

MIA UNVEILS THE PROGRAM OF THE PANELS AND SHOWCASES OF ITS LANDMARK TENTH EDITION

Over 80 meetings, panels and events and 5 keynotes.

5 showcases for 60 of the most anticipated Italian and international titles of the next season in Animation, Doc & Factual, Drama and Film.

The new MIA XR showcase with 13 immersive works and the Innovation for Creative Industries program.

The presentation of the APA annual Report and the ANICA panels.

The new MIA Development Awards.

Rome, October 10th, 2024 – Over 80 panels, conferences, research presentations, seminars and workshops. 5 keynote speeches with high-profile speakers. 5 showcases for over 60 highly anticipated titles including animated products, documentaries and television formats, TV series and films. Among this year's novelties, the new permanent showcase, **MIA XR**, which presents a selection of **13 immersive works**, including **6 world premieres**.

These are the numbers of the panel and showcase program of the tenth edition of **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** - featuring a diverse and engaging program that brings together leading international audiovisual professionals

Founded in 2015 as a tool for the internationalization of Italian audiovisual companies, MIA has evolved over the past decade, adapting its structure and program to the demands of both national and international markets. It has built credibility and established itself as a key event in the agendas of global industry professionals, recognized as one of the most anticipated annual gatherings in the audiovisual sector. MIA's primary mission is to support the development and distribution of audiovisual works and talent at every stage of the production and distribution chain. It aims to be a trusted partner in creating financial, creative, and distribution packages, representing the needs of the entire ecosystem while reflecting the ongoing transformations within the industry

Highlighting this tenth edition are **five keynotes** featuring prominent leaders from the international audiovisual industry, taking center stage at MIA.

In ***Among Us: A Creative Journey from Gaming Sensation to Highly-Anticipated Animated Series***, a conversation with Creator and Executive Producer **Owen Dennis**, we will discover the incredible journey of Among Us, an animated series from CBS Studios, Innersloth and Owen Dennis, based on the multiplayer social deception game which took the world by storm and amassed over 500 million monthly active users, with more than 4 billion views on YouTube and more than 1.22 billion viewing sessions on Twitch in Q4 of 2020 alone. Dennis will discuss adapting the wildly popular social deception game into a highly-anticipated animated series with a star-studded voice cast including Elijah Wood, Dan Stevens, Yvette Nicole Brown, Ashley Johnson, Patton Oswalt among many others. An exclusive behind-the-scenes look into the creative processes and strategic thinking behind one of the most beloved titles in recent gaming history.

During ***In Conversation with Katherine Pope***, we meet the President of Sony Pictures Television Studios, who in recent years has overseen the development of dozens of successful productions present on all major platforms,

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including *The Last of Us*, *The Good Doctor*, *Outlander*, *The Boys*, *Cobra Kai*, *The Night Agent*, *Dark Matter*, *For All Mankind* and *Twisted Metal*. Pope will share insights into her extraordinary career as a producer, distributor and buyer.

In ***Unveiling Truth And Inspiring Change***, **Odessa Rae**, American producer who won the 2023 Oscar for the documentary *Navalny*, will address the issue of how documentaries, by revealing hidden truths, can influence global discourse, challenge power structures and create a socio-cultural impact. Rae will preview her work on *Hollywoodgate*, shot undercover in Taliban-held Afghanistan and shortlisted for the Oscars, as well as his new 'top secret' film currently in production in Ukraine.

The keynote ***Mastering the Craft of Epic Cinema and TV*** will feature **Clayton Townsend**, one of Hollywood's most accomplished producers, who has redefined the art of filmmaking on a global scale. With an extraordinary career that spans decades, Townsend has brought to life cinematic masterpieces like Emmy Awarded Netflix series *Ripley* and numerous films by iconic director Oliver Stone, including *Born on the Fourth of July* and *Natural Born Killers*. His expertise in navigating complex productions, from groundbreaking historical dramas to visionary new series, has shaped some of the most unforgettable works of our time.

And again, **Ed Havard**, Senior Vice President, Unscripted Programming of Universal International Studios and **Monica Rodman**, Executive Vice President, Development of Universal Television Alternative Studio will be protagonists of ***Universal Studios Group & European Creators: Unlocking the Future of Unscripted Content***, a conversation about the future of Universal's unscripted content with the help of European producers and creators in the non-fiction sector.

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**.

The official sponsor of the event is **Unicredit**. MIA enjoys the patronage of **Eurimages**.

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

THE ANIMATION DIVISION

The Animation Division, curated by Carla Vulpiani, Manager Animation Content, will see a series of meetings and the international showcase AnyShow.

ANIMATION DIVISION PANELS

The program will kick off with a workshop dedicated to a group of producers from emerging countries, under the B2B Exchange Program, that this year will be focusing on Animation and is organized in collaboration with CEE

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Animation. The participants will be guided by the two tutors **Alessandra Principini**, Fundraiser of Movimenti Production (Italy) and **Pablo Jordi**, CEO & Co-Founder of Pikkukala (Finland/Spain).

Alliances and Strategies for Program Licensing will see on stage the CCO, Executive Producer and Board Member of Peyo, **Nile de Wilde** (Belgium); the General Manager of Gruppo Alconi, **Francesco Manfio** (Italy); the Vice President Licensing Sales & Strategy of Rainbow spa **Matteo Olivetti** (Italy) and the Head of Italy and International Head of Toys **Gianluca Ferrara** (Italy) discussing possible alliances and strategies involving broadcasters and licensees, for the benefit of the entire production chain.

In **Is Creating Programs Re-Inventing the Recipe Each Time?**, **Luca Milano**, Executive Director of Rai Kids (Italy); **Vicky Schroeder**, Senior Executive in Charge of International Co-Productions & Acquisitions of YLE Children and Youth (Finland) and **Yago Fañdino Lousa**, Director of Clan TV and Head of Children Content, RTVE (Spain), will talk about possible alliances between broadcasters, starting from their different co-production experiences.

In **Animation Co-Productions with Italy: Tapping into the Potential in Feature Film Production**, we will discuss how the Italian film industry is trying to overcome the objective financial difficulties of producing and distributing animated feature films, a sector that can count on incredible producers, distributors and talents, fresh from recent and successful cases. With **Andrea Occhipinti**, President & CEO, Lucky Red (Italy) - in theaters from the end of August with the animated feature film *Invelle* by Simone Massi; **Evelina Poggi**, CEO & Producer of Lynx Multimedia Factory (Italy) and **Paul Cummins**, CEO of Telegael (Ireland) - in theaters at the beginning of August with the co-production *La bicicletta di Bartali* by Enrico Paolantonio; **Maria Carolina Terzi**, Co-Founder & Producer of MAD Entertainment (Italy); moderated by **Eleanor Coleman**, Animation Acquisitions and Co-Productions of Indie Sales (France).

Among the case studies is **Samuel: A Study of a Success Story**, an animated series produced by ARTE France in collaboration with RTVE and TV3. This captivating series has reached 35 million viewers across Europe through linear distribution, on-demand platforms, and cross-platform engagement, including a presence on TikTok."With **Damien Megherbi**, Co-Founder & Producer of the series, Les Valseurs (France); **Yago Fañdino Lousa**, Director of Clan TV and Head of Children Content, RTVE (Spain); **Pablo Jordi**, CEO & Co-Founder, Pikkukala (Finland/Spain). Moderated by Animator, Graphic Designer, Visual Artist **Comfort Arthur** (*Black Barbie; I Am Leaving In Ghana Get Me Out of Here*), CEO of The Comfy Studio (France/Ghana).

Sourcing IPs: Next-Generation Success Stories brings to the stage the topic of page-to-screen adaptations of existing IPs, with **Massimo Fenati**, CEO of Eaglet (UK) - today one of the most interesting talents in contemporary comics; **Tom Beattie**, Managing Director of Tiger Aspect Kids & Family (UK) **Maurizia Sereni**, Head of Creative Development of Movimenti Production (Italy); and **Alexandre Hénin**, Managing Director of Bayard Animation (France). To anticipate this event, in the special focus **Commissioning IPs, RAI & BBC**, the two public broadcasters will talk about their recent collaborations, in particular the upcoming series *Super Magic Happy Forest* (Tiger Aspect Kids & Family with Movimenti Production, Monello Productions and Zodiak Kids and Family France - Banijay-Kids & Family) and *Piripenguins* (Eaglet, Red Monk). Joining Rai Kids on stage will be British Commissioning Executives **Beth Gardiner**, BBC Children & Education CBeebies and **Jo Allen**, Animation 7+, BBC Children & Education.

As part of the collaboration between MIA and **Short Film Days/Alice nella città**, MIA has co-curated the conversation **The Art of Life** between **Alessandro Rak** (*The Art of Happiness, Cenerentola the Cat, Yaya and Lennie, F II - The Wonder of the World*) and **Giovanni Columbu** (*Arcipelaghi, Su Re, Balentes*). They will discuss how to blend artistic intent in animation with the ability to connect with a wide audience while maintaining their unique creative vision."

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ANYSHOW

AnyShow, the **International Animation Showcase** at MIA, is back and reaffirming its status as a key event on the animation industry's calendar. This year, we've seen an impressive increase of over 200% in applications received compared to 2023, **14 projects** from productions across **17 countries have been selected**. Italy is represented in more than 50% of the productions presented for the showcase, which thus remains faithful to its original mission of giving a restitution of Italian productions. The selected projects include **6 TV Series, 2 TV One-Offs** and **6 Feature Films**.

Among the **TV Series**, **APOCALYPSE MOJITO**, produced by Erika Forzy for Passion Pictures (France), written and directed by Julien Seze and Cédric Stéphan, set between the tables of a bar in a post-climate and technological change future. **THE BLACK DIAMOND RACE**, produced by Francesco Manfio (Gruppo Alcini), Sriram Chandrasekaran (Broadvision Perspectives India Pvt Ltd), Luca Milano (Rai Kids), Santiago Fandiño Lousa (RTVE) and Oscar Albert (Motion Pictures), and directed by Sergio Manfio, Anna Manfio, Francesco Manfio and Darsana Radhakrishnan (Italy, India, Spain), tells the story of the Maharaja's daughter who dreams of becoming a racing car driver and will have to face the ruthless enemy who wants to obtain the crown. **KWEKU THE TRAVELLER**, produced and directed by Amanda Anim-Appiah (Wonderworld Institute of Creation) and Joshua France (Ghana, Canada) stars Kweku, a student in contemporary Ghana, who finds himself mysteriously transported back in time through a magical mask. **MISFIT MANOR**, produced by Jayakumar P for Toonz Media Group, and directed by Noah Paul, James Bishop and Chris Douch (India, USA) is about vampires in haunted houses who can't agree on how to scare humans. In **SISSI & CAESAR/SISSI Y CÉSAR**, produced by Allan Bortnic Kresiberger (Tres Tercios), Mauro Di Bella (Fantasmagorie Studio), Riccardo Antonio Silvio Antonino (Robin Studio) and directed by Gabriela Villalobos (Chile), the Earth is gradually turning black and white, two penguin brothers explore exotic places to recover the lost colors. **THE UPSIDE DOWN RIVER/LA RIVIÈRE À LENVERS**, produced by Emmanuèle Pétry (Dandelooo) and Jean-Baptiste Wery (Dandelooo), directed by Paul Leluc, Sabine Dabadie, Anastasia Heinzl, Guillaume Mautalent, Joëlle Oosterlink, Sébastien Oursel (France), it is the story of the meeting between Tomek and Hannah on the road to the Qjar River in search of a magic drop. For the **TV One-Off** in **DESERT SISTERS/LAS HERMANAS DEL DESIERTO**, produced by María Graciela Severino (Marmota Studio) and directed by Matías Latorre (Chile), the sisters María and Rosa fight in the Kallpa desert against the oppression of the Empire. **I'M STAYING UP!/NON SCENDO!**, produced by Caterina De Mata (Light Colors Studio) and Sara Cabras (Rai Kids), directed by Sinne Mutsaers (Italy), features a teenager who has a complicated relationship with her mother and finds herself having to protect the woods surrounding their home. For **Feature Films**, **DISPOSABLE/DESEVHEABLE**, produced by Miguel Molina of the award-winning Jaibo Films and directed by Carlos Gómez Salamanca (Colombia, Spain), follows the adventures of a biochemist kidnapped in the jungle by a Colombian paramilitary group to manufacture drugs and become a fighter. **MARY ANNING**, a production by Nicolas Burlet (Nadasdy Film) and Arnaud Demuynck (La Boîte... productions), directed by Marcel Barelli, Pierre-Luc Granjon, Magali Puzol (Belgium, Switzerland), takes us to 19th century England, amidst the fossil hunting of a family trying to escape from poverty. **MY FRIEND THE SUN/MI AMIGO EL SOL**, produced by Miguel Ángel Uriegas (Fotosíntesis Media), Genaro Lopez (Fotosíntesis Media) and Magali Puzol (France, Switzerland) and directed by Alejandra Perez Gonzalez (Brazil, Mexico), is set in Mexico City, where magic and painting intertwine with Aztec deities to save the world. **NO GOOD AND NO EVIL/NESSUN BENE NESSUN MALE**, produced by by Lucio Gaudino (Habanafilm) and Ugo Murgia (Mupi studio) and directed by Lucio Gaudino and Beba Slijepcevic (Italy, Serbia), is set in 1999 and retraces the journey of Anna who wants to reach Serbia to track down her husband's secret son, between the desire for revenge and facing a country devastated by war. **STATE OF SOULS/LO STATO DELLE ANIME**, produced by Peter Marcias and Antonio Gianfagna (Ultima Onda Produzioni) and Camillo Esposito (CapeTown Film), directed by Peter Marcias (Italy), retraces the story of the taxidermist Efisio Marini who must face a series of mysterious crimes in Albei in Sardinia. **THE VIOLINIST**, produced by Yuki Takafumi and Justin Deimen (Aurora Media Holdings Inc), Paloma Mora (TV ON Producciones),

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Ervin Han (Robot Playground Media), Bernard Toh (Robot Playground Media) and Elaine Chan (Robot Playground Media), directed by Ervin Han (Japan, Singapore, Spain, Taiwan) is the story of two aspiring violinists from Singapore who dream of traveling the world performing, but the war in Southeast Asia in 1941 puts their dreams on hold.

THE DOC & FACTUAL DIVISION

The Doc & Factual Division, curated by Marco Spagnoli, Head of Doc&Factual and Deputy Director of MIA, will feature a series of meetings alongside the international showcases 'Italians Doc It Better,' focused on Italian documentaries, and the 'International Factual Forum,' dedicated to television formats.

DOC & FACTUAL DIVISION PANELS

The Doc&Factual Division continues to work on international co-productions and their “facilitation”, collaborating closely with Rai Documentari to tell the very important international partnership with France Télévisions. Following the announcement of the strategic collaboration, given last year at MIA, in the panel ***France Télévisions & Rai present their first collaboration*** the first of the two productions will be presented: *The Force of Destiny* by **Anissa Bonnefont**. Filming began a few days ago and the film will also be released in theaters in 2025. In addition to the director herself who will take a break from the Milan set to come to Rome to meet market professionals, the panel will also include **Antonio Grigolini**, Head of Documentary Unit of France Télévisions (France); **Francesco Melzi d'Eril**, CEO of MDE Films and MeMo Films (Italy); **Myriam Weil**, Chief Documentaries Officer & Producer of Federation Studios (Italy); **Fabrizio Zappi**, Director of Rai Documentari (Italy).

The rich program exploring the Documentary genre will open with an unmissable conversation with **Manuel Catteau**, President and Producer of ZED, one of the most dynamic and important French companies, very active on the European and global market, who will talk about the evolution of documentary storytelling and the future of factual content in a rapidly and continuously changing media context.

Pushing The Envelope panel, some of the world's leading industry figures will explore the challenges of reaching new audiences and engaging 18-35 year olds, who are thought to have drifted away from traditional documentary viewing. Featuring **Abigail Priddle**, Creative Director - Specialist Factual at BBC Studios (UK); **Caroline Behar**, Head of International Coproductions and Acquisitions, France Télévisions (France); **Elisabeth Hagstedt**, Head of Content, Histoire TV, TF1 (France); **Thomas Matzek**, Head of Specialist Factual, ORF (Austria); **Shaminder Nahal**, Head of Specialist Factual, Channel 4 (UK); **Stephen Segaller**, Vice President, Programming, The WNET Group (USA). Moderated by **Gioia Avvantaggiato**, President and Executive Producer, GA&A (Italy).

Another key panel is the one on ***Impact Documentaries***, where directors, producers and broadcasters will share their experiences in creating stories that inform and inspire. From advocacy campaigns to political changes, the strategies behind the creation of documentaries that can have an impact on society and culture will be illustrated. In the panel - moderated by **Stephen Segaller**, Vice President Programming of The WNET Group, the production arm of the North American giant PBS (USA); **Diego Buñuel**, Head of Programs of France Télévisions Studio (France); **Giulia Innocenzi**, director and journalist of Rai (Italy); **Kelsey Koenig**, VP of Production of Impact Partners (USA); **Georg Tschurtschenthaler** of gebroeder beetz Filmproduktion (Germany) and the award-winning **Tilman Remme**, Partner and Creative Director of GTV Docs.

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In **Music Docs**, director **Cosima Spender** (*Corpo libero* and *Sanpa: luci e tenebre di San Patrignano*) will show the first images of the documentary dedicated to Andrea Bocelli in European preview, discussing the stratospheric value of music in cinema. With her also the singer **Myss Keta** (Italy); the composer **Giacomo Pischiutta** (*Pivio*), President of ACMF Association of Film Music Composers (Italy); **Valerio Bonelli**, Film Editor (Italy); **Alessia Rotondo**, Screenwriter, Filmmaster (Italy).

With **Italy as a Strategic Partner for the European Factual Industry: Co-production and the Format Market Between Challenges and Opportunities**, The topic of co-production challenges and opportunities between European countries and new financing models for the production of factual content will be addressed. With **Ilan Astrug**, VP Format Acquisitions, Warner Bros. Discovery (UK); **Gerbrig Blanksma**, SVP, International Sales and Partnerships, EMEA, Blue Ant Studios (UK); **Abigail Priddle**, Creative Director - Specialist Factual, BBC Studios (UK). Moderated by **Riccardo Mastropietro**, CEO & Artistic Director, Pesci Combattenti (Italy).

ITALIANS DOC IT BETTER

Starting this year, **Italians Doc It Better**, the showcase for Italian documentaries, will exclusively feature **world premieres**. Among the **10 selected projects**, the lion's share goes to documentaries linked to historical and social themes with strong repercussions in the present. **ACHILLE LAURO: LA CROCIERA DEL TERRORE/ACHILLE LAURO: THE TERROR CRUISE** - produced by Raffaele Brunetti, Vania Del Borgo, Arianna Sacchinelli, Serena Podano for B&B Film, directed by Simone Manetti (France, Germany, Italy) and **SIGONELLA LA SFIDA/SIGONELLA THE CHALLENGE** - produced by Edvige Di Tommaso for Iervolino & Lady Bacardi Entertainment, directed by Flavia Triggiani and Marina Loi (Italy) - tells, in two parts, one of the most difficult moments in recent Italian history when a cruise ship carrying passengers from all over the world was hijacked off the coast of Egypt by a Palestinian commando. A spy story, one of the most intricate cases in the history of international politics, a mix of terrorism and diplomacy set in Sigonella, an air base where a crucial turning point in the history of the Atlantic Pact takes place. **LIRICA UCRAINA/UKRAINIAN WHISPERS** - produced by Laura Paolucci and Domenico Procacci for Fandango, directed by Francesca Mannocchi (Italy) - is the result of months of work for **Francesca Mannocchi**, one of the best war correspondents in Europe. Among the liberated streets of Bucha, Borodjanka, Irpin, Mannocchi understood that narrating a war means listening to its many survivors and their suffering. Just as in **FINO ALLA FINE/UNTIL THE END** - produced by Erika Ponti, Luca Ferrara, Beppe Manzi for Oki Doki Film, directed by Michael Braha (Italy) - the pain is told by **Marco Cappato**, the activist who has been fighting for years to legalize euthanasia in Italy. In 2017, after helping DJ Fabo - who was left blind and tetraplegic after an accident - to go to Zurich and commit medically assisted suicide, Cappato turned himself in to the Italian authorities and a legal trial followed, which reached the Supreme Court. As always, the showcase does not lack art in its various declinations: **ARTE SCIOPERO/ART STRIKE** - produced by Luca Immesi and Hélène Nardini, directed by Luca Immensi (Italy) - tells the life of the artist Galeazzo Nardini who transformed the word "strike" into a continuous and provocative work of art, writing it every day on various surfaces, from television to newspapers. **LA VITA CHE MI DIEDI/PULLING MY OWN STRINGS** - produced by Anna Frandino for Officina 38, Cinema Key, directed by Alessandra Cataleta (Italy) - dedicated to Anna Cuticchio, the most famous Sicilian puppeteer who, before being celebrated as a "pioneer", was labeled as a heretic, good for nothing, a rebel, a madwoman. Anna's life is a compendium of all the small and large battles of Italian women over the last sixty years. **THE ENCHANTMENT** - produced by Elena Pedrazzini for Twin Studio, directed by Tomaso Pessina (Italy) - tells the life of the great Italian director **Pupi Avati**, in light of Aldo Avati's design of the Odeon cinema in Milan. The film honors cinema as a collective and personal experience, blending reality and imagination in an emotional map of our time. Football also plays a major role with **THE FIRST TIME** - produced and directed by Andrea Bosello for Filmauro (Italy) - in 1984, the president of Napoli football club, Corrado Ferlaino, achieves the

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improbable by bringing Diego Maradona, the greatest footballer in the world, to the city. Maradona's arrival marked the beginning of an extraordinary era, leading the team to historic victories, including the first Italian National Championship in 1987 and a UEFA Cup triumph in 1989. His legendary connection to the city and his impact on football remain unforgettable, sealing his status as a global icon. More football but this time in Africa, with the story of the Senegalese national Futsal team for people with mental health problems. Starting from a context already terribly afflicted by deep-seated problems of poverty, **THE MADMEN COACH** - produced by Valerio Di Tommaso, Carlo Liberatore for 8Moon in collaboration with ECOS-European Culture and Sport Organization), directed by Carlo Liberatore (Italy) - tells the dreams of the boys who, guided by their mentor Malick Biteyé, experience sport as a tool for personal and community transformation. Football as a significant and collective ritual, which is entrusted with the possibility of change and the redefinition of one's own fragilities, a bit like in **L'ETÀ DELL'ORO/THE GOLDEN AGE** - produced by Pierfrancesco Li Donni for Zabriskie in collaboration with Cut & in collaboration with Rai Cinema, directed by Camilla Iannetti (Italy) - where in a family composed only of women, each with a strong personality, the occasion of the arrival of little Futura becomes the opportunity to tell the parallel paths of their growth.

INTERNATIONAL FACTUAL FORUM

In the **International Factual Forum** showcase, we see a vibrant diversity of projects that underscore the audiovisual industry's interest in MIA Doc & Factual Division. This lively sector is represented by original and exceptionally innovative proposals. Each format features unique elements, ranging from culinary and historical explorations to crime and adventure series, providing a broad spectrum of options for various audiences. Below are the **10 projects** selected for the showcase:

Bocuse d'or - Succession: produced by Feliz Films, created by Quentin Molina (France). **The Cornucopian Caravels:** produced by L & C Srl, created by Attilio Aleotti (Italy). **Eat a Book:** produced by Agitprop, created by Iskra Angelova (Bulgaria). **Global Sci-Fi and the Chinese Way:** produced by Le Talee, created by Rosario Di Girolamo (China, Italy).

Golden Keys: produced by Studio Pandora, created by Giacomo Arrigoni, Nicolò De Rienzo, Francesco Catarinolo (Italy). **Investigators:** produced by Super Film, created by Peter Pokorny (Czech Republic, Slovak Republic).

Last Will: produced by Scarlett Produzioni, created by Chiara Salvo and Alessandro di Sarno (Italy). **The Lost Beauty:** produced by Reallife Television, created by Maurizio Rasio, cast of the pilot Raoul Bova (Italy). **The Ship of Fools:** produced by TIWI, created by Donato Dallavalle and TIWI, host for the Italian version the writer Carlo Lucarelli (Italy). **That Crazy Italian Farm:** produced by Giuma Produzioni, created by Mario Barberi and Giulio Castoro (Italy).

THE DRAMA DIVISION

The Drama Division, curated by Paolo Ciccarelli, Head of Drama Division, will feature a series of engaging panels along with the international showcase for scripted shows, GREENLit.

DRAMA DIVISION PANELS

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Among the panels of the Drama Division ***Drama Breakthroughs: Game Changing Stories***, with **Nils Hartmann**, EVP Sky Studios Italia; Italian award-winning actress **Valeria Golino**, here in the role of author and director of *The Art of Joy*; **Stefano Bises** and **Davide Serino**, authors of *M - Son of the Century*; **Fabio and Damiano D'Innocenzo**, authors and directors of *Dostoevsky*. The panel will tell a type of unconventional seriality, characterized by bold and innovative narratives. These series, thanks to their extraordinary editorial quality, have already received recognition at prestigious festivals such as Berlin, Cannes and Venice, positioning themselves as unmissable works capable of resonating globally.

In ***Emerging Voices: Empowering CEE Series Creators***, we will explore the challenges and opportunities of new talent in emerging markets in Central and Eastern Europe. We will discuss strategies to support local creativity, from development to financing, and to foster international collaborations. The panel is organized in collaboration with the **MIDPOINT Institute**. With **Tereza Polachova**, Director of Content, Czech TV (Czech Republic); **Ivan Knezevic**, Producer, Writer (Serbia); **Mirela Nastase**, Drama Director, ZDF Studios (Germany); **Gabija Siurbytė**, CEO, Producer, Writer, Actress, Dansu Film (Lithuania). Moderated by **Gabor Krigler**, Founder, Producer, Joyrider & Head of Studies of series programs, MIDPOINT Institute (Hungary).

In ***Future-Proofing Content: Strategies for Global Success***, we will discuss how to manage the growing number of competitors, the necessary changes in commissioning processes at a global level, strategies to offer attractive content locally and globally, ensuring equal access to producers and helping them develop sustainable production models. With **Arvand Khosravi**, Head of Scripted Television Strategy, Fifth Season (US); **Laura Abril**, EVP of Scripted & Global Business Development, Buendía Estudios (Spain); **Lars Blomgren**, Head of International, Media Res (US/Sweden); **Marika Muselaers**, VP International Financing & Coproductions, Nordisk Film (Sweden); **Joe Lewis**, award-winning producer of the cult series *Fleabag* and CEO of Amplify Pictures (US); **Luca Bernabei**, CEO, Lux Vide (Italy). Moderated by **Carlo Dusi**, Founder and Managing Director, Turning Point (UK).

In ***Unlocking Potential: IP vs Original Series Storytelling***, we'll explore how adapting existing IP or creating original series is a critical decision in producing content. In this panel, some of the industry's leading producers and creatives will discuss the benefits, challenges and market dynamics that influence their choices. From leveraging established fanbases to betting on original stories, we'll explore how these industry leaders navigate the complexities of modern storytelling and audience engagement. Featuring **Josefin Tengblad**, Co-Founder and Producer, Nordic Drama Queens (Sweden); **Lauren Stein**, Head of Creative, Sony Pictures Television Studios (US); **Marc Helwig**, Head of Worldwide TV, Miramax (US); **Emmanuelle Bouilhaguet**, CEO, TOP - The Originals Productions (France); **Nicola Serra**, Co-CEO, Partner and Producer, Palomar (Italy). Moderated by **Morad Koufane**, Director of International and Young Adult Fictions, France Télévisions (France).

GREENLIT

GREENLit, the International Showcase for MIA **scripted shows**, unveils the most anticipated titles on the Italian and international scene, produced for TV and streaming platforms. Among joint ventures of European broadcasters, original content commissioned by international platforms and important remakes of famous stories produced with a contemporary international co-production model, this year's Showcase will present **7 revolutionary shows** that will be brought to the stage by their producers, performers and creative teams, together with the platforms and broadcasters that commissioned them.

There are four international series from Europe. From Switzerland, **WINTER PALACE**, the first co-production between Netflix and RTS, presented in 2020 at MIA's Drama Pitching Forum and now finally ready for a global

release. Produced by Point Productions, Oble and RTS Radio Télévision Suisse, for RTS Radio Télévision Suisse and Netflix, the series is based on an original idea by Jean-Marc Fröhle, created and written by Lindsay Shapero (co-written by Stéphane Mitchell for episodes 4 and 8) and directed by Pierre Monnard (co-directed by Christine Wiederkehr in episodes 5 and 6). Set in the Swiss Alps in 1899, it tells the story of André Morel, an ambitious hotelier with a bold and pioneering vision: a five-star hotel open throughout the winter season. From Norway, **HENKI**, produced by Klynge AS and Scanbox Productions for NRK, created by Jan Trygve Røyneland, written by Harald Rosenløy Eeg and Flemming Klem and directed by Erika Calmeyer. The series tells the true story of Henki Hauge Karlsen, a 28-year-old gay bartender who was fired after revealing to his employer that he was HIV positive. In 1980s Oslo, Henki became the face of the "gay plague" and spent the last years of his life fighting for his job, for those who came after him, but above all for his dignity. From Iceland, **REYKJAVIK FUSION**, the first project from the newly formed production company ACT4 for Siminn and ARTE, created by Hordur Runarsson and Birkir Blær Ingolfsson, written by Hordur Runarsson, Birkir Blær Ingolfsson and Jonas Margeir Ingolfsson, directed by Samuel Bjarki Petursson and Gunnar Pall Olafsson. Wild Sheep Content, the outfit run by Erik Barmack, co-produces and is across distribution. Jonas, a talented chef, tries to win back his family after an unjust imprisonment. As society turns its back on the ex-convict, his last resort is to commit his first real crime. From Germany, **HUNDERTDREIZEHN/ONE HUNDRED AND THIRTEEN**, produced by Windlight Pictures and Satel Film for WDR, Degeto and ORF. Written by Arndt Stüwe and directed by Rick Ostermann. According to a study, on average, 113 people are directly or indirectly affected by a single accident, including victims' families and law enforcement officials. The series explores the lives of six people, six very different destinies all influenced by the same event. In two parallel plots, a team of investigators searches for the cause of the accident while the fate of the alleged perpetrator's family is revealed. From Italy come three very different series, but they have one thing in common: a strong IP that is extremely loved by the public. **GOMORRAH - THE SERIES. THE ORIGINS (working title)**, prequel to *Gomorra*, the epic Sky Original crime saga based on the bestseller of the same name by **Roberto Saviano**. The series is produced by Sky Studios and Cattleya - part of ITV Studios - and is distributed by Beta Film. It will tell the story of Pietro Savastano's criminal rise in 6 episodes, from when he was just a street kid. Directed by **Marco D'Amore** (some episodes will be directed by **Francesco Ghiaccio**, director of *Dolcissime*, *Un posto sicuro*). Filming will start in early 2025 in Naples and its surroundings. The project is written by **Leonardo Fasoli** and **Maddalena Ravagli** (*L'immortale*, *ZeroZeroZero*, *Django*), historical authors of the screenplay of *Gomorra - La Serie*, together with **Marco D'Amore** - who is also artistic supervisor - and **Roberto Saviano** himself. **LA LEGGE DI LIDIA POËT/ THE LAW ACCORDING TO LIDIA POËT (second season)**, produced by Groenlandia for Netflix, is the most viewed Italian original series on the platform globally. With Matilda De Angelis, created by Guido Iuculano and Davide Orsini and directed by Matteo Rovere, Letizia Lamartire and Pippo Mezzapesa, it follows the fate of the woman who became the first Italian female lawyer. An incredible story of female empowerment that changed Italy forever. **SANDOKAN - THE SERIES/SANDOKAN**, produced by Lux Vide in collaboration with Rai Fiction, for Rai-Radiotelevisione Italiana. Created by Alessandro Sermoneta, Scott Rosenbaum and Davide Lantieri, written by Alessandro Sermoneta, Scott Rosenbaum, Valentina Strada, Federico Gnesini, Giacomo Bisanti and Claudio Benedetti. Directed by Jan Maria Michellini and Nicola Abbatangelo. *Sandokan* is an event series that gives new life to Emilio Salgari's immortal character. In a world dominated by the English, Sandokan thinks only of himself and his crew, until he meets Marianna, the daughter of the English consul. An impossible love is born, and Sandokan embarks on a journey that will lead him to become the legendary "Tiger of Malaysia". With the participation of star Can Yaman, Alessandro Preziosi and Alanah Bloor, it will debut in 2025.

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THE FILM DIVISION

The Film Division, curated by Francesca Palleschi, Head of Film Division and Deputy Director of MIA, will host a series of meetings and the C EU SOON showcase, a *work in progress* program dedicated to European films in production and post, looking for an international distributor and the Buyers Club.

FILM DIVISION PANELS

In the panel ***Italian Cinema Insights: Unveiling the Intrinsic Value of Theatrical and Exhibition***, there will be a reflection on the state of distribution and the financing dynamics of independent cinema. With **Tarak Ben Ammar**, President of Eagle Pictures; **Simone Gialdini**, General Manager of ANEC and President of CINETEL; **Giampaolo Letta**, CEO of Medusa; **Luigi Lonigro**, Director of O1 Distribution and National President of ANICA Distributors; **Federica Lucisano**, CEO of Lucisano Media Group; **Massimiliano Orfei**, President of PiperFilm; **Massimo Proietti**, CEO of Vision Distribution.

Among the Film Division's most notable guests is **Marie-Ange Luciani**, producer of *Anatomy of a Fall*, who will take part in the panel ***Brave new world, Empowering Independent Film production***, which will address the issue of how, between wars, economic recession, strikes, an elusive audience and artificial intelligence, the film industry is going through a period of rapid and intense changes. The panel will also include **Jonas Dornbach** of Komplizen Films, co-producer of Pablo Larraín's most recent successes, including *Spencer* and *Maria* (Germany); **Diana Elbaum**, Beluga Tree (Belgium); **Andrea Occhipinti**, Lucky Red (Italy).

German producer Malte **Grunert** - Founder & Managing Director, Producer, Amusement Park - already nominated for an Oscar for Best International Feature Film for *All Quiet on the Western Front* - will take part in ***The Morning Show***, MIA's focus on film production financing. He will be joined by **Mike Goodridge**, Founder of Good Chaos and co-producer of Ruben Östlund's Palme d'Or-winning and Oscar-nominated *Triangle Of Sadness* (UK); **Benjamin Kramer**, Co-Head, CAA Media Finance (US); **Sonia Rovai**, CEO, Wildside (Italy); **Andrea Scarso**, Partner, Investment Director, IPR.VC (UK); **Gabrielle Tana**, Producer, Brouhaha Entertainment (UK). Moderator: **Frédéric Fiore**, President, Logical Pictures (France).

With ***Coffee with ACE***, a guided and targeted networking activity, the goal is to provide tools for commercial management and also build a space for professional growth. A mix between consultancy and collective mentorship, where participants can interact with each other, guided by a 'mentor-moderator'.

In ***Independent Film Distribution*** panel, **Robert Aaronson**, Executive Vice President, Cohen Media Group (US); **Valerio Carocci**, President, Fondazione Piccolo America (Italy); **Eva Esseen**, CEO, TriArt Distribution (Sweden); **Eve Gabereau**, Founder & CEO, Modern Films (UK) and **Agathe Valentin**, Head of Sales, Hanway (UK) will discuss what makes an independent film successful in theaters, what elements distributors look for today and what are the most effective strategies to engage audiences and create anticipation that determine the success or failure of a film's journey to the big screen and beyond.

In ***Leading the Change: Films That Make a Difference***, we will discuss whether and how films have the power to trigger social change and whether the good practices adopted by the audiovisual industry within it are reflected in more inclusive and socially impactful narratives. Trying to understand how films can lead change and the delicate balance between creative freedom and social commitment in building a better world. With **Fatih Abay**, Diversity & Inclusion Officer, European Film Academy (Germany); **Caroline Bonmarchand**, Producer, Avenue B and member of Athena Collective (France); **Marta Donzelli**, Producer (Vivo Film); **Gabrielle Tana**, Producer, Brouhaha Entertainment (UK).

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Finally, in ***Diverse Talents Wanted! Access and Opportunities in the Audiovisual Sector for Underrepresented Groups***, we will address how, for those who belong to underrepresented or poorly represented groups, building a career in the audiovisual sector, both in front of and behind the screen, is an obstacle course. The panel aims to identify professions, tools and strategies that can help individuals escape the traps of stereotypes, tokenism and the weight of imposed expectations. At the same time, it aims to present skills and platforms that can better align and grow the supply and demand of talent. With **Gabriella Crafa**, Co-Founder and Vice President, Diversity Lab (Italy); **Marina Cuollo**, Writer and DEI Consultant (Italy); **Charity Dago**, Talent Manager, CEO & Founder, Wariboko (Italy); **Marzia Macchiarella**, DEI Consultant, Access Coordinator - Board Member and DEI Co-lead, WIFTMI (Italy); **Vittoria Schisano**, actress (Italy).

C EU SOON

Nine films have been selected for **C EU Soon**, the *work in progress* programme dedicated to European films in production and post production, in search of an international distributor. The finalists of C EU Soon 2024 (including four debut feature films) were chosen by an international selection committee composed of **Laure Caillol**, Head of Film Acquisitions at Haut et Court (France), **Eve Gabereau**, Founder and CEO of Modern Films (UK) and **Vanja Kaludjercic**, Artistic Director of IFFR-International Film Festival Rotterdam (Netherlands). Selected films will be presented to an audience of sales agents, distributors and professionals, the showcase will be followed by individual meetings. The selection shows a varied picture that highlights the richness of European cinema: innovative styles, different perspectives on recurring themes such as the connection with nature, personal and collective identity, social dynamics, love in all its variables and the judgment of society.

Based on the novel of the same name by Alberto Capitta, who also co-wrote the screenplay, the new film by the award-winning Salvatore Mereu produced by Viacolvento (Italy), **ALBERI ERRANTI E NAUFRAGHI/VANDERING TREES** tells the story and intertwined destinies of three very different families. Set in Sardinia, the story, between magic, fairy tale and realism, is a reflection on love, escape, the sense of family and man's relationship with nature. With Alessandro Haber, Massimo Popolizio, Lorenzo Richelmy and Giulia Maenza. The third fiction film by director Maren-Kea Freese, **DIE ABENTEUER DER LAUSITZERIN WILMA/THE ADVENTURES OF WILMA KUMMEL**, follows Wilma's personal journey of emancipation and reconnection with her roots, intertwining the intimate story of the woman's vicissitudes with a broader reflection on the epochal socioeconomic changes in Germany in the aftermath of the fall of the Wall. Produced by Heino Deckert for Ma.ja.de. Fiction GmbH (Germany). Mireia Labazuy, Àlex Serra, Clàudia Vila, Eva Picazo, Carla Sánchez and Miquel Roig are the emerging talents who sign themselves as Espurnes Collective and have conceived, written and directed **DIES D'ESTIU I DE PLUJA/RAINY SUMMER DAYS**. Biel invites his two closest friends for a few days of vacation in his grandparents' village in the Pyrenees. The idea is to spend time together, to reconnect with nature and to distract themselves from some bad news they have just received. But an increasingly inevitable reality, the lies and the difficulties of exposing their fears, will put the friendship of the three to the test. Produced by Mar Canet-The New Flesh (Spain). Directed by Iván Morales, produced by Roger Torras (WKND), Clara Serrano and Miriam Porté (Distico Films) and Àngels Masclans for Dos Soles Media (Spain), **ESMORZA AMB MI/JOIN ME FOR BREAKFAST** is the feature film debut of Iván Morales, based on his play of the same name. The film, set in a chaotic and crowded Barcelona, follows the lives of four characters united by their search for love and a second chance. After her debut film *Tilva Roš* (awarded at the Sarajevo Film Festival, selected at Locarno and Rotterdam among several other festivals and nominated as best discovery at the EFA in the same year) with **KAKO JE OVDE TAKO ZELENO?/HOW COME IT'S ALL GREEN OUT HERE?**, Nikola Ležaić tells the story of a son's journey with his father to bring home to Croatia the remains of his grandmother who fled to Serbia during the war and died far from her country. An autobiographical story, the film is a love letter from the

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director to his father and his family, a road movie that highlights with irony and humor the changing and subjective memory of memories, filial love and the sense of belonging. directed by Nikola Ležaić, produced by Siniša Juričić for Nukleus film (Croatia). After the success of *Nightsiren* (winner of the Eurimages Development Award at the MIA Film co-production Market in 2018 and the Golden Leopard at the Locarno Film Festival - Cineasti del Presente in '22), director Tereza Nvotová is completing her fourth film, **OTEC/FATHER**. Inspired by a true and unfortunately frequent event, the film deals with the unspeakable tragedy of a father who accidentally forgets his two-year-old daughter in the car, causing her death. The direction chooses an unconventional visual and narrative style, made of long sequence shots that immerse the viewer in the protagonist's inner world, in his relationship with his wife and the reaction of society. An empathetic vision of pain and guilt that invites us to reflect on compassion and loss. Produced by Veronika Paštěková and Anton Škreko for Danae Production, Karel Chvojka and Miloš Lochman for Moloko Film, Marta Gmosińska and Mariusz Włodarski for Lava Films (Slovak Republic, Czech Republic, Poland). **THALASSA APO GYALI/SEA OF GLASS** is a psychological thriller about two women who, stuck out of season in a run-down and remote tourist village, unexpectedly find themselves together to confront the past, fight against patriarchal violence and a closed and time-locked provincial community. Directed and produced by Alexis Alexiou, a leading figure in the new Greek cinema. His first feature film *Istoria 52* (Tale 52) was screened at more than 40 festivals, including Rotterdam, Toronto and Sitges (where it won the Best Screenplay Award), while *Wednesday 04:45* was selected at Tribeca Film Festival and Karlovy Vary in 2015. Produced by Alexis Alexiou, Afroditi Nikolaidou and Elina Psykou for Tugo Tugo Productions, Vanya Rainova for Portokal, Tonia Mishiali for Bark Like A Cat Films (Greece, Bulgaria, Cyprus). In her directorial debut with **UN LOC SIGUR/A PLACE OF THEIR OWN**, the well-known Romanian writer and screenwriter Cecilia Ștefănescu renews her artistic partnership with producer and director Tudor Giurgiu of Point Film (one of the architects of the new wave of Romanian cinema and founder and director of the Transilvania Film Festival), who directed the film adaptation of one of her best-known novels *Love, Sick*, a box office hit in her homeland and selected for several international festivals. A quiet seaside holiday with her husband, son and a couple of friends puts Lucie to the test. The encounter with a mysterious man from her past triggers a series of events and choices that will make her question her beliefs and her own family. Produced by Tudor Giurgiu (Romania). Twelve-year-old Anna is ready for middle school, but her classmates at her new school are very different from her. In addition to coming from a different social background, Anna's mother is deaf and the comparison with others leads the teenager to feel ashamed and hide, until she finds an ally and, slowly, her way to a stronger relationship with her mother and a renewed awareness of her own identity. Luise Lehner's debut, **WENN DU ANGST HAST NIMMST DU DEIN HERZ IN DEN MUND UND LÄCHELST/IF YOU ARE AFRAID YOU PUT YOUR HEART INTO YOUR MOUTH AND SMILE** explores the mother-daughter relationship with empathy and sensitivity, telling it through the point of view of marginalized characters and breaking down several taboos about disability. Directed by Marie Luise Lehner, produced by Katharina Posch, Nikolaus Geyrhalter Filmproduktion (Austria).

MIA THEMATIC PANELS

Focusing on global trends and the future of the audiovisual industry, MIA 2024 presents a series of must-attend panels on diverse themes, aimed at exploring the most significant transformations within the international audiovisual landscape.

As the global scripted TV business continues to face severe challenges, understanding what's going on, why it's going on, and what you can do to navigate it becomes crucial. In the session **Navigating Uncertainty: The Key Scripted Content Trends You Need to Know to Survive**, Guy Bisson will draw on detailed data from **Ampere Analysis** to explore the end of peak TV and explain how the strategies of global streamers and local broadcasters are changing the type of content that is in demand. Find out where growth opportunities still exist, what type of

content is still getting commissioned and how the changing face of content licensing is influencing the wider business.

In ***The Creatives: A Collective Force in Motion*** The Creatives - an alliance of internationally renowned producers - will share their experience in redefining the film and television landscape through innovative projects and co-production collaborations, combining networks, and forging strategic joint ventures. With **Carole Scotta**, Founder, Partner and Producer, Haut et Court (France); **Mike Goodridge**, Founder and CEO, Good Chaos (UK); **Leontine Petit**, CEO, Lemming Film (Netherlands); **Roman Paul**, Founder and Co-CEO, Razor Film (Germany); **Synnøve Hørsdal**, Producer and CEO, Maipo Film (Norway).

In a rapidly evolving industry, the conversation about the role of Artificial Intelligence is essential, as it will redefine the way content is created, distributed and consumed. In the panel ***Future Impact of Artificial Intelligence on Audiovisual Production***, producer **Radek Wegrzyn** (Magical Realist); producer and EPC President **Dariusz Jabłoński** (Apple Film); **Christina Caspers-Roemer**, Managing Director of Trixter - a leading visual effects studio in Germany, integrating innovation and creativity in the field of digital production - and **Miki Mistrati**, Executive Producer of Snowman Production behind the film *If Pigs Could Talk* (2024) - which used AI in an ethical way, and **Ariens Damsi**, CEO of the Italian ElioFilm, will join in a conversation moderated by **Erik Barmack**, CEO and Founder of WildSheep Content and founder of *AI in Hollywood*. An essential meeting, organized in collaboration with **Creative Europe Desk Italy MEDIA**, which will delve into the transformative role of AI along the production chain by examining the implications of the recent AI Act of the European Commission, which will be introduced by **Martin Dawson**, Deputy Head of Unit Audiovisual Industry and Media Support Programmes, DG CONNECT, European Commission.

Organised by the European Commission's Creative Europe MEDIA in cooperation with MIA, the event is a key platform for dialogue between policymakers, financiers, and audiovisual stakeholders. This year's theme, ***Investment: for the competitiveness of the European audiovisual industry*** focuses on enhancing the EU's global competitiveness in the audiovisual sector through debt and equity finance. The panel - introduced by **Giuseppe Abbamonte**, Director for Media Policy and Copyright, General Directorate CNECT, European Commission, and **Nicola Borrelli**, Director, General, Directorate for Cinema and Audiovisual of the Italian Ministry of Culture - will discover the vast potential of the audiovisual industry, engage with the innovative financial tools for creative industries under the InvestEU and Creative Europe programmes, including **MediaInvest** and **CCS Guarantee** and network with industry professionals and investors. With **Gianluca Massimi**, Head of Division "Mandate Origination and Relationship Management", EC/EIB; **Andrea Scarso**, Partner and Investment Director of IPR.VC, and **Carlotta Calori**, Co-Owner of the Italian outfit Indigo Film. The session will be moderated by Sky journalist **Mariangela Pira**.

In the session ***Wellbeing in Productions: From Script to Screen***, Dr. **Jake Knapik**, Clinical Psychologist specializing in mental health and wellbeing within the entertainment industry, alongside **Valeria Bullo**, Wellbeing and Inclusion Consultant for film and TV, will lead a relaxed yet impactful conversation on how to integrate wellbeing into the heart of your production culture. We'll discuss considering mental health from the outset, fostering inclusive environments, and offer practical examples and tools that production teams can implement to support the wellbeing of everyone involved.

INNOVATION FOR CREATIVE INDUSTRIES

In 2024, MIA returns with the Innovation for Creative Industries program dedicated to the **transformation of creative industries**, highlighting the latest trends and emerging technologies. Through interactive panels, meetings with experts and in-depth discussions, participants will have the opportunity to explore how innovations are

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shaping the future of audiovisual production and distribution. With a focus on virtual productions and immersive content, the program aims to provide tools and strategies to address contemporary challenges and seize new opportunities in the sector. The topics covered include new business models such as FAST Channels, virtual production, immersive content distribution, the impact of artificial intelligence on audiovisual productions, the role of financing, and the challenges and opportunities for immersive content distribution.

In the panel ***Rome Wasn't Built in a Day. 110 Days in the LED Volume and What That Means for the Rest of Us***, we will explore together with **Neil Graham** (Executive Producer, Dimension & DNEG 360); **Max Rocchetti** (Director, Virtual Production Supervisor) and **Nils Pawels** (Immersive Productions), the technological innovations that made possible the creation of the Netflix miniseries set in the ancient Rome, ***Those About to Die*** (2024) directed by Roland Emmerich, and we will discover some of the most advanced technologies, including the potential of the LED Volume and its power to revolutionize the way we create content.

The panel ***Challenges and Opportunities for Distribution of Immersive Content*** will delve into the challenges and opportunities in distributing XR content. Together with **Björn Jensen**, Founder and Creative Director, Ginger Foot Films (Germany); **Jordan Moutamani**, Chief Operating Officer, Astrea (France); **John Volpato**, Founder and CEO, Ultra (Italy); **Sara Fattucci**, Exhibition & Festival Manager, Unframed Collection (France) and **Sönke Kirchhof**, Founder and CEO, INVR.SPACE GmbH (Germany), we will analyze the similarities with traditional media, while highlighting the unique challenges and opportunities in distributing AR/VR and immersive projects across online platforms and offline venues.

MIA XR SHOWCASE

Among the Innovation for Creative Industries Program, the Rome market is hosting MIA XR, a meeting point between creativity, technology, and business, which will open new horizons and opportunities for professionals in the audiovisual and digital space. Also this year, in the venue of Palazzo Barberini, there will be an exhibition area dedicated to a selection of immersive installations. **MIA XR showcase** will host **13 works - including 6 world premieres** - the result of international collaborations and creative innovation, which will offer a unique experience to MIA delegates, pushing the boundaries of audiovisual storytelling to discover how technology is revolutionizing the landscape of creative industries. **A sensory journey between history and technological innovation**, presenting works that elevate the cinematic experience and cultural dialogue, making MIA a key stage for innovations in the field of visual arts. With a blend of narrative and visual techniques, the audience is called to immerse themselves in stories that challenge and inspire, amplifying the power of audiovisual language.

Among the most anticipated presentations, ***RE-IMAGINE CABIRIA*** by Mattia Arrigoni (Italy, 2024), a VR adaptation of the first two chapters of *Cabiria* by G. Pastrone, and ***VISIONI*** by Omar Rashid (Italy, Tunisia, 2024), will offer a 360° immersion into the image, using innovative narrative techniques that push the boundaries of traditional storytelling. ***DANS LA GROTTA*** by Gianluca Abbate and Angelo Cretella (Italy, France, 2024) promises to transport viewers into an underground world where mystery and discovery intertwine. Premiering worldwide, this work explores the intersections between space and time, allowing the audience to experience a unique and immersive journey.

Sara Tirelli presents the trilogy ***GAZE IN IMMERSION*** with the world premiere of the prototypes ***43° 43' 23.7972' / 7° 21' 32.3022*** (Italy, France, 2024), ***LOOKING FOR AGNÈS*** (Italy, France, 2024), and ***FATHOMING*** (Italy, France, 2024). These creations explore the depths of human relationships and identity using immersive technologies to

engage the viewer in a profound and personal reflection. The technical precision and visual quality of these works provide a sensory experience that remains etched in memory.

BREATHE by Michaël Kolchesky Bisson (France, Israel, Germany, 2024), also in world premiere, invites the audience to reflect on the essence of life through a narrative that combines emotions and sensitivity in an immersive first-person virtual reality experience that reveals the lives of two premature babies and their family during the most critical moments, skillfully combining 360° real footage with CGI. The artistic and technical choices make this work an extraordinary example of how cinema can engage the audience in new and meaningful ways.

Not to be missed, **ITO MEIKYŪ** by Boris Labbé (France, Luxembourg, 2024), winner of the Grand Prize at Venice Immersive 2024, promises a visual immersion into a fantastical world that unfolds like a sensory fresco with drawn, animated, and sound scenes in a digital labyrinth inhabited by plants, objects, animals, people, graphic patterns, and calligraphy. **MONSIEUR VINCENT** by Agnès Molia and Gordon (France, Taiwan, 2024), an Italian premiere, will transport viewers into the imagery and colors of Vincent Van Gogh's works through a masterful use of the latest technologies. In the historical realm, **CHAMP DE BATAILLE** by François Vautier (France, Belgium, Luxembourg, 2024) is a virtual reality experience set in the heart of the Verdun trenches in 1916, during a deadly offensive. Amidst it all, a soldier named Julien endures these dark times, abandoning any hope for youth and happiness.

MAYA: THE BIRTH OF A SUPERHERO (UK, France, US, India, 2023), an international co-production making its Italian debut, brings a fresh and compelling narrative, exploring the journey of a modern heroine. It tells the story of a South Asian girl navigating the delicate phase of growing up and discovering her sexuality. She must overcome her shame and fear to find her inner strength and true superpowers.

Rounding out this immersive journey, **OTO'S PLANET** by Gwenaël François (Luxembourg, Canada, France, 2024), winner of the Special Jury Prize at Venice Immersive 2024, offers an immersive and interactive experience set on a small planet in space. **FISHEYE** by Jonathan Pepe (France, Italy, prototype in development), a work-in-progress with which the author is participating in the "XR Farnèse – Médicis" residency at Villa Medici, promoted by the French Embassy in Italy and Institut français Italia, presents a narrative that plays with perception and reality. It invites viewers to reflect on what they see in an immersive documentary that uses virtual reality as an empathetic interface, plunging the audience into the "skin" of a fish.

HOSTED HIGHLIGHTS

Also returning to MIA is the **Presentation of the Report on National Audiovisual Production** by **APA (Audiovisual Producers Association)**, which has reached its sixth edition. The Report has established itself as a crucial tool for the audiovisual industry, offering assessments and analyses on the evolution of the sector, becoming a strategic reference for guiding national regulatory and industrial dynamics, highlighting the value of investments in the sector and providing a glimpse into future scenarios for the audiovisual industry. The presentation will be held by APA President **Chiara Sbarigia**.

Also curated by **APA**, in collaboration with **CEPI** - European Audiovisual Production Association, is the panel **Transposition of the DSM Copyright Directive in EU Member States - Impact on Audiovisual Productions. Legal aspects and practical consequences in the different national experiences**, a comparative approach to highlight the state of harmonization, with a focus on the criteria adopted in different countries to determine the adequate and proportionate remuneration, either in contracts and/or collective bargaining agreements, and rules governing transparency obligations.

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The appointment with ***From the Page to the Big Screen***, part of the roadshow of seminars organized by **ANICA** (Italian Association of Film, Audiovisual and Digital Industries) in collaboration with the **Directorate General of Libraries and Copyright of the Italian Ministry of Culture**, offers masterclasses held by writers, directors, screenwriters, producers and professionals of the audiovisual sector, with the aim of analyzing the development phases of a film starting from the screenplay. This year's protagonist is director **Cristina Comencini**.

ANICA will also host a panel entitled ***Success or Failure? That Is the Question. How Criteria and Rating Scales Can Be Different in the European Film Producers' Perspective***, a conversation between European film producers who will analyze criteria for achieving economic sustainability in film production, with a particular emphasis on the producers' perspective. While highlighting the critical - but not sole - role of theatrical distribution, it will examine the various release channels for films and how these impact project selection and development. Participants will discuss the key factors that guide decisions to produce, co-produce, or abandon a project, along with the KPIs that determine a production's success or failure. The panel will also explore how these economic considerations align with production cost dynamics in Europe, addressing the challenges of an evolving international market and the shifting landscape of the audiovisual industry. The panel will include **Benedetto Habib** of Indiana Productions, President of the ANICA Producers Union; **Carlotta Calori** from Indigo Film; **Marie Ange Luciani**, from Les Films de Pierre; **Hans Everaert** from Menuetto Film. The Panel is moderated by media analyst, **Federica D'Urso**.

Organized by **German Films**, the panel ***The New German Film Law in 2025*** - with producers and representatives of the German industry including **Philipp Kreuzer**, CEO of Maze Pictures; **Jonas Dornbach**, CEO of Komplizen Film and **Birthe Klinge**, Funding Executive of the German Federal Film Board - will present the new film law expected next year and discuss tax incentives and new funding opportunities. An occasion to find out how the new German film legislation, coming in 2025, will transform the film industry in Germany and the possibilities for co-production with European partners, including Italy.

MIA AWARDS 2024

During the closing ceremony of the tenth edition on October 18th, awards will be presented to the works featured at MIA, including the inaugural **MIA Development Awards**.

MIA DEVELOPMENT AWARDS

Over the past ten years, MIA has witnessed the growth and transformation of the audiovisual industry, embracing new models and paradigms. MIA has played a pivotal role in the support of the development, financing, and distribution of the projects that have participated, earning recognition as a valued partner within the international industry. To further support the audiovisual sector and celebrate its tenth anniversary, MIA is introducing the **MIA Development Awards** for the first time in the market history. These awards will honor four categories within the Co-Production Market, with prizes presented to the selected projects showcased in the Pitching Forums:

- MIA DEVELOPMENT AWARD FOR OUTSTANDING ANIMATION PROJECT
- MIA DEVELOPMENT AWARD FOR OUTSTANDING DOC PROJECT

- MIA DEVELOPMENT AWARD FOR OUTSTANDING DRAMA PROJECT
- MIA DEVELOPMENT AWARD FOR OUTSTANDING FILM PROJECT

The cash prizes will support the development of the winning projects in each category and will be awarded by a jury of international industry experts.

PARAMOUNT NEW STORIES AWARD

The award, which confirms the synergy inaugurated five years ago between Paramount and MIA, will be given by a jury of experts selected by Paramount and MIA, to the story that reflects the values of **diversity, equity, inclusion and representation**, through a unique, new and international language, with the potential to create positive social impact on its local communities and a global audience. Paramount has always been committed to promoting diversity, equity and inclusion. The Award will be assigned across the 4 categories of projects in the official selection of the Co-Production Market & Pitching Forum of the MIA. As a global media company with worldwide reach, Paramount believes in the fundamental importance of reflecting, celebrating and elevating the diversity of its audiences within its content and behind the scenes. The group implements solutions that advance DEI across its business, including through content, workforce and talent development, and community and social programs.

GEDI VISUAL AWARD

GEDI Digital will award the GEDI Visual Award to one of the titles selected in **Italians Doc It Better**, the showcase of the Doc & Factual Division of MIA that over the years has established itself as the main international showcase of the best Italian documentary products. The winner will be supported in its promotion and distribution activities, being able to access an unparalleled visibility platform thanks to the means of the GEDI Group. GEDI Digital, in fact, will be the film's media partner and will accompany it throughout its distribution and festival journey.

SCREEN INTERNATIONAL AWARD

The award consists of special press coverage by **Screen International** for a film selected for **C EU Soon**, when it is released in theaters or makes its debut at international festivals.

WIFTMI AWARD

MIA, in collaboration with **Women in Film, Television & Media Italia (WIFTMI)**, hosts the third edition of the **WIFTMI AWARD** assigned to an Italian *scripted project* selected within the Co-Production Market & Pitching Forum of the Animation, Drama and Film divisions. The award - an editorial consultancy will go to the project with the greatest potential for realization based on criteria related to the themes of eliminating gender inequality, positive representation, balanced representation, diversity and inclusion.

BIXIO AWARD

Among the hosted awards, the Carlo Bixio Award returns, now in its 12th edition. The competition, promoted by **RTI, APA and RAI**, is aimed at authors **under 35** who are asked to present a **serial project without genre limits**, which respects the values of novelty, originality, creativity and internationalization that the Award has always promoted. In compliance with the alternation - edition after edition - between the 2 promoting broadcasters, RTI will be the one to put up this year's awards.

The Competition is supported by **SIAE**, which awards the "SIAE Idea d'Autore" plaque to the screenplay that stands out for its characteristics of innovation and creativity, and from this year also by SanPaolo Invest, of the Fideuram Intesa Sanpaolo Private Banking Group, which will give recognition to the project that stands out for its quality and ability to attract an international audience.

MIA is made possible through the collaboration and synergy of a dedicated editorial and organizational team, led by Director Gaia Tridente, playing a vital role in the event's success and growth over the years.: **Francesca Palleschi**, Head of Film and Deputy Director; **Marco Spagnoli**, Head of Doc & Factual and Deputy Director; **Paolo Ciccarelli**, Head of Drama; **Alexia De Vito**, Head of Film Co-production Market, **Ben Pace**, International Programming Manager, Doc&Factual; **Carla Vulpiani**, Manager of Animation Content; **Federico Cadalanu**, **Programming and Director's Office Coordinator**. At the helm of the website and the miadigital.it platform **Sergio Garufi**, Head of MIA Digital and Editor in Chief; for communications and PR **Marta Bertolini**, Head of Corporate Communications and PR; **Lorenzo FiuZZi**, Head of Business Affairs; **Francesca Campagna**, Head of Guest Relations and Hospitality Management; **David Habib**, Event Manager and production coordinator, and **Matteo Pollone**, curator of the official catalogs.

The complete program is available on MIA website: www.miamarket.it

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