

GREENLit

Official Rules & Participation Guidelines 2024

MIA | Mercato Internazionale Audiovisivo

MIA, International Audiovisual Market is a market event based in Italy at its ninth edition in 2024 from October 14th to 18th. A hotbed of discussion, debate, and confrontation among the most important international executives, MIA is a destination for the global film and audiovisual ecosystem, conceived as a curated market, a physical and digital space for feature-length films (fiction, animation and documentary), as well for series (drama, documentary, factual and animation). Today, MIA is the most important industry event in Italy and is one of the must-attend international events focused on co-production, financing strategies and models, sales and distribution of works, and content showcase, and is an effective platform for talents and projects circulation.

MIA is a strategic market, created in 2015, and organised by ANICA and APA who bring their respective skills to produce the largest audiovisual market event in Italy, which has now fully entered the international agenda of appointments dedicated to professionals in the sector.

MIA is made possible thanks to the support of national and European institutions that collaborate in the development of a program made of excellence and is financed by the Ministry of Foreign Affairs and International Cooperation - ICE Agency, is supported by Creative Europe MEDIA, is co-funded with the support of Ministry of Enterprises and Made in Italy, and also supported by prestigious private sponsors.

DIVERSITY AND INCLUSION POLICY

MIA is committed to promoting diversity, inclusion, and gender equality in its activities and in the whole audiovisual industry. This is in line with the principles of equality and cultural diversity and the need to ensure that the industry and the content on offer are representatives of society.

For GreenLit, diversity and inclusion can be defined as equal on-screen and off-screen representation of diversity in society and equal representation of diversity and inclusion in the stories presented in the projects.

GREENLit

GREENLit is part of the Drama Division programme and aims to showcase the must-see newest international scripted TV and digital productions with a strong international appeal, that have received the final green light for the production or development from one (or multiple) linear broadcasters and/or digital platforms.

This session takes place during MIA 2024 at Cinema Barberini in Rome. Follow our future communications for the exact time and date of the session. GREENLit is open only to MIA industry accredited participants and the event is press restricted.

GREENLit selection and schedule are conceived solely under the editorial vision of MIA. All editorial choices aim to highlight the contents while granting balance and genre diversification in the interest of industry audience fruition.

ELIGIBILITY CRITERIA

GREENLit is devoted to high-end drama series, mini-series and film (TV and digital only) produced and/or co-produced by one or multiple production companies and with international partners on-board.

Formerly devoted to Italian contents only, by opening its selection to international shows, GREENLit becomes a brand-new exciting opportunity to present new upcoming titles at different stages of production that have been greenlit from one or multiple broadcasters/digital platforms and will be delivered by the end of 2024 and beyond.

All scripted genres will be admitted.

MATERIAL REQUESTED

The series can be presented through the screening of mood-reel, mood-board, mood-trailer, teaser, clip and excerpts. Any visual material should reflect the mood of the series. Video will be produced by the submitter and the material presented must have English subtitles. Together with the video/visual material the total time for each title presentation should be no longer than 7/10 minutes.

Each show must be presented by the producers and accompanied by at least one talent (Writer/Creator/Director). The on-stage pitch must be in English (due to the international audience present at the event) and can be led by either the producer, talent, commissioning broadcaster/platform, international distributor or up to a maximum of three representatives.

DEADLINES

1. Submissions should be sent within **August 31st 2024**;

Once a title is invited to MIA, the producer should confirm participation within and no later than **September 8th 2024**;

2. All materials should be submitted within **September 15th 2024**, failing to do so will result in the exclusion from the official printed catalogue.

PRESS AND PROMOTION

The event itself is press restricted and only MIA official photographers will be allowed in the screening room. Do note that the only photos available will be the official photos of the event; in

adherence to copyright policies taking photos or recording videos of the contents on screen will not be allowed.

All information published in the official MIA promotional material, daily programme schedules and MIA industry guide, are automatically gathered from the online GREENLit Entry Form filled out by the applicant.

Organisers shall not be held liable for inaccurate or missing information published in such material, originating from errors or omissions reported in the entry form.

Production companies are welcome to consider MIA as a platform to showcase their products; therefore, it is encouraged to ask the organisers to arrange dedicated press junkets or round tables or to issue press releases and promotional material as part of their marketing and/or advertising strategies.

PARTICIPATION

Product's admission is upon invitation only. Participation implies acceptance of the present Rules and Participation guidelines.

Producers must guarantee and acknowledge under their responsibility to be the owner of the copyright or any other intellectual property on the work and/or to have been granted by each owner of the copyright or any other intellectual property on the work full power to sign on their behalf the online Entry Form.

Producers shall undertake to exempt MIA | Mercato Internazionale Audiovisivo from any claim and liability to any third party which may arise from the abuse or lack of power to sign the online Entry Form.

For further info please write to: greenlit@miamarket.it