Project: Risen From Ashes; Federico Schiavi, Project: Divided Ukraine. What language do you express love in?; Dmytro Troitskyi, Project: SLM case Photographers  
**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students

## 9.15 AM (60') / CINEMA BARBERINI 6

### THE MORNING SHOW #2

FILM



Your daily booster in film financing to start off your day (and your meetings) on the right foot.

On October 12 th and October 14 th , the MIA organized two special events dedicated to the financing of films and shows. Each session features a conversation among experienced top producers and funds representatives to shine a light on all the hurdles, the strategies, the dos and don'ts, the best cases, as well as insights and pointers on how to avoid pitfalls while navigating the exciting world of financing films and shows nowadays.

Andrea Scarso, Senior Investment

Director - Media of The Ingenious Group (UK), chairs and guides these conversations, which are open, upon registration, to all accredited MIA participants. Moderated by the host, the attendees are invited to intervene and ask questions. The morning show is a snapshot on today's film financing, an unparalleled occasion for the attendees to pick the brains of leading experts on building creative and solid financing plans.

*To reserve your seat, write to [film.coordinator@miamarket.it](mailto:film.coordinator@miamarket.it)*

**Speakers:** Jan Pace - Director, QuickFire Films; Marcos Tellechea - CEO, Reagent; Dyveke Bjørkly Graver-Producer, Eye Eye Pictures  
**Moderator:** Andrea Scarso Senior Investment Director - Media of The Ingenious Group  
**Access:** Industry only, upon registration only.

*Live event only, not available on streaming / On Demand or on the digital platform.*

## 9.30 AM (60') / CINEMA BARBERINI 5

### DRAMA PITCHING FORUM - SESSION #2

DRAMA

The Drama Co-Production Market & Pitching Forum is widely regarded as one the most interesting and must-attend scripted content co-production forums in Europe. Designed to favour negotiations between producers, broadcasters and distributors, the Forum is open to the global industry and allows for great financing, co-producing and commissioning opportunities while exploring the core elements of successful scripted content. This year's Pitching Forum features 15 international series projects with producers from Italy, UK, Canada, Netherlands, Finland, Israel, France and Ireland. The 15 finalists will be exclusively presented over two one-hour pitching sessions on the main stage of MIA 2022.

**Selected projects:**  
COSPLAY GIRL - Produced by Rodeo Drive A.D.D. - Produced by Submarine  
THE ABBESS - Produced by Warp Films  
#IBELIEVEHER - Produced by Pembroke Pictures  
THE SEAM LINE - Produced by Eran Riklis Productions  
INFINITE CRIME - Produced by Fandango  
LUMIA - Produced by Fire Monkey

**Access:** Industry only

## 9.30 AM (75') / CINEMA BARBERINI 4

### THE ART OF RELEASING CONTENT

ANIMATION

How & with whom bring content to its audiences and expand the reach? The sessions will focus on the strategies that can be used to bring a property to its best performance and go through examples of lessons learnt, best practices and recipes to bring content to the right place at the right time, with whom and how. Our guests will answer questions such as: What does "local" and "global" mean practically when you plan your release strategy? What skills and anticipation does it take to become visible in the content jungle out there? What is a "good" decision (or a bad one)?

**Speakers:** Simon Crowe - Founder & CEO of SC Distribution Intl; Julien Borde - Executive VP of Animation Content Mediawan  
**Access:** Industry, Press, Talks, Students

## 10.30 AM (60') / CINEMA BARBERINI 3

### HIT THAT DOC: SPORT DOCUMENTARIES IN THE GLOBAL ARENA

DOC&FACTUAL

Sport Documentaries are becoming more and more interesting for global audiences, but they have to face different challenges. From accessing the person and the materials, to the involvement of third parties such as sponsors, teams, broadcasters. Which is the best way possible for telling these types of stories?

**Speakers:** Victoria Barrell - Producer Sylver Entertainment; Ughetta Ercolano - Senior Vice President Content Southern Europe Dazn; Giovanni Filippetto - Producer; Jesus Garcés Lambert - Film Director; Emanuele Nespeca - Producer Solaria Film; Giannandrea Pecorelli - CEO, Aurora Film & TV; Domenico Procacci - Producer Fandango; Adele Reeves - Executive Producer Red Bull Studios  
**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual, MIA  
**Access:** Industry, Press, Talks, Students

## 10.30AM (90') / CINEMA BARBERINI 6

### MEDIA AND MINORS: SAFEGUARDING KIDS IN VIDEOGAMES BETWEEN E-SPORTS AND PRO-GAMERS

INNOVATION FOR CREATIVE INDUSTRIES

Videogames have always allowed anyone to access a new reality, identical and parallel to the one they live in. However, if in the 80s videogame competitions were limited to awarding glory, in 2019, the richest prize pool at stake in the so-called e-Sports amounted to 100 million dollars. Just like traditional sports, e-Sports, also known as e-games, are increasingly practiced at a "competitive" level. E-stadiums are the virtual space where these live challenges take place, while pro-players are professional players. However, how are the institutions intervening to protect minors in this field? From 2011 to today, the escalation of this phenomenon has been surprising: more and more young people under the age of 24, alone or in groups, have transformed their video gaming skills into a real profession, becoming pro-players.

**Speakers:** Bernardo Corradi, Co-founder PLB; Luisa Massaro, Postal Police Chief Commissioner; Thalita Malagò, General IDEA Director; Adriano Bizzoco, Public Affairs Manager IDEA.  
**Welcoming greetings:** Francesco Soro, Direttore Generale per i Servizi di comunicazione Elettronica, di Radiodiffusione e postali, MiSE; Donatella Proto, Dirigente delle Comunicazioni Elettroniche ad Uso Pubblico e Privato, Sicurezza delle Reti e Tutela delle Comunicazioni MiSE.

## 10.45 AM (75') / CINEMA BARBERINI 4

### NEW MODELS AND SCENARIOS FOR THE ITALIAN INDUSTRY

ANIMATION

As broadcasters and platforms increase their needs, the highly competitive BtoC market opens to new opportunities. New business model attempts are emerging, targeting new slots and new audiences. Production companies are exploring new content and business models: live action experts go animation, and animation experts go live. In this flow, Animation will hopefully seduce new territories and various age groups (teen, family, adult), in addition to the long recognized children segments known for its dynamic inventiveness. In

an increasingly fast industry ecosystem, some well established live action film and TV series producers have opened their slates to animation content - and animation producers use their know-how of the kids audiences to pitch live action content. The industry has past examples of this, but present times show that more producers are tempted by the adventure. In this session we will explore this market fact with leading broadcasters and Italian producers.

**Broadcasters:** Luca Milano - Direttore RaiKids; Massimo Bruno: CEO KidsMe e Direttore Canali DeAgostini; **Producers:** Alfio Bastiancich - General Manager Animation & Youth Programs ShowLab; Pedro Citaristi - CEO Red Monk; Simona Ercolani - CEO StandByMe; Marco Griffoni - CFO Palomar; Francesco Manfio - General Manager & Founder Gruppo Alconi; Giorgio Scorza - CEO and Art Director at Movimenti Production (a Banijay Company); Maria Carolina Terzi - producer MadEntertainment  
**Access:** Industry, Press, Talks, Students  
**Moderator:** Luca Raffaelli

## 12.00 PM (120') CINEMA BARBERINI 5

### 4TH REPORT ON THE ITALIAN AUDIOVISUAL INDUSTRY

HOSTED



APA presents the "4th APA Report on the Italian Audiovisual industry", realized by the Association with the patronage of MiC - Ministero della Cultura and Istituto Luce Cinecittà, which will offer a wide overview of the supply chain: the value of the production, the foreign circulation of Italian audiovisual products, the employment, the publishing trends and the listening data of free, pay broadcasters and streaming services.

**Hosted by:** Giancarlo Leone, President of APA - Associazione Produttori Audiovisivi  
**Speakers:** Alessandro Araimo - General Manager Sud Europa of Warner Bros. Discovery; Maria Pia Ammirati - Head of Drama of Rai; Roberto Luongo - CEO and Managing Director of ICE - Italian Trade Agency; Jaime Ondarza - EVP & South EMEA Hub Leader of Paramount Global  
**Access:** Upon invitation only

## 11.00 AM (45') / CINEMA BARBERINI 5

### WOMEN'S EMPOWERMENT IN CREATIVE INDUSTRIES

MIA



The audiovisual industry is widely considered as a catalyst for social change and a tool for empowerment; the industry is making huge efforts, internationally, to represent men and women equally, thus bridging the gap between gender barriers. In this session, an ensemble of female protagonists discuss how the industry can reinvent itself, offer greater inclusivity in terms of opportunities, and celebrate the creative efforts of women, who make immeasurable contributions to the enrichment of the audiovisual industry nationally and globally.

**Speakers:** Sandra Stern - President, Lionsgate; Chiara Sbarigia - President, Cinecittà; Anne Thomopoulos - Partner, Legendary Global  
**Moderator:** Gaia Tridente - MIA Director

## 12.00 PM (60') / CINEMA BARBERINI 3

### THE TINDER SWINDLER: CASE STUDY

DOC&FACTUAL



Tinder Swindler is one of the great hits of the last season: what challenges and obstacles were faced in order to achieve such an original and interesting success?

**Speakers:** Felicity Morris - Director of The Tinder Swindler, US Development Executive, Raw; Joel Zimmer - President AGC Unwritten, AGC Studios  
**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students



12.30 PM (60') / CINEMA BARBERINI 4

## TUBI AND THE RISE OF THE AVOD

DRAMA



The tradition of free ad-supported television continues with the rise of AVOD streaming services, led by Tubi. Join Adam Lewinson, Chief Content Officer, and Sam Harowitz, VP Content Acquisitions & Partnerships at Tubi for a detailed look at viewership trends as well as insights into Tubi's original content strategy and co-production opportunities.

**Speakers:** Adam Lewinson - Chief Content Officer, Tubi; Sam Harowitz - VP Content Acquisitions & Partnerships, Tubi  
**Access:** Industry, Press, Talks, Students  
**Moderator:** Nick Vivarelli, Variety  
**Access:** Industry, Press, Talks, Students

2.00 PM (60') / CINEMA BARBERINI 4

## CSC MEETS MIA

HOSTED

Centro Sperimentale di Cinematografia - Scuola Nazionale di Cinema presents a pitching session of some feature film projects of the students of the third year: a variety of proposals that tell the young people of today in the relationship with their peers and with others generations.

### Speakers and projects:

Veronica Penserini - *Bonus Track*  
Elena Tramonti - *Uno su Tre*  
Margherita Arioli - *Biohack Me*  
Chiara Zago - *32 Gradi*  
Margherita Arioli, Valentina Morricone - *Rabbia*  
Sara Mancini, Luca Murri Fabiano - *The Wall*

2.30 PM (90') / CINEMA BARBERINI 5

## ITALIANS DOC IT BETTER

DOC&FACTUAL



Italians Doc it Better is one of the most eagerly anticipated events at MIA. It is a showcase about Italian documentaries completed in the last year that have not yet been released internationally.

### Selected Titles:

A.P. GIANNINI - BANK TO THE FUTURE  
BELOVED SHORES  
THE BOSS'S LAST WORDS  
THE ERA OF GIANTS  
HELP ME TO DO BY MYSELF. THE MONTESSORI IDEA  
IN THE NAME OF GERRY CONLON  
KILL ME IF YOU CAN  
LOTTA CONTINUA  
MARGHERITA. VOICE OF THE STARS  
SARURA  
LA SCELTA DI MARIA  
A SUMMER WITH JOE, LIZ & RICHARD

**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press

3.00 PM (60') / CINEMA BARBERINI 3

## CREATIVITY MADE IN TUSCANY

HOSTED

The Tuscany Film Commission, Manifatture Digitali Cinema and La Compagnia: funds, knowledge and professions at the service of movie theaters and audiovisuals Tuscan activities in the audiovisual sector dawned in the 80s with a regional media library enriched over the years thanks to skillful players and by linking different sectors. Programs such as film education in schools with the "Lanterne Magiche", funding for theaters and film festivals, the movie theater "La Compagnia", and the activities of the Tuscany Film Commission, which have been attracting and supporting productions, also thanks to the important network of Manifatture Digitali Cinema, through arenas and specialized workshops for film professionals, has certainly created a highly appreciated reality in terms of the services offered to the audiovisual sector. Eugenio Giani, President of the Tuscany Region, will be

spokesman at the presentation of the regional audiovisual policies.

**Speakers:** Eugenio Giani - President Regione Toscana; Francesco Palumbo, Director Fondazione Sistema Toscana; Stefania Ippoliti, Director Toscana Film Commission

3.30 PM (60') / CINEMA BARBERINI 6

## THE UKRAINIAN SHOWCASE

B&B EXCHANGE

At this session leading Ukrainian and European companies will present the most promising co-production projects. The panel discussion will unveil the current co-production opportunities, important facts and figures about the Ukrainian market, and the brand new cooperation tool - Ukraine Content Club.

**Speakers:** Victoria Yarmoshchuk - CEO of FILM.UA Group, Executive Director of Motion Picture Association; Khrystyna Shkabar - Producer of Development and Co-Productions, 1+1 TV Channel, 1+1 media; Olga Cherepanova - Creator of Brave Bunnies, Co-Owner in Glowberry; Brenda Maffuchi - Head of Acquisitions & Property Development en De Agostini Editore, KidsMe ; Asia Bataieva - Dokalenko - Head of International Co-Production & Sales, Starlight Media  
**Moderator:** Kateryna Udut, CEO, Media Resources Management, Head, KYIV MEDIA WEEK, Ukraine  
**Access:** Industry, Press, Talks, Students

3.30 PM (90') / CINEMA BARBERINI 4

## GLOBAL INNOVATORS TALKS @MIA22

HOSTED

Showcase of audiovisual experts whose purpose is to generate entrepreneurial partnerships. The goal is to provide sustainable ideas and solutions through pilot projects that have economic repercussions in favor of individual territories by leveraging their Cultural Heritage. This meeting is part of a series of Talks organized in as many Innovation Fairs whose aim is to develop connections between Smart Communities to generate innovation opportunities through cross-sector challenges.

**Access:** Industry, Press, Talks, Students

4.00 PM (60') / CINEMA BARBERINI 3

## THE REALITY THAT "DOES NOT" EXIST

HOSTED

THE REALITY THAT "DOES NOT" EXIST is a contest conceived by Manuela Cacciamani and created by One More Pictures in collaboration with Rai Cinema. Now at its 5 th edition, it is an engaging opportunity for emerging authors to meet film producers. A selected jury selects the best transmedia and multiplatform story that must promote digital storytelling, virtual reality and new audiovisual languages. The innovative projects proposed need to be aimed at a broad audience target - Generation Z, Millennials, and parents - and must deal with social issues related to the world of the web, social networks and, more generally, the online and virtual universe.

**Access:** Industry, Press, Talks, Students

5.00 PM (90') / CINEMA BARBERINI 5

## GREENLIT

DRAMA



GREENLit is the glossy event of the Drama section and is back again this year, presenting an international and exclusive showcase dedicated to the most anticipated Italian titles of next season. The event is dedicated to new scripted content produced by Italian companies together with international partners (or with international appeal), which have already received the green light from a broadcaster or a digital platform.

### Selected projects:

BRENNERO - Rai Fiction, Cross Productions  
LA CITTÀ DEI VIVI - Sky Studios, CinemaUndici, Lungta Film  
LA STORIA - Picomedia srl, Thalie Images, Rai Fiction  
HANNO UCCISO L'UOMO RAGNO  
LA VERA STORIA DEGLI 883 - Sky Studios, Groenlandia

**Access:** Industry only

5.00 PM (60') / CINEMA BARBERINI

## DOC: LOCAL STORIES FOR A GLOBAL AUDIENCE

DOC&FACTUAL

How to 'translate' docs abroad and how to work in an international environment without losing specificity.

**Speaker:** Chiara Messineo - Story Producer  
**Moderator:** Marco Spagnoli - Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students

5.00 PM PALAZZO BARBERINI / SALA OVALE LOUNGE

## GLOBAL INNOVATORS SPEED NETWORKING HAPPY HOUR

HOSTED

Private Event - Invitation Only

## MIA BUYERS CLUB

9.00 AM - Barberini 1  
**PRIVATE SCREENING RAI COM**  
96'  
*by invitation only*

9.00 AM - Barberini 2  
**THE OTHER MOON L'ALTRA LUNA**  
by Carlo Chiaramonte, 90', Acek

10.30 AM - Barberini 2  
**WE ARE NEXT OF KIN WIR SIND DANN WOHL DIE ANGEHÖRIGEN**  
by Hans-Christian Schmid, 118', The Match Factory

10.45 AM - Barberini 1  
**WAR LA GUERRA DESIDERATA**  
by Gianni Zanasi, 130', Vision Distribution

12.30 PM - Barberini 2  
**LA MATERNAL**  
by Pilar Palomero, 120', Elle Driver

2.00 PM - Barberini 1  
**BRADO**  
by Kim Rossi Stuart, 116', Vision Distribution

2.30 PM - Barberini 2  
**LOCKDOWN TOWER LA TOUR D'ASSISTAN**  
by Guillaume Nicloux, 89', Elle Driver



9.30 AM (60') / CINEMA BARBERINI 6

**KYIV MEDIA WEEK**  
ROME CHAPTER. THE SOCIAL  
IMPACT OF CONTENT  
B&B EXCHANGE



This session combines two key narratives: the first focus is on the impact of entertainment content into people's daily life and political agenda, the second - unveils the importance of the European pubcasters' support for Ukraine in its nowadays reality. And how essential it is for both sides to share and understand each other's social and cultural values, as well as create great content based on real common stories that we all are currently living through.

**Speakers:** Andriy Taranov - Board Member, SUSPILNE UKRAINE; Dawn McCarthy-Simpson MBE, Managing Director Business & Global Strategy, PACT; Jarmo Lampela, Head of Drama, YLE  
**Moderator:** Kateryna Vyshnevskya - Head of Development and Co-Productions and Producer, FILM.UA Group  
**Access:** Industry only

10.30 AM (60') / CINEMA BARBERINI 3

**IN CONVERSATION WITH BARBARA PETRONIO**  
HOSTED

This masterclass lies within the cycle "From the page to the big screen", a roadshow of seminars organized by ANICA since 2015 in collaboration with the Directorate General for Libraries and Copyright of the Ministry of Culture (MiC). The encounters are held by writers, directors, screenwriters, producers or by professionals from the film and audiovisual industry with the aim of analyzing film development starting from a screenplay.

Produced by ANICA in collaboration with MiC - Direzione Generale Biblioteche e diritto d'Autore.

**Speakers:** Barbara Petronio  
**Moderator:** Marco Spagnoli, Deputy Director, Head of Doc & Factual MIA  
**Access:** Industry, Press, Talks, Students

10.30 AM (60') / CINEMA BARBERINI 1

**CHASING IPS**  
OR HOW TO SCOUT, DEVELOP  
AND PRODUCE INTELLECTUAL  
PROPERTIES TO APPEAL  
GLOBAL AUDIENCES  
FILM

Nowadays podcasts, video games and graphic novels provide an inexhaustible source of stories potentially adaptable for the big and small screens. An increasingly growing 'audio' marketplace seems to be blooming in Europe and USA, and more and more talents get involved in the business. Are podcasts, along news, video games and novels, the new goldmine for film and shows adaptations? How is it going to evolve in the future?

**Speakers:** Carlotta Ca' Zorzi, Business & Legal Affairs, Fandango; Sean Furst, producer, USA; Jonathan Kier, Upgrade Productions, USA; Giorgio Scorza, Co-Founder, CEO and Creative Director of Movimenti Production; Virginia Valsecchi, Producer, Capri Entertainment, Italy.  
**Access:** Industry, Press, Talks, Students

11.30 AM (60') / CINEMA BARBERINI 1

**FOSTERING THE NEXT GENERATION OF SCREENWRITERS WITH NETFLIX AND PREMIO SOLINAS "LA BOTTEGA DELLA SCENEGGIATURA" PROGRAM**  
HOSTED



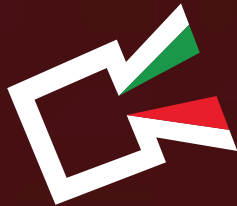
The "La Bottega della Sceneggiatura" program, a joint initiative from netflix and Premio Solina, aims to find and foster the next generation of TV screenwriters in Italy. Join the mentors from the program to hear about their experiences over the last year and learn which selected authors will be part of the writers room for future Netflix shows.

**Access:** Industry, Press, Talks, Students

12.30 PM (60') / CINEMA BARBERINI 5

**AWARD CEREMONY**  
MIA

During the closing ceremony, awards will be given to projects that participate in the MIA co-production market. The partners of the awards are Paramount, ILBE, ARTE, Women in Film, Television and Media Italia-WIFTMI. For the Italian Content Showcases, the Lazio Frames award will be given, and the Screen International Buyers' Choice Award will be assigned to the winning C EU Soon film. Also among the hosted awards is the La Bottega della Sceneggiatura award, promoted by Netflix and Premio Solinas. The awards ceremony will be the final event of MIA Market and will take place on Saturday, October 15th at Cinema Barberini.



Italian Film Commissions

Apulia Film Commission

Emilia-Romagna Film Commission

Film Commission d'Abruzzo

Film Commission Regione Campania

Film Commission Torino Piemonte

Film Commission Vallée d'Aoste

Fondazione Calabria Film Commission

Fondazione Sardegna Film Commission

Friuli Venezia Giulia Film Commission

Genova Liguria Film Commission

IDM Südtirol - Alto Adige

Lombardia Film Commission

Lucana Film Commission

Marche Film Commission

Roma Lazio Film Commission

Sicilia Film Commission

Toscana Film Commission

Trentino Film Commission

Umbria Film Commission

Veneto Film Commission



Meet the  
Italian Film Commissions

at **MIA** INTERNATIONAL  
AUDIOVISUAL  
MARKET

Italian Film Commissions Pavilion  
Main access Ninfeo Palazzo Barberini  
Ground Level

[info@italianfilmcommissions.it](mailto:info@italianfilmcommissions.it)

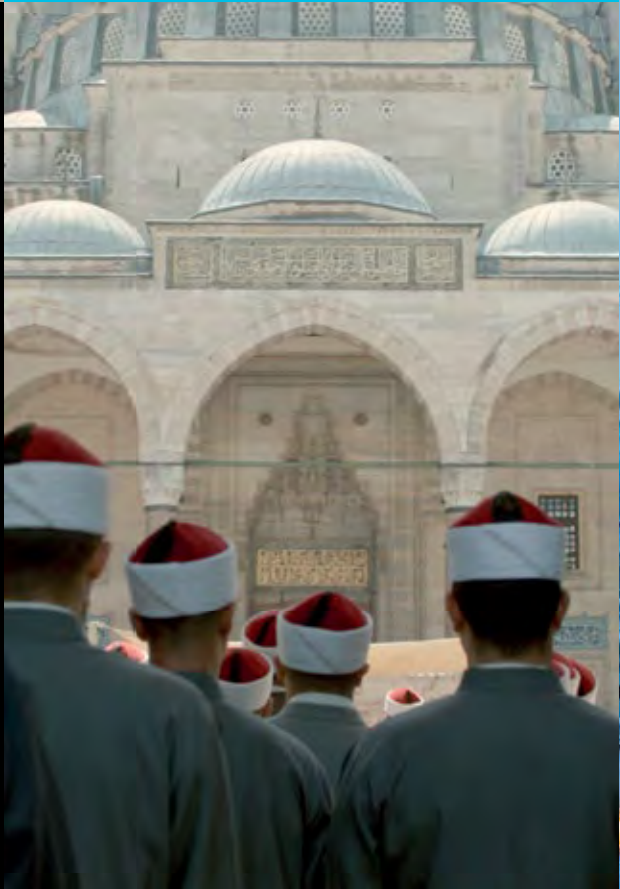




MIA MARKET 2022

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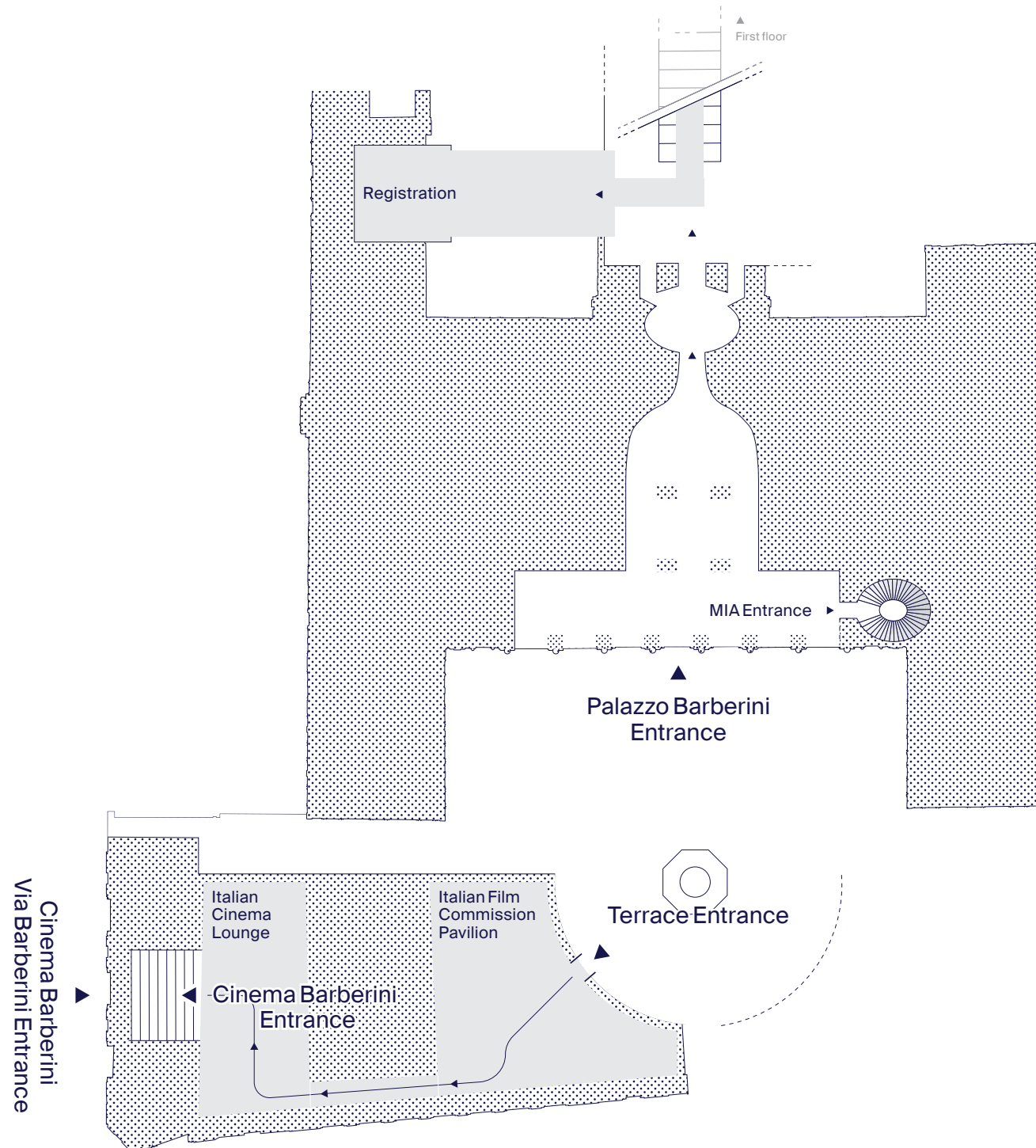


**REGIONE DEL VENETO**

[venetofilmcommission.com](http://venetofilmcommission.com)

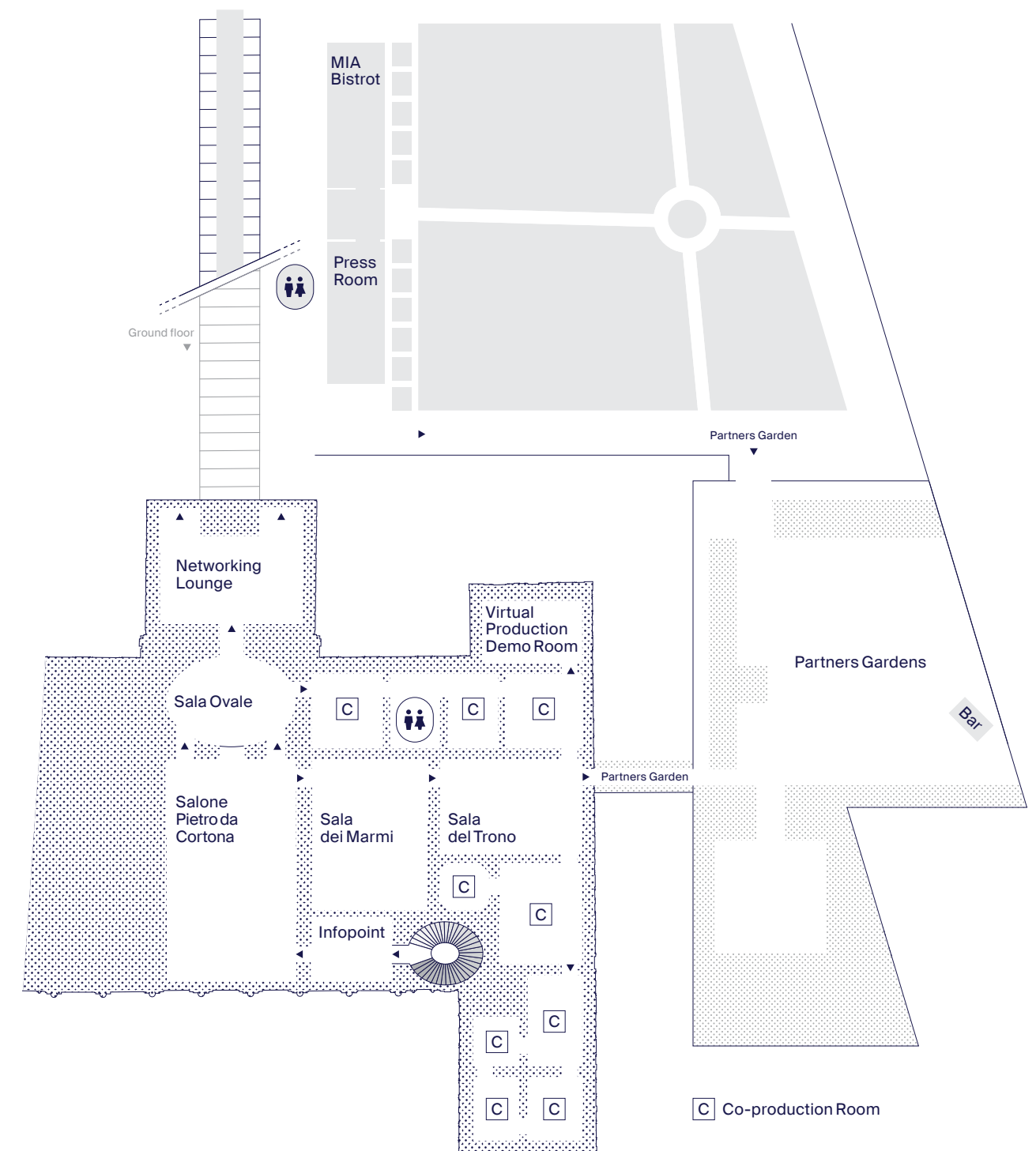


Palazzo Barberini  
Ground Floor

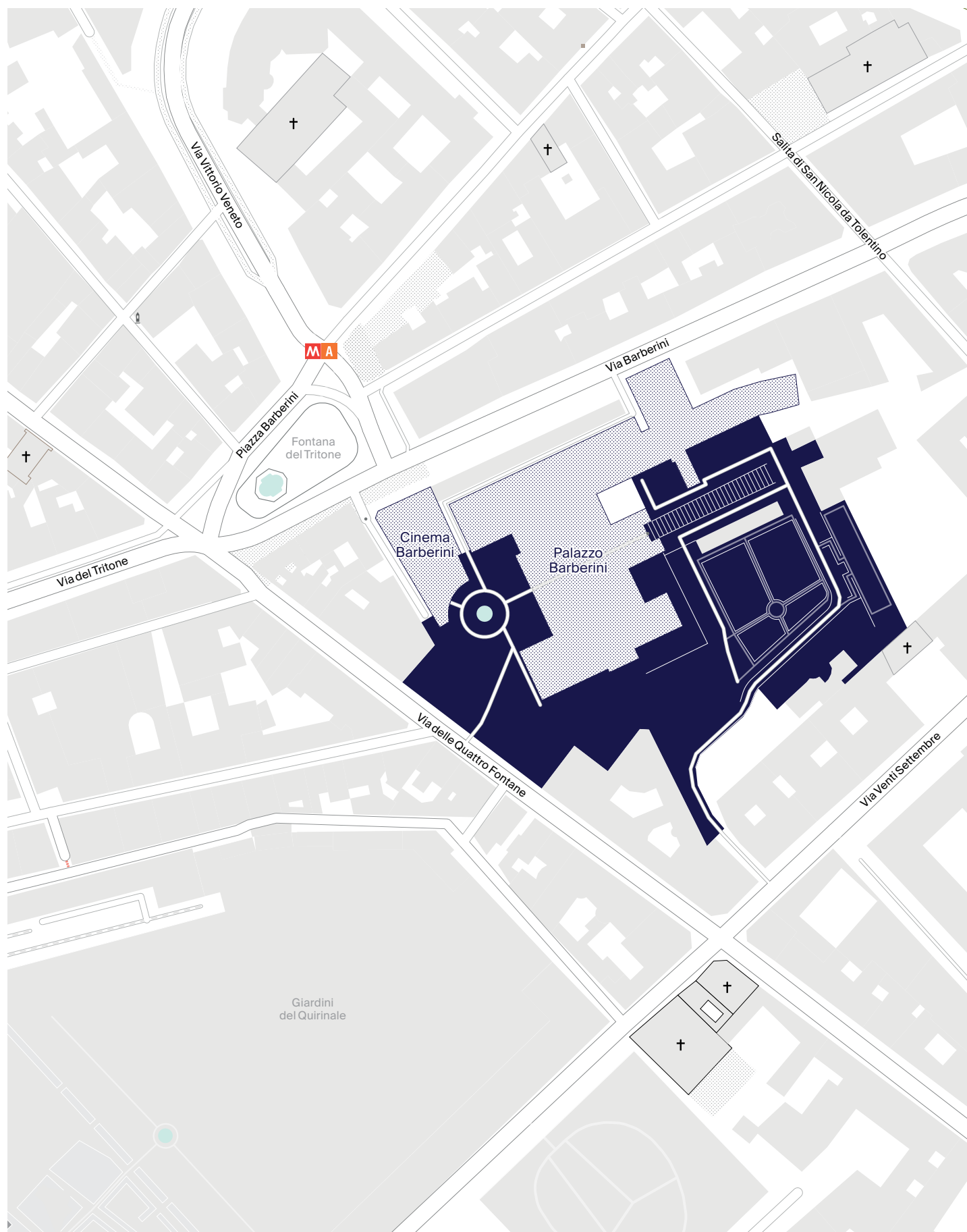


Cinema Barberini  
Terrace

Palazzo Barberini  
First Floor







### Barberini, MIA Headquarter

MIA will take place in the heart of Rome's historic district, in the prestigious Palazzo Barberini and within the fully renovated Cinema Barberini.

**Palazzo Barberini** represents the venue for the discovery of projects, the circulation of ideas, featuring tables for business meetings, for sales and acquisitions of works.

Among the rooms frescoed by Pietro da Cortona and the amazing collections of the Barberini collection, extraordinary for the richness, variety and quality of individual pieces, the halls of the Co-Production Market of Animation, Doc, Drama and Film will find space on the Piano Nobile.

The halls will also feature MIA's institutional and partner and exhibitor booths, which will thus be scattered throughout the various rooms available to the market. Access to the Piano Nobile will be via Borromini's spiral staircase, which opens directly from the central Nymphaeum and the Palazzo's central staircase.

The **Garden** will be the open-air space for free networking, set up with tables and seating capable of hosting business meetings and relaxing for a quick lunch or a short break between activities, thanks to the Café set up in the Greenhouse or the Bar in the Orangery.

This year, MIA Market will also be held in the historic **Cinema Barberini**, directly connected to the Palazzo and newly restored and equipped with the latest technology, where pitching forums, panels, conferences, showcases, keynotes, buyers activities and special screenings will be held.

The **Barberini Terrace** is one of the new features of the 2022 edition and will be the connecting place between the Palazzo and Cinema, with direct access from the Palazzo Nymphaeum or from the main entrance of the Cinema, and will include the **Italian Cinema Lounge**, a networking area with a dedicated bar overlooking the beautiful Piazza Barberini, and a space devoted to the Italian Film Commission Pavilion. The Barberini Terrace will also be the place to relax and enjoy a night time cocktail at the end of the day, an occasion to meet peers and colleagues in a more informal set-up.

### Market Badge Collection

Your market badge to access our MIA Market venues can be collected upon exhibition of a valid ID and the digital badge received via e-mail. Accreditations can also be picked up by a third person with a delegated proxy from the accredited person, a photocopy of their ID and a photocopy of the delegating person's ID.

### Palazzo Barberini

11-14 Oct: 9.00 AM - 6.30 PM

### Cinema Barberini

11-14 Oct: 9.00 AM - 7.00 PM

15 Oct: 9.00 AM - 4.00 PM

### Terrazza Barberini

11-14 Oct: 9.00 AM - 10.00 PM

15 Oct: 9.00 AM - 4.00 PM

### Italian Cinema

### Where and when:

Monday, October 10 only:

Barberini Cinema  
Registration Desk,  
10.00 AM - 8.00 PM

Tuesday, Oct. 11 - Friday, Oct. 14:

Palazzo Barberini  
Registration Desk,  
9.00 AM - 6.30 PM

Saturday, Oct. 15:

9.00 AM - 1.00 PM

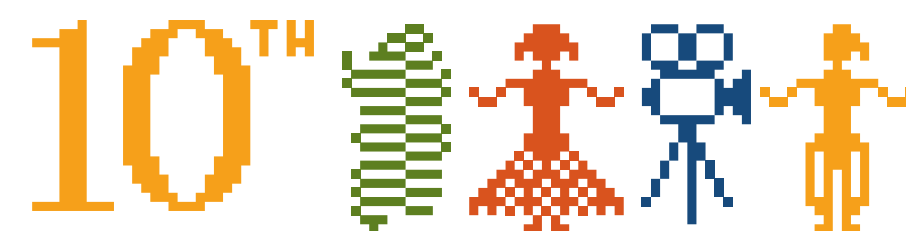




# Innovation for Creative Industries

## Innovazione per l'Industria Creativa

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*Cary Joji Fukunaga* - 'No Time to Die' Director



apuliafilmcommission.it - ufficioproduzioni@apuliafilmcommission.it

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