

## International Factual Forum

### Rules and Participation Guidelines 2024

**MIA | Mercato Internazionale Audiovisivo** (International Audiovisual Market) is a market event based in Italy at its tenth 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 was established in 2015 and has grown thanks to the consolidated joint venture between **ANICA** (Associazione Nazionale Industrie Cinematografiche Audiovisive e Digitali) and **APA** (Associazione Produttori Audiovisivi). It is supported by the **Ministry of Foreign Affairs and International Cooperation – ITA Italian Trade Agency**. It is co-financed by **Creative Europe MEDIA**, the **Ministry of Culture**, the **Ministry of Enterprises and Made in Italy** and the **Lazio Region**. It is also supported by the official sponsor Unicredit and other prestigious private sponsors.

MIA Doc & Factual aims to promote the value of original factual formats through the **International Factual Forum**, an event that celebrates and enhances talents and international formats, where some of the best titles produced in the last year will be screened.

#### **DIVERSITY AND INCLUSION**

MIA is committed to promoting diversity, inclusion, and gender equality in its activities and throughout the audiovisual industry. This is in line with the principles of equality and cultural diversity and the need to ensure that the industry and its contents are representative of society.

For the International Factual Forum, diversity and inclusion can be defined as the accurate representation of the diversity and inclusion present in society, both on-screen and behind the scenes.

## **MISSION**

The **International Factual Forum** is an event designed for international producers who own 100% of a format and intend to present it during a public session at MIA, open to other producers, broadcasters, and platforms, for potential acquisition and/or commissioning.

The International Factual Forum serves to enable television or digital content producers to present and promote their ideas for factual formats and programs to potential buyers, executive producers, television networks, streaming platforms, and other key figures in the entertainment industry attending MIA 2024.

Producers can use this event to showcase innovative and original ideas for new television formats or factual programs. These ideas may cover various genres, as listed below, and our event aims to be a high-level showcase entirely dedicated to presenting these creative proposals.

Our goal is to attract the attention of other producers and decision-makers, such as television networks, streaming platforms, and other potential buyers who are often in search of new interesting and successful content to enrich their programming. It is also a way to develop networking and collaborations. In fact, producers can meet other industry professionals at MIA, create synergies, find potential production partners, and build valuable relationships for the future development of their projects. In addition to funding opportunities, an important set of advantages offered by our event lies in providing promotion and visibility to the format. This can lead to further opportunities in the future or attract the attention of other networks or platforms.

## **ELIGIBILITY**

The challenge of categorizing factual genres compels us to adopt existing models used by international vendors. As a result, the following definitions are drawn from the Anglo-Saxon market.

The registered formats must fall into one of the following categories:

**Brand-Driven Format:** This category is aimed at formats that owe their existence to a brand or an advertiser who played a crucial role in creating the format.

**Factual Entertainment Format:** It concerns formats shot outdoors where there is no competition but an exploration of a slice of life, to delve into certain aspects of it or to entertain.

**Multi-platform Format:** These are formats that involve other means of communication in the storytelling.

**Reality Format:** In this category, there are no elements of competition. The formats in this category can be shot in a documentary style, following a main character in what we perceive as "real life."

The International Factual Forum is reserved only for formats that have already been produced, with at least one pilot, or have already aired for at least one season.

A premiere status is a preferred but not a mandatory requirement.

The following are not eligible:

- Formats already sold abroad in more than two territories
- Titles of a clearly pornographic nature
- Titles that endorse violence or openly incite the violation of human rights.

In the case of titles that have already been submitted to other initiatives dedicated to post-production formats or market events, the eligible parties must inform the MIA staff in advance via email ([mia.factual@miamarket.it](mailto:mia.factual@miamarket.it)). Even if the title is selected for other initiatives or industry events after the registration for the International Factual Forum, the applicant must inform MIA in writing ([mia.factual@miamarket.it](mailto:mia.factual@miamarket.it)). If the participant plans to take part in other initiatives or industry events, registration for the International Factual Forum can be done after providing information and obtaining approval from the Manager of the Doc & Factual section of MIA.

## **REGISTRATION AND REQUIRED MATERIALS**

Producers, sales agents, or other parties registering titles at MIA must possess the necessary rights to represent the said titles, and it is their responsibility to ensure they are legitimately authorized to register with MIA.

By accepting this regulation, the parties requesting admission of the format to MIA guarantee that they have lawful enjoyment of the rights to the title, indemnifying the TGC and its successors from any action or claim by third parties regarding the format presented at MIA.

In addition to the format information (title; shooting format; status, language/subtitles; genre; director, producer, seller; year and country/countries of production; cast & credit), applicants must provide:

- Synopsis (max. 600 characters);
- Director's and/or author's biography;
- A link (Vimeo with possible password) to the factual trailer with English subtitles;
- A scene photo (JPEG or TIFF format, high resolution, horizontal orientation).

The registration materials must be presented in **English**.

Registration can only be made exclusively through the MyMia platform.

Registrations and materials must be submitted to MIA no later than **September 6, 2024, at 5:00 PM CEST**, through the form provided by the MIA staff. Incomplete registrations will not be considered.

## **SELECTION CRITERIA**

The eligibility of titles and the completeness of materials, as required in this regulation, will be verified by the MIA Doc & Factual team.

The Director of MIA and the Doc & Factual team will select the formats that will participate, taking into account the quality and international circulation potential.

The list of selected formats will be announced in early October 2024.

## **PARTICIPATION**

Participation entails the acceptance of these regulations and the decisions made by the Director of MIA, whose judgment is final and cannot be contested.

Each participant screens a trailer or teaser of **up to 2 minutes** with English subtitles. The technical specifications and timelines for the video will be communicated at a later time.

Following the screening, there will be a presentation by the producer and/or the sales agent, the director, or the author, lasting **up to 3 minutes**. The presentation will be in **English**.

By signing the registration forms, the applicant signatory declares that they freely accept all the points of this regulation and the decisions of the MIA Director regarding the selection of titles.

The confirmation given by the format representative implies that the title cannot be withdrawn from the program.

The invited international producer and/or seller and the format director commit to being present during the event.

The information about the format will be published in the catalog and on the website, and it will be automatically extracted from the online registration form completed by the applicants themselves. MIA assumes no responsibility for inaccuracies or incompleteness of the data and information provided, if these are due to inaccuracies and/or omissions contained in the said forms.

The MIA Director has the right to resolve all cases not covered by this regulation, as well as to make exceptions to the regulation in particular cases.

For further information, please send an email to the following address:  
[mia.factual@miamarket.it](mailto:mia.factual@miamarket.it).