

## **C EU Soon | Guidelines**

### **1. Introduction**

MIA | Mercato Internazionale Audiovisivo is a market platform devoted to the entire audiovisual industry (Film, Drama, Doc, Factual, Animation content) mainly focused on co-production, screenings, work-in progress presentations, panels, meetings and networking opportunities within the Italian and International Audiovisual Industry. MIA is widely recognized as an effective market platform where the international industry can find real partnering, financing and distribution opportunities for projects in development, production, post-production and completed.

MIA | Mercato Internazionale Audiovisivo, is a brand and a project produced by APA SERVICE Srl, with registered office in Rome, Via Sabotino n. 2A, tax code and VAT no. 13238121001, the lead company of the temporary consortium formed with ANICA (Associazione Nazionale Industrie Cinematografiche Audiovisive e Digitali), by virtue of a special mandate conferred by private deed dated 21 December 2023 rep no. 6338, racc. no. 3777, authenticated by the signatures of notary public Barbara Galea in Rome, Italy. At its tenth edition in 2024, MIA runs from October 14<sup>th</sup> to 18<sup>th</sup>.

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### **2. D&I 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 MIA, 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 among the Showcase categories.

### **3. General Provisions**

C EU Soon is an initiative devoted to highlighting and discovering up to ten European films in advanced production or post-production in a special session exclusively open to sales agents, buyers and festival programmers.

Each film will be presented with a clip/trailer/rough cut (5 minutes max) and a live pitch by the producer or director. A session of one-on-one meetings (pre-scheduled and scheduled on the spot) will be organized after the public presentation.

### **4. Eligibility Criteria**

Eligible titles are:

- 1) fiction long feature films with international market potential intended for theatrical release in production or post-production (not completed yet as of October 14-18, 2024);
- 2) 100% European or European majoritarian co-productions (47 member states of the Council of Europe);
- 3) Films whose principal photography started after January 2024;
- 4) Films looking for an international distributor (no sales agent attached yet).

Non-eligible titles are:

- 1) completed films that have been already presented at festivals, markets, industry events or/and have been submitted to previous editions of C EU Soon, and/or have been already theatrically released or made available on digital streaming platforms by October 2024.

- 2) films of a blatantly pornographic nature, or those which advocate violence or openly incite racism and/or violation of human rights.

Please advise MIA staff in writing (f.palleschi@miamarket.it):

- If the title has been already presented at other 'work in progress' initiatives or industry events;
- If the title is selected at other 'work in progress' initiatives or industry events, after the submission to the C EU Soon.

In case of participation in other 'work in progress' initiatives or industry events, submission to the C EU Soon should be discussed with the MIA team.

#### **5. Submission and requested materials.**

Producers submitting films must be entitled to do so by holding all the relevant and reserved rights to represent the films, and they must declare and guarantee that they have been legitimately authorized to submit the film to MIA. Having read and accepted the present guidelines, all parties submitting a film to C EU Soon shall declare and guarantee that they possess all reserved rights in the film and likewise they undertake to indemnify and hold harmless MIA and its entitled parties from any present or future claim from, and any liability towards, third parties that could arise from the screening of the submitted title at C EU Soon.

The submission of a film implies the unconditional acceptance of the present guidelines as well as the acceptance of all decisions taken by the Selection Committee, which are final.

The signature on the entry form releases and indemnifies MIA from any and every claim for damages; on the contrary, MIA shall have right to compensation for damages and expenses arising from any claim pertaining to the submitted films.

All submissions and materials must be received by **July 26<sup>th</sup> 2024** (no later than 5p.m. C.E.T. Time).

Submissions should be written in English.

In addition to the film info (title; shooting format; status, language/subtitles; expected length; genre; director, producer; year and country/ies of production; cast&credits), applicants are required to provide:

- Logline and Synopsis of the film;
- Long synopsis or treatment (max 10 pp.);
- Director's profile;
- Director's filmography (titles, year of production and a brief Festival/Awards history for each title)
- A link (vimeo, wetransfer, etc) with excerpts or scenes of the film for the selection committee (max length: 20 minutes). The link could directly be uploaded in the submission form or emailed to mia.cinema@miamarket.it, clearly mentioning reference to the C EU Soon application and title of the film in the mail subject.
- a link with previous films or shorts by the director (non-compulsory);
- A film still (jpeg or tiff format, high resolution, min. 300 DPI, horizontal format);
- Any other English-language material that will contribute to a better understanding of the filmmaker's work and/or of the film would be welcome.

Submissions must be presented according to these guidelines and by the indicated deadlines. Only submissions made through the official C EU Soon entry forms will be taken into consideration. The film entry form is available on the website [www.miamarket.it](http://www.miamarket.it) (upon registration to the MIA restricted access area).

Incomplete submissions will not be considered for selection.

The entry form duly filled in all its parts and signed must be sent via email to: [mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it)

All submitted materials are used for pre-selection and selection purposes only and kept in MIA's archives. In the event the film is selected, they will be used for the update of the MIA website as well as the Industry Catalogue, and for publicity purposes regarding the 2024 Edition.

Please note that it is VERY IMPORTANT to provide the full information on the form. If a film is selected to participate, this form – and its attachments - becomes its entry in the materials made available to the attendees, who will choose the films they wish to meet based on that entry. So, the application form is a crucial document that serves two important functions: (1) it is the basis upon which the decision to select a film to participate is made; and (2) it is the basis upon which the attending industry players will determine if they wish to meet the film representatives.

## **6. Selection criteria**

The MIA Film Team verifies that the submitted titles fulfil the eligibility criteria and that submissions include all requested materials according to these rules and guidelines.

The Selection Committee selects the final participating films, taking into consideration the international market potential, viability and quality of the titles and preserving inclusivity and gender balance.

Films that have not been shown in other work-in-progress sessions will be given priority in the final selection.

The list of selected titles will be announced by the end of September 2024.

## **7. Participation**

Participation is upon invitation only, upon selection of the submitted film.

The acceptance of the invitation by the representatives of the film means that they cannot withdraw their film from the program.

Once a film has been selected, at least one representative must be available during the days devoted to the C EU Soon Program.

Attending the public pitching session and the one-to-one meetings, in whichever form – physical, digital, hybrid - they will be taking place, is mandatory.

We remind you that, if the title is selected, a promo/trailer of the film subtitled in English (max length: 5 minutes) is required. Deadline to provide the MIA staff with the trailer is **September 26<sup>th</sup> 2024**.

The pitch is in English.

After the disclosure of the selection the MIA team makes the film information available to the attendees to gather potential interests and requests and pre-arrange the meetings accordingly during the event.

All participants receive their agenda and all related material prior to the event.

## **8. Acceptance of the Rules**

The submission of a film implies the unconditional acceptance of the present guidelines as well as the acceptance of all decisions taken by the Selection Committee, and/or the Director which are final.

The MIA Director reserves the right to settle all disputes not explicitly set forth in these regulations, and to waive the provisions of the regulations only in specific cases.

MIA reserves the right to change these terms and conditions at any time without prior notice.