

## **MIA 2024 Co-Production Market and Pitching Forum Structure and Rules**

MIA, International Audiovisual Market, is a market event based in Italy at its tenth edition in 2024 from October 14th to 18th. MIA is widely recognized as an effective market platform where the international industry can find real partnering and financing opportunities for projects in development.

MIA 2024 Co-production Market & Pitching Forums are open to all audiovisual genres and formats, intended for theatrical distribution, television broadcasting and digital streaming. The market aims to facilitate, encourage, and accelerate new business opportunities for the development and creation of new content on an international level.

The Co-production Market & Pitching Forum will select about 50 projects from all over the world, presented in Film, Drama, Doc, and Animation categories.

Every division hosts a very specific international content market, featuring tailored activities designed to find financial and producing partners, through international co-production deals. The Pitching Forum & Co-production Market is divided in the following slates:

1. **Animation** (for animation feature-length films intended for theatrical release or digital streaming + animation series intended for TV and digital streaming + TV specials)
2. **Doc** (for documentary feature-length films intended for theatrical release or digital streaming + docuseries intended for TV and digital streaming)
3. **Drama** (for episodic scripted shows, mini-series, and series, intended for TV and digital streaming)
4. **Film** (for fiction feature-length films intended for theatrical release or digital streaming)

Specific Rules and Regulations are available for each category.

### **Co-Production Market & Pitching Forum General Structure**

The MIA Co-production Market and Pitching Forum 2024 is articulated in:

1. **Dedicated pitching sessions** designed to present the selected projects and find the right financial partners.
2. **One-on-one meetings** (pre-scheduled and scheduled on the spot) ensuing the forums' sessions.

The Selection Committees, one for each division, are composed of top industry experts, who will review and evaluate all the submitted projects.

MIA asks to evaluate the following criteria and to take into consideration MIA values to fully achieve the freedom of artistic expression; to represent cultural diversity and cooperation; to foster creativity, and nurture talent; to promote environmentally sustainable practices in audiovisual production.

### **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 MIA Co-Production Market, 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 Co-Production Market and Pitching Forum categories.

### **Evaluation Criteria**

Each selection committee member is asked to evaluate the following criteria:

- Original and innovative concept
- Storytelling quality
- Narrative arch/key characters journey
- Potential for local production
- Potential for international production
- European Co-Production potential
- Artistic/Design value for animation
- Potential for commercial affairs
- Value of format rights/format potential
- Production value
- Track record of production company
- Pitch quality
- Gender balance (storyline)
- Diversity and inclusion potential (storyline)
- Gender/minority representation (creative/artistic team)
- Eco-production evaluation for the project (sustainability plans)

Once a project has been selected, at least one representative must be present during the days of the MIA Co-production Market. Attending the public pitching sessions and the one-to-one meetings is mandatory.

During MIA, the selected projects are presented by their producers/directors/authors (or by any other partner and delegate nominee by the right holders) to an audience of potential financial partners, including broadcasters and networks, producers, international sales and distributors, private and public funds, digital platforms, in specific open pitching sessions devoted to each category.

The official selection will be unveiled by September 2024.

### **Projects Submission**

The submission of a project implies the unconditional acceptance of the present rules and regulations as well as the acceptance of all decisions taken by the Selection Committee, which are final.

By applying, producers are also agreeing to be available for the full days of 14<sup>th</sup> to 18<sup>th</sup> October 2024.

The signature on the filled entry form is considered as proof that the signatory acknowledges and freely accepts all rules, regulations, and procedures and all the committee decisions regarding the selection of the projects.

If the project is selected, the signatory formally commits themselves to present the project in MIA 2024; declares themselves as the sole and exclusive owner of all the rights related to the project, or guarantees that they have full permissions granted by all rights holders, to participate to MIA and therefore entitled to submit it to the market; guarantees that the submitted project does not infringe the rights of any third party.

By signing the entry form the right holder agrees to indemnify and hold harmless MIA of and from all claims, liabilities, demands, damages, debts, costs, expenses, lawsuits, or judgments of any nature. In case the property of one project is held by multiple rights owners, the entry form must be signed by all of them.

**Submission deadline: Monday, July 8<sup>th</sup> 2024, 5pm CET**

## **DRAMA CO-PRODUCTION MARKET**

## **& PITCHING FORUM 2024**

### Rules and Procedures

The Drama Co-Production Market & Pitching Forum is open to scripted content intended for television broadcasting and digital streaming. The market aims to facilitate, encourage, and accelerate new business opportunities for the development and creation of new content on an international level. The event and its activities are designed for producers, broadcasters, distributors, to get commissioning, financing and co-producing partners and explore the essential elements of successful scripted content.

#### **1. Eligibility Criteria**

Eligible projects for the Drama Pitching Forum must be international original projects of outstanding artistic value with potential TX on linear broadcasting and digital streaming.

All genres are accepted. Each series project submitted must meet the following definition of eligibility requirements:

- A production in which theme, storyline, and main characters are presented under the same title (Series).
- The story develops in at least 4 episodes, where the average episode running time shall be up to sixty-five (65) minutes.
- The project generally intends, or has the potential, to continue the storyline into the next broadcast season or to be circumscribed, in the case of limited series and anthologies, with a distinct beginning, middle, and end, a finite number of episodes, generally between five (5) and twelve (12). For anthologies and limited series, the storyline is resolved at the end of the season.

Eligible Projects must adhere to the following criteria:

1. Entries must be accompanied by a provisional budget (tentative) and a project bible.
2. Submitted projects can be at different stages of development, but they must not have started any shooting before the 2024 edition of MIA.
3. Projects must be submitted by producers (holding the rights to pitch the show) seeking international partners, commissioners, financiers (but not limited to). Producers must have proven experience (at least one series or one movie already produced and released).
4. Only the first season of a scripted series will be admitted.
5. The selection is open to original concepts, adaptations, and remakes.

6. Project must not have been presented in a public pitching session (do contact us if in doubt) before MIA 2024. In any case the Head of Drama and MIA Director reserve the right to assess specific cases.
7. A broadcaster/streaming platform attached is a plus, but not mandatory.
8. Only submissions written in English will be accepted.

Each production company can submit up to two projects to the Drama Co-Production Market and Pitching Forum, knowing that only the highest scoring project will be admitted to the final selection.

Please bear in mind that projects of a blatantly pornographic nature, advocating violence, inciting to any form of racism and/or openly inciting to violating human rights are not eligible.

## 2. Submission Procedures

Submitting a project is free of charge. To be considered for pre-selection, projects must be entered within Monday, July 8<sup>th</sup> 2024 by 5pm CET, using the registration form available [HERE](#).

All the required documents must be provided before the deadline and only fully completed submissions will be admitted to the next steps of the selection process.

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

## 3. Materials Requested

For each project submitted please be ready to upload on MyMIA website's online Entry Form, the following mandatory information:

- Elevator Pitch - max 300 characters including spaces.
- Synopsis - a full proposal, or treatment - max 1200 characters including spaces.
- Creator's and/or Producer's Statement - max 500 characters including spaces.
- Company Profile - max 500 characters including spaces.

All submission must include the following mandatory attachments:

1. **Project Bible** (including the following: Pilot synopsis; Overview with episodic synopsis; Characters' sheet and journeys; Highlights for development of second and/or multiple series – if this applies to the show).
2. **Provisional Budget Top-Sheet** (A Tentative grand total for your budget, including the totals per budget heading or category. The top sheet is what you will show to potential investors to secure funding for your project.)

3. **Financial Plan** (Intended as a document in which is specified how much is needed to realize the project, and how the producers are going to obtain - or have already obtained, in case of Secured Financing- the funds. As well as a general indication of the fund's sources. Ex: MG, Tax Credit, Co-Producers Quotas, Regional and Local Fundings, MEDIA/Eurimages, Development Funds, Investments, Tax Shelters etc.)

Optional attachments:

4. Pilot script (if available).
5. Mood-Trailer (please note that a video mood-trailer or mood-reel will be mandatorily asked to be used during the public pitch if the show will be selected to MIA 2024).
6. Representative's picture in high resolution (300dpi) to be published on the market's guide and website.
7. Series artwork in high resolution (300dpi) to be published on the market guide and website.
8. Creator/Showrunner's bio, filmography, and link to show-reel (if available).

Any other English-language material that may contribute to a better understanding of the project is highly recommended. Incomplete submissions will not be taken into consideration.

All submitted materials are used for selection purposes only and stored in the MIA archives. In the event the project is invited to attend MIA, the provided materials/info will be used to update our website, the *Book of Projects*, the Digital Platform and for promotional purposes within our press, pr and publicity operations. Accepted file formats for upload: DOC - DOCX - PDF - JPG - GIF (MAX upload file size: 10MB)

#### 4. Selection

The MIA team thoroughly verifies that the submitted projects correctly fulfil all criteria for eligibility and that the submissions include all the materials required by our rules and regulations.

The Selection Committee, composed of top industry experts, will review all the projects shortlisted accessing all available information and files. The Selection Committee selects the final projects, taking into consideration the viability and quality of the plans as well as the track record/body of work of the producers and the authors/creators.

Once the project is selected, the submitters formally commit themselves to present the project at MIA 2024; declaring to be the sole and exclusive owner of all the rights related to the project, and therefore entitled to participate to the MIA co-production market or guaranteeing that as co-producers they have full permissions granted by all the rights holders to participate to MIA. The signatory will be responsible should any infringement of a third-party rights occur.

The list of selected projects will be announced by **September 2024**.

### **5. Participation**

The Drama Pitching Forum will take place during MIA 2024 (October 14<sup>th</sup> to 18<sup>th</sup>, 2024). Once a project has been selected, at least one representative must be available to represent the project at the public pitch and the meeting sessions.

One-on-one pre-scheduled meetings will be set up prior and ensuing the pitching sessions. A dedicated team will host and facilitate the meetings with the project representatives. Meetings will be scheduled upon request. Participation guidelines will be sent to each project presenter. For further info please contact: [dramacopro@miamarket.it](mailto:dramacopro@miamarket.it)

### **6. Acceptance of the Rules**

The submission of a project implies the unconditional acceptance of the **MIA CO-PRODUCTION MARKET & PITCHING FORUM RULES** as well as the acceptance of all decisions taken by the selection committee and/or the Event director which are final.

Finished projects sprung from the 2024 Drama Co-production Market & Pitching Forum's meetings should mention MIA and/or display its logo in their credits. Preferably, the following sentence should be mentioned in the credit list: "[title] has been presented at MIA". The MIA logo will be sent to the makers or editors upon request.