



ANICA President Francesco Rutelli and APA President Chiara Sbarigia announce the tenth edition of MIA | Mercato Internazionale Audiovisivo which returns to Rome from 14th to 18th October 2024 in its historic locations of Palazzo Barberini and Cinema Barberini.

TEN YEARS OF MIA. TEN YEARS OF STORIES

Over 100 “Made in MIA” titles produced in 10 years.

Record number of applications: 600 projects from 90 countries across all continents.

The Selection Committees and the Advisory Boards.

MIA Stories: the new incubator program and new collaborations.

Innovation for creative industries and MIA XR.

Rome, 18th September 2024 – Growing year by year, **MIA | Mercato Internazionale Audiovisivo** - promoted by **ANICA** (Italian Association of Film, Audiovisual and Digital Industries) chaired by **Francesco Rutelli** and **APA** (Italian Audiovisual Producers Association) chaired by **Chiara Sbarigia** and directed for the third year by **Gaia Tridente** - returns to Rome from 14th to 18th October 2024 with its tenth edition in its historic locations of Palazzo Barberini and Cinema Barberini.

In these 10 years, **over 100 audiovisual works have been produced** after their participation in MIA Co-production market, a success story for the selection process and the important opportunities that the market offers in terms of research for co-producers and international partners (financial, distributive and creative).

Over 600 projects have been received this year for the Co-Production Market and Pitching Forum - a **20% increase** compared to 2023 and a **12.5% increase in the number of countries** of origin, from 80 to 90. Of these, around **60 projects** will be presented, including animation, documentaries, drama (serial products), and film works.

The **Innovation for Creative Industries program** also returns, hosting thematic talks and a showcase of immersive works and installations inside **MIA XR**, a pavilion where the most modern technologies applied to the audiovisual industry will be the protagonists.

Over its ten years, MIA has affirmed its nature as a **business and internationalization incubator**, which promotes the enhancement of **exports** and the facilitation of **international co-productions**, strengthening the positioning of the Italian audiovisual industry on the global scene. The growth of the Rome market arises from a targeted positioning strategy and a constant exchange with international market players who now consider it an **essential appointment for the entire industry at a global level**. MIA allows attendees to discover new projects and talents, enter into collaboration and co-production agreements, commercialize finished works, and explore issues relating to the entire audiovisual life cycle.

The aim of MIA management and its editorial divisions (Animation, Doc&Factual, Drama and Film) is to represent a **vision that is as independent and diversified as possible**, giving visibility and opportunities to audiovisual works of artistic value of all genres and formats and at different stages of development and production. With its selection of wide-ranging projects suitable for co-production, MIA supports freedom of expression and represents cultural diversity and cooperation to ensure a rich and diverse geographical provenance.

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CO-PRODUCTION MARKET & PITCHING FORUM: A RECORD OF PROJECTS RECEIVED

The MIA Co-Production Market & Pitching Forum is today one of the main international co-production forums and is aimed at audiovisual projects of animation, documentaries, series, and films, intended for cinema distribution, television, and streaming platforms. The selected works will be presented - almost all as world premieres - within the Pitching Forums of the 4 editorial divisions (Animation, Doc&Factual, Drama and Film) to find co-production partners, buyers, and financiers. This year, **60 projects will be presented**, selected from the **approximately 600 received** from **90 countries on all continents**, a record number that testifies the growth of the Rome market and its notoriety, effectiveness and reputation.

ANIMATION CO-PRODUCTION MARKET & PITCHING FORUM

The Animation Co-Production Market & Pitching Forum at MIA 2024 achieved excellent results, with a 50% increase in applications received compared to 2023. 15 projects from 15 countries were selected. The applications received were evaluated by the selection committee composed of **Cecilia Padula** VP Head Kids & Family Brands South Europe, Middle East & Africa of Paramount (Italy); **David Levine**, Founder & CEO of Lightboat Media Ltd (UK); **Sonia Farnesi**, Producer, Rai Kids (Italy); **Mounia Aram**, Founder & Distributor of MA Company (France/Morocco); **Yago Fandiño Lousa**, Head of Children Television & Director of Clan TV of RTVE (Spain); **Alexis Hofmann**, Head of Acquisition for BAC Films (France). The selection is composed of 5 Feature Films, 9 TV Series, and 1 TV Special and presents unreleased projects that debut on the market at MIA alongside projects that are not new to the market presentation but have demonstrated solid progression in the development process, ready to be brought in front of a new audience of institutions and possible financial partners to approach the production phase. Within the production structure of all 15 selected projects, a **very strong and heterogeneous female presence can be noted**. Among the **animated feature films**, **LITTLE PRINCE OF SHANGRI-LA** is the new project for the whole family by the Italian director Alessandro Rak, produced by Mad Entertainment (Italy): a journey into fantasy through which two children and an old monk try to bring the light back to Shangri-La after the spiritual energies of mortals are stolen through the screens and used to revive an army. **AYA IN THE DESERT** (France, Latvia, Spain) by Spanish directors Julia Horrillo and Verónica Adell, a French and Latvian co-production by Les Films du Lezard, Rija Films and Alhena Production dedicated to the story of Aya, a thirteen-year-old Ivorian girl who reached the coast of Cadiz by boat pretending to be a boy, passing through the legends of her country. The collective project **BING BANG PARADE** (Belgium, Poland), an episodic film produced by Lunanime and directed by the talented and promising directors, already known in the auteur animation circuit, Nienke Deutz, Sine & Imge Özbilge, Karolien Raeymaekers, Hermien Verstraeten, Britt Raes and Martyna Koleniec. Stories that revolve around two children who open a secret chest and discover that inside there are marbles that contain small worlds inhabited by surprising and colorful creatures. **TWISTED** is the new project by Mediawan Kids & Family and Palomar Animation curated and directed by Lino Di Salvo (Italy, France), who worked for over 15 years at Disney and was Head of Animation for *Frozen* and many other successes of the company. Written by Kissy Dugan, it is the story set in Italy of the friendship between a teenager and a creature who faces a curse. Production of the award-winning French company Logical Pictures and The Jokers Lab is **GAINSBOURG: RUE DE VERNEUIL** (France) dedicated to the life of the iconic singer-songwriter Serge Gainsbourg, written and directed by Gilles Cayatte, Daniela De Felice and Cyril Houplain starting from a seven-hour interview of the artist at *Les Inrockuptibles*. The **TV Special** selected for this edition is **WITH YOU** (Italy), a family project that addresses the theme of memory loss and the importance of knowledge, which sees the entry into the world of animation of Pepito Produzioni artistically supported by studio Panebarco. Creativity in **TV series** is represented through the 9 selected projects, which present a wide range of target audiences. **MOLES** (Germany,

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Ireland, Spain) is the new serial project by Buzzin Bus Media directed by Salvador Simó, director of *Buñuel: In the Labyrinth of the Turtles* and written by David Muñoz, screenwriter of *The Devil's Backbone* by Guillermo Del Toro, who give life to a story of teenage moles in search of a treasure. Directed by Jim Miller and Alexander Chernogorov and produced by Rymanco Films, **CAFÉ AUTOMATICA** (Canada, Cyprus) tells the story of a bar run by a human teenager and his alien peer on a small planet. From Brazil comes **CLEO AND FRIDA'S UNDA TALE**, produced by Barry Company and directed by Gustavo Amaral and Thiago Fogaça, who imagine a dystopian world where a virus turns teenagers into zombies. **MANTRA WARRIOR** (Thailand) by Sornperes Subsermsri instead takes us into a futuristic universe through the legends of the Ramayana saga, a series based on the successful IP already produced for Netflix by RiFF Studio, *Mantra Warrior: The Legend of the Eight Moons*. The target audience for young adults is instead **HAPPILY NEVER AFTER** (Czech Republic, Germany), a series about a young documentary crew who want to immortalize fairy tale creatures, directed by Jon Rowe, Monika Dembinska, Dominik Grittner, Jakub Votýpka and Cecile Paysant for Helium Film and Reynard Films. Billed as a cross between *Akira* and *Stranger Things*, **HARMONY** (Belgium, France, Italy, Luxembourg) is the series that intertwines adventure and mystery with the passage to adulthood, produced by Fabrique d'Images, Freaks Factory and Fantabulous and directed by Federico Milella. From South Africa instead, **JAY FLY** by Rob van den Bragt for Chocolate Tribe is a comedy for adults, with dark and extravagant shades and starring a boy who becomes a fly. **TALES OF THE COSMO** (Italy) by Ubaldo Giusti and Costanza Bongiorno for Keep Digging Production is an animated anthology series that transforms complex astronomical concepts into magical stories, fun for both children and adults. **PARTS OF A BIGGER STORY** (Canada), produced and directed by Chrystelle Maechler, crosses the everyday and the extraordinary against the odds is an anthology of forced displacements woven into the fabric of modern history.

DOC CO-PRODUCTION MARKET & PITCHING FORUM

The offering of the **Doc Co-Production Market & Doc Pitching Forum 2024** at MIA is extremely varied, as always, of the highest profile and presents **14 projects - 9 of which are produced or directed by women** - from **13 countries**: Belgium, China, Denmark, Germany, France, Greece, Ireland, Italy, Norway, Spain, Switzerland, United Kingdom, USA. This year, top-level productions are involved, and committed to telling exciting and very different stories. The selection explores crucial and fascinating themes from all over the world, offering a deep look at environmental, social, cultural and historical issues. The large number of projects received - **+8% compared to 2023** - and, above all, the considerable number of world premieres proposed at MIA has made it necessary to have a committee that is even more responsive to the international reality of the Unscripted.

In addition to the presence of top-level Italian players (Rai, Sky, Mediaset), producers from Europe and the United States have been added to the selection committee, allowing the complex selection to acquire a very relevant point of view and particularly in line with the needs and expectations of the market. The projects were chosen by the selection committee consisting of: **Silvia De Felice**, Commissioning Editor, Rai Cultura, Rai (Italy); **Bjorn Jensen**, Managing Director, Ginger Foot Films (Germany); **Kelsey Koenig**, VP of Production, Impact Partners (USA); **Fabio Mancini**, Commissioning Editor, Rai Documentari, Rai (Italy); **Pamela Martinez**, CEO, Limonero Films (Spain); **Andrea Piazza**, Deputy Head of Rights Acquisition, Mediaset (Italy); **Roberto Pisoni**, Senior Director Entertainment Channels, Sky Italia (Italy); **Myriam Weil**, Chief Documentaries Officer & Producer, Federation Studios (France).

The adventures of Pinocchio, an Italian literary character loved all over the world, are an example of universal storytelling in the one-off TV **PINOCCHIO, THE CHILD OF THE WORLD/PINOCCHIO, IL BAMBINO DEL MONDO**. The selection of the Doc Co-Production Market & Doc Pitching Forum offers a 360-degree view of reality. **BLACK CARBON-NATIVE SCIENCE** (Denmark/Germany/Norway/Canada) tells the story of the work and discoveries of an Inuit scientist on microplastics in the ice of Greenland and other oceans. **INFERNO CLIMATE CRISIS IN THE MEDITERRANEAN** (Working title) (France/Germany/Greece) explores the climate crisis in the Mediterranean, with

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the sea reaching temperatures of 30 celsius degrees. There is also a reference to the “Italian Chernobyl” in the docuseries **SEVESO-THE ITALIAN CHERNOBYL/SEVESO**, which affected the lives of thousands of people in Northern Italy in the 1970s, with consequences that are still mysterious. Social changes are at the center of **THE SIEGE OF PARADISE** (Ireland/Italy/Switzerland), which deals with the theme of over-tourism, and **SMALL TOWN AMERICA: THE UNTOLD STORY OF THE MPW ARCHIVE** (USA), which recounts almost a century of transformations in a rural American community. The theme of family is explored in **HOMESICK** (Denmark/South Korea), which tells the story of adoption seen through the eyes of those who have been adopted, and in **CRUSADE AND CROSS** (Spain), which follows the adventures of two eccentric brothers, a priest and a somewhat clumsy terrorist. Truth and counterfeiting, creations and fakes are reflected in **THE NAKED REALITY** (Italy/USA), a biopic on Ruggero Deodato, director of extreme and controversial films, in the series **THE DISCREET CHARM OF FORGERY** (Greece) and in **REBORN-PERFECT LOVE** (Italy/Belgium), which explores the phenomenon of lifelike baby dolls treated as real children. Finally, there is **PAPER PORN/PORNO DI CARTA** (Italy) and the singular story of a couple publishing erotic magazines, as well as the music of **TIME TO SAY GOODBYE/CON TE PARTIRO'** (Italy), on the famous Italian song, and in **TRASH KIDS** (China/UK/USA) on the spread of Western pop music in China, thanks to defective CDs.

DRAMA CO-PRODUCTION MARKET & PITCHING FORUM

The **Drama Co-production Market & Pitching Forum 2024** has seen the number of applications submitted grow by **6% compared to 2023** and will present to the international audiovisual industry a selection of **14** series projects from **12 countries**: Belgium, Canada, France, Germany, Ireland, Italy, Japan, Lebanon, Netherlands, Switzerland, United Kingdom, USA.

The projects were evaluated by the Selection Committee whose members are leaders of the global audiovisual industry: from the USA **Lauren Stein**, Head of Creative at Sony Pictures Television Studios, and **Joe Lewis**, CEO of Amplify Pictures; from France **MK Kennedy**, Executive Managing Director of TV Series at Studiocanal, **Manuel Alduy**, Head of Cinema and Young Adult & International Fiction at France Télévisions, and **Emmanuelle Bouilhaguet**, CEO of TOP-The Originals Productions; from Germany **Robert Franke**, VP Drama at ZDF Studios, and **Ferdinand Dohna**, Head of Content at BETA Film; from the UK **Tesha Crawford**, Senior Vice President Global Scripted Series at Universal Int. Studios, **Kate Laffey**, Head of TV at Number 9 Films; **Noel Hedges**, EVP Acquisitions and Coproductions TV at Lionsgate, **Walter Iuzzolino**, CEO and Co-Founder of Eagle Eye Drama, and **Marc Lorber**, Founder and Executive Producer of The Art of Coproduction; from Norway **Marianne Furevold-Boland**, Head of Drama at NRK; from Spain **Laura Abril**, Executive Vice President of Scripted and Global Business Development of Buendía Estudios; from Sweden **Helene Goujet**, VP of Acquisitions and Editorial MAX at Warner Bros Discovery Streaming Europe, and **Marika Muselaers**, VP International Financing & Coproductions at Nordisk Film; from Switzerland **Claudia Bluemhuber**, CEO and Managing Partner at Silver Reel; from Ukraine **Kateryna Vyshnevskaya**, independent producer; and finally, for Italy, **Maria Pia Ammirati**, Head of Drama at RAI, and **Davide Nardini**, Head of Scripted Originals at Amazon Studios Italia.

This year's project selection includes 2 Italian productions: **A FAMILY REUNION/RIUNIONE DI FAMIGLIA**, a family thriller produced by Rosario Rinaldo for Cross Productions and written by Donatella Diamanti, Mauro Casiraghi, Simona Coppini, Alessandra Martellini, Marzio Paoltroni, Nicola Ravera Rafele; and **UGLYCOMICS/FUMETTIBRUTTI**, the series based on the graphic novel trilogy by Josephine Yole Signorelli, known by the pseudonym that gives the series its title, produced by Bim Produzioni and written by Teresa Ciabatti, Laura Luchetti and Michele Pellegrini. Two projects are the result of international co-productions between different countries and players: **PALMYRA** by Carol Mezher and Gabriela Flores, a French-Lebanese co-production supported by the 2024 development grant of Doha Film Institute (partner of MIA Drama), which tells the story of 3 heiresses of precious artifacts from the ancient

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Syrian city, produced by Laurent Fumeron (The Project) and Karim Safieddine (CINEMOZ); and **THE AOSAWA MURDERS**, a US-Japan co-production based on the book of the same name by Riku Onda. The series, written by Naoko Adachi, is produced by Takeo Kodera (Kadokawa) and Jonathan Kier (Upgrade Productions), and investigates the 1973 mass murders of the Aosawa family. Two projects from the United Kingdom have been selected: **CASTLE OF THE EAGLES**, a series written by Oscar-nominated and BAFTA-winning Jeff Pope, produced by Xavier Marchand for Moonriver and based on the book of the same name by Mark Felton inspired by the story of the escape of prisoners of war from "Mussolini's Colditz"; and **THE LITTLE ITALIAN HOTEL**, produced by Giuliano Papadia and Chiara Cardoso for Blackbox Multimedia and written by comedian Kay Stonham, a road trip across Italy to rediscover love. Two other projects come from Germany: **THE BOOK OF LONGINGS**, produced by Andreas Gutzeit for Story House Pictures, written by Andreas Gutzeit, Michal Aviram, Swantje Oppermann and based on Sue Monk Kidd's book of the same name, which interweaves historical events with contemporary themes, and **VIKTORIA FRANKENSTEIN**, written by Rachel Mathews & Andreas Fuhrmann and produced by Sven Mieke for Flare Film, which offers a female reinterpretation of Mary Shelley's work. From Ireland we have **YES!**, produced by Laura McNicholas for 925 Productions and written by Fran Harris, a generational story about the desire for revenge. From the Netherlands comes **THE NIGHT WATCH**, written by Steven Friedman and produced by Edvard van't Wout for Continent Studios, a tale of magic, friendship and mysteries buried beneath the city of Amsterdam. From Belgium comes **THE BEST IMMIGRANT**, produced by Dimitri Verbeek and Helena Vlogaert for Caviar, a company that has already won two Oscars, a series that deals with the theme of immigration in a dystopian world; from Switzerland comes **DOLCE AMELIA**, written by Petra Volpe and produced by Reto Schaerli and Jessica Hefti for Zodiac Pictures, which mixes love, chocolate and female empowerment. Finally from Canada comes **BAT OUT OF HELL**, written by Matt Johnson and Matthew Miller, produced by Matthew Miller and Matt Johnson for Zapruder Films, which tells the incredible story of Gilles Villeneuve, a famous Formula 1 driver. And then there is the French series **LIFELINE/CANAL 16** created by Juliette Fourniez Motta, Emilie Guillaumin and Emmanuel Jacomet and produced by Summertime, inspired by a true story, which takes place on a cruise ship in the Gulf of Aden, suddenly taken hostage by Somali pirates.

FILM CO-PRODUCTION MARKET & PITCHING FORUM

This year, the MIA **Film Co-Production Market & Pitching Forum** has seen a record number of applications, with an **increase of approximately 32%** compared to 2023. Applications have come from **58 different countries**, confirming the international and pluralistic vocation of the MIA and the excellent work done with partners and institutions around the world. The Film Co-Production Market & Pitching Forum will present to the international film industry a selection of **14** feature-length film projects, coming from **10 countries**: Belgium, Egypt, France, Israel, Italy, Lebanon, Nigeria, Spain, United Kingdom and Taiwan. Among those selected, **10 are debut projects or authors at their second work**, a testimony to the attention that the MIA has always dedicated to new voices and emerging talent.

The projects were evaluated and chosen by an international selection committee composed of: **Robert Aaronson**, Executive Vice President, Cohen Media Group (USA); **Malte Grunert**, Founder & Managing Director-Producer, Amusement Park (Germany); **Eva Jakobsen**, Co-Founder & Producer, Snowglobe (Denmark); **Alaa Karkouti**, CEO, MAD Solutions (Egypt); **Philipp Kreuzer**, CEO, Maze Pictures (Germany); **Fiorella Moretti**, President, Luxbox (France); **Al Munteanu**, CEO, Squareone Entertainment (Germany); **Eleonora Pesci**, Acquisitions Manager, Curzon Film (UK); **Leontine Petit**, CEO, Lemming Film (Netherlands); **Ingrid Pittana**, Vice President of Acquisitions and Production, Universal NBC (UK); **Katarzyna Siniarska**, Head of Sales, New Europe Film Sales (Poland); **Maria Zamora**, Founder & Producer, Elastica Films (Spain).

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These are the selected projects: with **BORDERLINE/SUR LA LIGNE** (France), Yves Piat, starting from his award-winning short film *Nefta Football Club* (nominated for an Oscar and the prestigious César), tells, with tones between comedy and noir, a story set in the desert south of Tunisia, in which the meaning of *borders is explored* not only in geographical but also moral terms. Juliet Ellis's second work, **BRAIDS** (UK), is a *coming of age* that delicately touches on the themes of identity, belonging and loss through the friendship of two girls who, against the backdrop of contemporary England, venture out in search of their place in the world. How can two officers of the National Police bring themselves to commit a quadruple homicide? And, above all, why? **DEATH IN YOUR EYES/A MORTE NOS TEUS OLLOS** (Spain), the debut of Guillermo de Oliveira, starts from the childhood memory of a famous news story to explore the dynamics of power at various levels, in a world where violence and money are the only currency. **PLEASURE/PLAISIR** (Belgium) by Arnaud Dufey and Charlotte Devillers explores contemporary sexuality and its hidden facets: at the center of the narrative is a single mother who works in sexual prevention and is at risk of HIV infection. Between casual encounters and reconnections with an HIV-positive ex-lover, the protagonist will find herself dealing with the delicate balance between her personal and professional life. Carlo S. Hintermann - whose debut film *The Book of Vision* opened the Venice Critics' Week in 2020 and had Terrence Malick as executive producer - sets **FISH** (Italy) in Venice, a story with echoes of Stephen King's imagination and a Lynchian protagonist: Professor Osborne is turning into a fish, and his students have discovered his incredible secret. Inspired by a real character, the first Egyptian transgender actress, with **IS THIS ALL OF YOU?** (Egypt) Director Roshdy Ahmed tells the story of Amal, a journalist determined to shed light on the death of a controversial actress that the official press has deliberately decided to keep quiet about. With **MIDNIGHT INN** (Taiwan) director Chun Hong Wang draws inspiration from his personal experience: in Taipei, a young night porter watches life go by in a hotel that - with its enigmatic guests and colleagues in crisis - becomes a microcosm of urban existence, lives intersect and separate, reflecting the existential struggle of those who search for meaning in a suspended world. **MISGIVING/HANETICHA** (Israel, Nigeria) by Eitan Anner, an award-winning author whose previous films have participated in many international festivals, tells a story of loss, faith and the search for truth. The mysterious death of a brilliant Nigerian student of Islamic faith in the laboratory of an Israeli neuroscientist triggers a profound moral crisis in the latter, between faith, science and justice. Already a screenwriter of internationally successful series (including *Gomorrah*, *Django*, *ZeroZeroZero* and *The Kollektive*), Maddalena Ravagli signs her first work as a director with **THE PLACE OF ETERNAL SUMMER/LA TERRA DELL'ESTATE** (Italy): three Sicilian summers mark the growth of Leo/Indigo and Tore, two boys from different worlds but united by an unbreakable bond: they will try to save not only their lives, but also their future, in a context where family, social and gender expectations seem already written. When Eugenio Montale receives the news of the Nobel Prize, his life changes in an instant. Thus begins a journey from Milan to Stockholm, accompanied by his faithful caregiver Gina, through old memories and lost loves that reveal the immortal soul of the poet, one step away from his final consecration. Directed by Duccio Chiarini and written together with Ugo Chiti, **THE POET AND THE BLACKBIRD/IL POETA E LA BADANTE** (Italy) is an intimate comedy, whose contemporary language makes us reflect on the meaning of life, love and how poetry can make feelings immortal more than real life. **SO THE LOVERS COULD COME OUT AGAIN** (Lebanon, Italy, United Kingdom, France) by George Peter Barbari is a story of love and resilience in the ruins of war: in a conflict-torn Italy, two soldiers Ethan and Simon find refuge in a dilapidated house. An impulsive kiss will crack and then strengthen their connection, and the two will have to face the reality of their future while dealing with the coming peace.

In addition to the international selection, for the fifth year the Film Co-Production Market & Pitching Forum of the MIA presents **WANNA TASTE IT?**, a section dedicated exclusively to Italian film projects in development and a launch and growth platform for the Italian industry and talent, thanks to the networking organized with potential co-producers, sales and financiers and moments of high-level training and updating, through targeted meetings with industry experts, representatives of institutions and funds. Three projects have been selected this year: **ANIMAL RESISTANCE/RESISTENZA ANIMALE**, directed by Marco Serrecchia and produced by Michelangelo Frammartino's company, narrates the evolution of relationships between humans and animals over four centuries,

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placing the latter and their behaviors at the center to tell stories of resistance and adaptation; **DREAMCATCHERS** by Daniela De Francesco is set in a clinic for sleep disorders, where the friendship between Luis and Aleksandr is put to the test during a dangerous pharmaceutical trial that risks compromising the career of one and the health of the other. Finally, **PARADISE STAIRS/SALITA PARADISO** by Antimo Campanile tells the story of Ugo, a 15-year-old boy from the Spanish Quarters of Naples, who, in a context of social degradation, desperately seeks his identity through small jobs and criminal acts: the outcome will inevitably be tragic.

THE ADVISORY BOARDS

Also this year the composition of the Advisory Boards of the 4 sections of MIA sees the presence of the most important names in the audiovisual sector at an international level, prominent names that testify to the participation and adhesion of the industry to the Market project directed by Gaia Tridente.

ANIMATION ADVISORY BOARD: again this year the Animation Advisory Board will be made up of important figures from the world of international animation: **Jo Allen**, Senior Executive of Children's Commissioning 7+, BBC Children's and Education (United Kingdom); **Mounia Aram**, Founder & CEO, Mounia Aram Company (France/Morocco); **Eléanor Coleman**, Head of Acquisition-Animation, Indie Sales/Blue Spirit (France); **Alexandre Hénin**, General Manager and Producer, Bayard Kids Production-Animation (France); **Alexis Hofmann**, Head of Acquisitions, BAC FILMS (France); **David Levine**, Founder/Executive Producer, Lightboat Media Ltd (UK); **Yago Fandiño Lousa**, Director of Clan TV and Head of Children Content at RTVE (Spain); **Luca Milano**, Executive Director, RAI Kids (Italy); **Cecilia Padula**, VP Head Kids & Family Brands SEMEA, Paramount (Italy); **Vicky Schroderus**, Senior Executive in Charge of International Co-Productions and Acquisitions, YLE Children and Youth (Finland).

DOC&FACTUAL ADVISORY BOARD: **Manuel Catteau**, President and Producer, ZED (France); **Antonio Grigolini**, Head of Documentaries, France Télévisions (France); **Chiara Messineo**, Executive Producer, RAW TV (UK); **Abigail Priddle**, Creative Director- Specialist Factual, BBC Studios (UK); **Fabrizio Zappi**, Director Rai Documentaries, Rai (Italy).

DRAMA ADVISORY BOARD: This year, the Advisory Board of the Drama Division features some of the most important leaders in the global industry for the first time. From the USA, **Joe Lewis**, CEO of Amplify Pictures, the award-winning producer of the cult series *Fleabag*, and **Arvand Khosravi**, SVP, Head of Scripted Television Strategy of Fifth Season; from France, **MK Kennedy**, the new Managing Director of TV Series at Studiocanal; from the Czech Republic, **Tereza Polachova**, Director of Content at Czech Television; from Sweden, **Johanna Gardåre**, the newly appointed Head of Drama at Swedish public broadcaster SVT; and from Finland, **Jarmo Lampela**, Head of Drama at YLE. Alongside them, three names that represent the alliance between the major European broadcasters, namely **Jasmin Maeda** for Germany, the new SVP International Fiction Coproduction & Acquisitions at ZDF; **Maria Pia Ammirati** for Italy, Head of Drama at RAI, and **Manuel Alduy** for France, Head of Cinema and Young Adult & International Fiction for France Televisions. There will also be some of the most interesting names on the European scene: from the United Kingdom **Tesha Crawford**, Senior Vice President, Global Scripted Series at Universal Int. Studios and **Andrea Scrosati**, Group COO and CEO Continental Europe at the giant Fremantle; from Spain **Laura Abril**, in her new role as Executive Vice President of Scripted and Global Business Development at Buendía Estudios; and finally, from Italy, some of the major players in the industry - producers, distributors and commissioners - such as **Eleonora Andreatta**, Vice President for Italian content at Netflix; **Davide Nardini**, Head of Scripted Originals at Amazon Studios; **Daniele Cesarano**, Head of Drama at Mediaset; **Antonella Dominici**, SVP Streaming South Europe, Middle East & Africa for Paramount+ and Pluto TV and **Nils Hartmann**, Executive Vice President of Sky Studios.

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FILM ADVISORY BOARD: **Robert Aaronson**, Executive Vice President, Cohen Media Group (USA); **Paolo Del Brocco**, CEO, Rai Cinema (Italy); **Frédéric Fiore**, President, Logical Pictures (France); **Malte Grunert**, Founder & Managing Director-Producer, Amusement Park (Germany); **Eva Jakobsen**, Co-Founder & Producer, Snowglobe (Denmark); **Alaa Karkouti**, CEO, MAD Solutions (Egypt); **Philipp Kreuzer**, CEO, Maze Pictures (Germany); **Fiorella Moretti**, President, Luxbox (France); **Al Munteanu**, CEO, Squareone Entertainment (Germany); **Massimiliano Orfei**, President, Piperfilm (Italy); **Eleonora Pesci**, Acquisitions Manager, Curzon Film (UK); **Leontine Petit**, CEO, Lemming Film (Netherlands); **Ingrid Pittana**, Vice President of Acquisitions and Production, Universal NBC (UK); **Katarzyna Siniarska**, Head of Sales, New Europe Film Sales (Poland); **Maria Zamora**, Founder & Producer, Elastica Films (Spain).

MIA BUYERS' CLUB: SUPPORTING THE THEATRICAL DISTRIBUTION

The MIA program dedicated to international distribution, conceived to **support the circulation of films with a special focus on theatrical distribution**, is back for 2024. In the sessions of **Comin'UP** - the program for sales agents that offers an exclusive space where buyers can present previews of films still in production - scenes, excerpts or teasers of films to be released between December 2024 and 2025 will be shown. Thanks to the Work in Progress programme, **C EU Soon** will also be able to see European films in post-production that are looking for international distributors. To support films and theatrical distribution, the **Market Screenings** are also back, from previews to the latest films just seen at the most important late summer festivals, the MIA offers sales agents a strategic space for their market screenings.

MIA STORIES: THE NEW INCUBATION PROGRAM FOR FILM AND SERIES PROJECTS

In collaboration with several consolidated partners on the Italian and international market and always with a view to promoting the incubation of new projects, MIA from this year hosts pitch sessions, showcases and b2b meetings aimed at discovering new content and IP, with a view to promoting and circulating European talents and stories.

TRANSALPINE SCENARIOS

To promote the development of Italian-French co-productions, the Institut français Italia, in collaboration with Cinecittà, with the support of the DGCA-MiC, the CNC, and in partnership with the MIA and Villa Medici, launch the **Scenari Transalpini project**, a transnational workshop for feature film scripts that provides support for 6 screenplay projects, 3 of Italian initiative and 3 of French initiative, whose authors will benefit from meetings under the guidance of experts in co-production, distribution and international sales. The selected projects that will participate in a public pitching session at the MIA are: the comedy **TITANO** by Lorenzo Ongaro; the romantic comedy **IF PARIS HAD THE SEA IT WOULD BE A LITTLE BARI** by Paola Netti; the dramas **ÂMES BLANCHES** by Anna Ambrosino; **LONG FEU-FIRE AWAY** by Anne-Sophie Bally and Manuel Billi; **ELVIS AND ROMEO** by Haicha Ladrouz and **LES MACARONIS** by Johanna Legrand.

SHOOT THE BOOK - MIA EDITION

Still in the context of the Franco-Italian collaboration, this year will see the first edition of **Shoot the Book-MIA Edition**, a market platform for literary adaptations created thanks to the curatorship of the Société civile des éditeurs de langue française (SCELf) and the support and collaboration of the Institut français Italia and the Ambassade de France. A delegation of French publishers composed of Flammarion, Glénat, Mediatoon, Madrigall, Albin Michel, Auzou, Éditis, Robert Laffont, Steinkis, Liana Levi and a selection of Italian publishing groups will present a selection of titles selected among the most important new editorial releases of the year, whose audiovisual rights are free for the international market.

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TORINO PIEMONTE FILM COMMISSION DEVELOPMENT FUND

As part of the activities of the Piemonte Film Tv Development Fund, a partnership with MIA was born, offering 6 film projects supported by the fund the opportunity to present themselves to a large audience of decision makers in a dedicated “pitch session” during the Roman market. The 6 feature films, selected by an editorial committee composed of representatives of the Film Commission Torino Piemonte and MIA, will be able to benefit from the consultancy of an international expert in preparation for the “pitch session” and will have access to a structured session of one to one meetings with a delegation of national and international accredited guests selected by MIA. These are the titles selected: **BEYOND THE DESERT**, by Andrea Parena (Redibis Film); **DISORDER**, by Giacomo Abruzzese (Dugong); **IDDA**, by Irene Dionisio (Kino Produzioni); **INCOMPARABLE**, by Stefano Croci (Cinefonie); **SPORCO**, by Giada Bossi (Elsinore Film); **TINA**, by Simone Catania (Indyca).

EBU – PROUD TO PRESENT

As part of its partnership with the EBU (European Broadcasting Union), which is renewed for the third consecutive year, MIA hosts **Proud to Present**, a showcase of the best of scripted series presented by major European broadcasters. The event will allow EBU members to share their best drama productions, including recently produced programmes and projects awaited by the market.

UNBOX

To enhance the collaboration with **Alice nella Città** (a younger audience skewing Film festival held in Rome), on the occasion of the tenth edition of the MIA and the second edition of the Short film Days (Rome, 16th to 18th October), a partnership has been created to promote the circulation of IP for the audiovisual market: MIA will host a session of **UNBOX**, a project linked to emerging directors of short films who aspire to make their debut for cinema and series. The event aims to be a decisive moment in the process of building the production architecture of the projects that will be presented during a pitch session followed by B2B meetings with a group of producers accredited to the MIA.

Born in 2015 and grown thanks to the joint venture between **ANICA** and **APA**, the MIA has the support of the **Italian Ministry of Foreign Affairs and International Cooperation**, **ITA-Italian Trade Agency**, and the contribution of **Creative Europe MEDIA**. It also receives the support of the **Italian Ministry of Culture**, the **Italian Ministry of Enterprises and Made in Italy** and the **Lazio Region**.

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Also for this tenth edition, the MIA enjoys the patronage of **Eurimages**, the cultural support fund of the Council of Europe for the co-production, distribution, exhibition and digitisation of European cinematographic works.

This edition will also take place on the **MIADIGITAL.IT** platform, a fundamental tool for innovation, promotion and information on the market that allows remote participation and offers the possibility of reviewing the main events even after the market has concluded.

For more information

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