

MIA

10

MERCATO INTERNAZIONALE AUDIOVISIVO

10TH EDITION

ROMA, OCTOBER 14 ▶ 18 2024

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Monday, October 14th

10.30 am

Cinema Barberini, Screening room 5

Access: Industry/Press/By invitation

MIA 10TH EDITION - LAUNCH PRESS CONFERENCE

2.00 pm - 3.00 pm

Cinema Barberini, Screening room 6

Talk - DOC

Panel Doc - To Be Announced

2.00 pm - 3.00 pm

Cinema Barberini, Screening room 4

Talk - ANIMATION

Alliances and Strategies for Program Licensing

Contemporary strategies to fund audiovisual products always takes account licensing value, in the attempt of expanding properties' life and to generate revenues tackling aspects of the global market. Yet there isn't a recipe that's valid to all producers, especially the one engaged in independent production. How Licensing can become a factual practice in the pan-European market, following the audiovisual co-production scheme? Which strategies can be put in place to facilitate kick-off of production and consequent the whole chain of value? How successful companies can benefit from proposing a system aware of the chain of events and rights in the global production process, highlighting what are the objectives of Licensing, and last but not least, how to choose the right Licensing friendly property to create and expand its potential on worldwide markets.

Speakers:

Speakers to be announced

Moderator:

Francesco Manfio | Producer & CEO, Gruppo Alcini (italy)

3.30 pm - 4.30 pm

Cinema Barberini, Screening room 3

Talk - MIA

Wellbeing in Productions: From Script to Screen

Join 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, for 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. Whether you're in production or simply interested in creating healthier workplace cultures, this session is for you!

Speakers:

Jake Knapik | *Global Wellbeing and Leadership Consultant for Film and TV (USA)*

Valeria Bullo | *Film & TV Wellbeing & Inclusion Consultant, Cineminds Consultancy LTD (UK)*

4.00 pm - 5.30 pm

Cinema Barberini, Screening room 1

Talk - MIA

Innovation in Audiovisual: MIMIT's Support for Emerging Technologies

The panel will present initiatives by the Ministry of Enterprises and Made in Italy (MIMIT) focused on fostering the development and adoption of emerging technologies in the audiovisual sector, with a special emphasis on the opportunities available for the cultural and creative industries. This discussion will explore the role of digital innovation in reshaping both the production and consumption of audiovisual content, while also highlighting the successful collaboration between MIMIT, MIA, and the Houses of Emerging Technologies.

Institutional remarks:

Roberta Serroni, Dirigente Reti e servizi di comunicazione elettronica ad uso pubblico e privato. Regolazione normativa e tecnica della banda ultra-larga e forme evolutive, Ministero delle Imprese e del Made in Italy

Speakers:

Speakers to be announced

Moderator:

Jacopo Perfetti | *Co-founder PromptDesign.it, Intelligenza Artificiale Generativa*

4.00 pm - 5.30 pm

Cinema Barberini, Screening room 4

Talk - ANIMATION

Animation Co-Productions with Italy: Tapping into the Potential in Feature Film Production

Since the rise of the neorealist movement after WW2, the Italian film industry has radiated worldwide. Today it continues shining in animation, offering potential partnerships and quality work splits among Italian authors, producers, studios, and distributors. The Italian industry is consistently galvanized to structure its financing power and the orchestration of sensible work-splits, optimizing its reach in the international market. What can be perfected? A sincere analysis of the hardships and the potential in animation feature film co-productions with Italy.

Speakers:

Andrea Occhipinti | *CEO, Lucky Red*

Evelina Poggi | Lynx Multimedia Factory (Italy)
Sabrina Callipari | *Co-Founders and Producers*, Lynx Multimedia Factory
Maria Carolina Terzi | *Co-Founder & Producer*, MAD Entertainment
Paul Cummins | *CEO*, Telegael

Moderator:

Eleanor Coleman | *Animation Acquisitions & Co Productions Indie Sales* (France)

Followed by

Productions Toolkit Series: Sustainability

Production Toolkit Series is a talking format conceived by MIA aimed to provide practical instruments to Producers in order to navigate the ever-changing production landscape. This episode presents the State of the art and horizons for sustainable development certification integrated in audiovisual animation productions, the results of the first two years of work with EcoMuvi.

Speaker:

Ludovica Chiarini | *CEO*, EcoMuvi (Italy)

4.30 pm - 4.50 pm

Cinema Barberini, Screening room 5

Talk - MIA

Navigating Uncertainty: The Key Scripted Content Trends You Need to Know to Survive

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. This session 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.

Speaker:

Guy Bisson | *Executive Director and Co-Founder*, Ampere Analysis (USA)

5.00 pm - 6.00 pm

Cinema Barberini, Screening Room 5

Talk - DRAMA

Drama Breakthroughs: Game Changing Stories

For the second chapter of Drama Breakthroughs, a conversation series launched at MIA in 2023, Sky Studios takes the spotlight this year with three outstanding productions: *The Art of Joy* (produced by HT Film), *M - Son of the Century* (produced by The Apartment), and *Dostoevskij* (produced by Paco Cinematografica).

These series, which have already garnered acclaim at prestigious festivals such as Berlin, Cannes, and Venice, bring to life bold, unconventional narratives with deep emotional and thematic resonance. Their distinctiveness and exceptional editorial quality position them as must-watch content, resonating on a global scale. Opening officially the program of MIA Drama, the panel will feature on

stage the creative talents behind these shows, sharing their insights in the creation of these extraordinary series.

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Speakers:

Valeria Golino | *Screenwriter and Director, The Art of Joy (Italy)*
Stefano Bises | *Screenwriter, M - Son of the Century (Italy)*
Davide Serino | *Screenwriter, M - Son of the Century (Italy)*
Fabio and Damiano D'Innocenzo | *Screenwriters and Directors, Dostoevskij (Italy)*
Nils Hartmann | *Executive Vice President, Sky Studios (Italy)*

Moderator:

Paolo Ciccarelli | *Head of Drama, MIA | Mercato Internazionale Audiovisivo (Italy)*

5.00 pm - 6.00 pm

Cinema Barberini, Screening Room 6

Talk - Doc&Factual

Conversation with Manuel Catteau, President and Producer of ZED

This conversation will explore the evolution of documentary storytelling, ZED's award-winning projects, and the future of factual content in a rapidly changing media landscape.

Moderator:

Marco Spagnoli | *Deputy Director, Head of Doc & Factual, MIA*

Tuesday, October 15th

9.00 am - 11.00 am

Cinema Barberini, Screening Room 6

Doc Co-production Market & Pitching Forum

Pitching Forum - Doc

Access: NO Student, Press, Talk

Doc Pitching Forum #1

The Doc Pitching Forum is an event committed to providing exposure to documentary projects in development. Our international selection committee selected 15 projects from around the world with high artistic standing and distribution potential. The MIA Doc Co-Production Market & Pitching Forum is the most important Italian event dedicated to documentary projects in the development stage.

Projects (pitching order):

Seveso - The Italian Chernobyl, Fandango, Italy

Inferno - Climate Crisis in the Mediterranean (working title), SmallPlanet Productions, France, Germany, Greece

Black Carbon - native science, ravir film GbR, Denmark, Germany, Norway, Canada

Crusade and Cross, Lukimedia, Spain

Pinocchio, the child of the world, LILIUM DISTRIBUTION, Italy

Homesick, Tambo Film ApS, Denmark, South Korea

Small Town America: The Untold Story of the MPW Archive, Peace Frame Productions, Corrado Studios, USA

The Discreet Charm Of Forgery, Indigo View Productions, The Piranesi Experience, Greece

Moderator:

Rudy Buttignol | *President, Executive Producer, NXT Broadcast Strategy & Brand (Canada)*

10:00 am - 11:00 am

Cinema Barberini, Screening room 1

Talk - Hosted

The New German Film Law in 2025

Germany will have a new film law to come in 2025.

Representatives from National Film Fund and producers from Germany explain the upcoming regulations and what this means for the German film industry and for co-productions with Italian and other European partners. The panel will also cover topics like minority coproductions, production possibilities, new tax incentives, and a favorable ecosystem of local and national financing opportunities that make Germany and Italy interesting partners in international coproductions.

Speakers:

Philipp Kreuzer | *CEO, Maze Pictures (Germany)*

Jonas Dornbach | *CEO, Komplizen Film (Germany)*

Birthe Klinge | *Funding Executive, German Federal Film Board (Germany)*

Moderator:

Nick Vivarelli | *Journalist, Variety (Italy)*

10.00 am - 11.00 am

Cinema Barberini, Screening room 3

Talk - Innovation for Creative Industries

Access: All badges

The Rise of FAST Channels

In a rapidly evolving industry, the conversation on FAST TV's role is timely and essential, as it could redefine how content is distributed and consumed. The panel will focus on the new landscape of FAST TV models, exploring which role they have now and how the origins of television, invented in part as a means to advertise products to an audience, may provide a window into the medium's future.

Speakers:

Antonella Dominici | *SVP Streaming Italy and South EMEA, Paramount+ and Pluto TV (Italy)*
Cedric Monnier | *CEO and co-founder, Okast (France)*
Cristina Sala | *Italy Country Lead, Samsung TV Plus (Italy)*
Mauro Panella | *Co-founder, FAST Channels Network - FCN (Italy)*

10.30 am - 11.30 am

Cinema Barberini, Screening room 4
Pitching Forum - ANIMATION

Access: NO Student, Press, Talk

Animation Co-Production Market & Pitching Forum

The Animation Co-Production Market & Pitching Forum 2024 has selected 15 projects from 15 countries

PROJECTS (in alphabetical order):

AYA IN THE DESERT
BIG BANG PARADE
CAFÉ AUTOMATICA
CLEO AND FRIDA'S UNDAID TALES
GAINSBURG: RUE DE VERNEUIL
HAPPILY NEVER AFTER
HARMONY
JAY FLY
THE LITTLE PRINCE OF SHANGRI-LA
MANTRA WARRIOR
MOLES
PARTS OF A BIGGER STORY
TALES OF THE COSMO
TWISTED
WITH YOU

11.00 am - 1.00 pm

Cinema Barberini, Screening room 5
Talk - Hosted

Access: By invitation only

6th Report on National Audiovisual Production

The Report, which has established itself as a significant tool for the audiovisual industry, has become over the years a key reference point for evaluations and analyses on the growth and evolution of the sector, as well as a strategic focus to illustrate possible future scenarios and better direct the regulatory and industrial dynamics of the national audiovisual industry.

Session curated by APA.

11.30 am - 12.30 pm

Cinema Barberini, Screening Room 6

Talk - Hosted

Filming in Montenegro

Discover the possibilities of filming in a small country with the most versatile filming locations, boosted by filming incentives in the form of 25% cash rebate, but also co-production opportunities through yearly open calls. Presented by Marko Erakovic from the Film Centre of Montenegro, the panel will host Sandra Djurickovic ("WIP Production" - Belgrade) who has worked with numerous international productions in Montenegro in the last 15 years, and Ines Vasiljevic ("Night Swim Production" - Rome) who has recently co-produced with Montenegro on Ivan Salatic's new film "The Melting of the Ruler", filmed partly in Italy.

Speakers:

Marko Erakovic | *International Promotion Advisor*, Film Centre of Montenegro (Montenegro)

Sandra Djurickovic | *Producer & CFO*, WIP Production (Serbia)

Ines Vasiljevic | *Producer & CEO*, Night Swim Production (Italy)

12.00 pm - 1.00 pm

Cinema Barberini, Screening room 3

Talk - Innovation for Creative Industries

Challenges and Opportunities for Distribution of Immersive Content

The panel will focus on the distribution of XR content, exploring similarities with traditional media like broadcast and cinema, while highlighting the unique challenges and opportunities in distributing AR/VR and immersive projects across online platforms and offline venues, besides the great opportunities the new generation of technical glasses offer: higher resolution and a dawn of augmented reality applications.

Speakers:

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)

Moderator:

Sönke Kirchhof | *Founder and CEO*, INVR.SPACE GmbH (Germany)

2.00 pm - 3.00 pm
Cinema Barberini, Screening room 1
Talk - DRAMA

Emerging Voices: Empowering CEE Series Creators

As the Central and Eastern European (CEE) markets emerge as vibrant hubs for television series, this panel delves into the unique challenges and opportunities faced by local creators. Industry experts will explore strategies to support and nurture talent, from development and funding to international collaboration. Join us to discuss how to unlock the potential of CEE markets, foster innovation, and create content that resonates globally. The panel is presented in collaboration with MIDPOINT Institute.

Speakers:

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)*

Moderator:

Gabor Krigler | *Founder, Producer, Joyrider & Head of Studies of series programs, MIDPOINT Institute (Hungary)*

2.00 am - 3.30 pm
Cinema Barberini, Screening room 4
Pitching Forum - Hosted

Scenari Transalpini

Join Us for the Scenari Transalpini Pitching Session. To foster the growth of Italian-French co-productions, the Institut Français Italia, in collaboration with Cinecittà and with the support of DGCA-MiC and CNC, present the 6 feature films projects selected for Scenari Transalpini workshop. In partnership with MIA | Mercato Internazionale Audiovisivo and Villa Medici, Académie de France à Rome, this initiative provides an exclusive platform for emerging talents to present their projects and forge international collaborations. Don't miss this exciting opportunity to discover the next wave of cross-border cinematic storytelling!

Projects:

ELVIS AND ROMEO by Haïcha Ladrouz (France)
IF PARIS HAD THE SEA IT WOULD BE A LITTLE BARI by Paola Netti (Italy)
LES MACARONIS by Johanna Legrand (France)
LONG FEU-FIRE AWAY by Anne-Sophie Bailly and Manuel Billi (France)
ÂMES BLANCHES by Anna Ambrosino and Annalisa Gandossi (Italy)
TITANO by Vincenzo Cascone and Lorenzo Ongaro (Italy)

2.00 pm - 3.00 pm
Cinema Barberini, Screening room 5
Talk - MIA

The Creatives: A Collective Force in Motion.

In 2021, ten renowned creative producers from around the globe united to form The Creatives, an alliance designed to redefine the film and TV landscape. Collectively the alliance has produced over 450 films and 70 television series, which have amassed more than 70 grand prizes at major festivals worldwide. Most recently, The Creatives have had two films selected as international feature entries for the 2025 Oscars.

Through this long-term partnership, the group have developed their collective strengths further through co-production collaborations, combining networks, and forging strategic joint ventures, such as their EU backed writer-producer workshop series - The Creative Connection - which is now entering its second edition in 2025.

Three years on, The Creatives will discuss the core principles behind the alliance, their work together as a group and what the future holds for the group.

Speakers:

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)

Moderator: Nick Vivarelli, *Variety*

2.00 pm - 3.30 pm

Cinema Barberini, Screening Room 6
Doc Co-production Market & Pitching Forum
Pitching Forum - Doc

Access: NO Student, Press, Talk

Co-Production Market & Pitching Forum #2

The Doc Pitching Forum is an event committed to providing exposure to documentary projects in development. Our international selection committee selected 15 projects from around the world with high artistic standing and distribution potential. The MIA Doc Co-Production Market & Pitching Forum is the most important Italian event dedicated to documentary projects in the development stage.

Projects (pitching order):

The Siege of Paradise, Venom Films (Ireland / Italy /Switzerland)
The naked reality, PBJ Productions srl, Oki Doki Film S.r.l. (Italy / USA)
Paper porn, Garbo produzioni (Italy)
Arandora Star - 2nd July 1940, POPCult (Germany / Italy)
Reborn - Perfect love, Amartia Film, Harald House, Belgium BV, Lupin Film (Italy / Belgium)
Trash Kids, Hellcat (China / UK / USA)
Time to Say Goodbye, DocLab srl (Italy)

Moderator:

Rudy Buttignol | *President, Executive Producer*, NXT Broadcast Strategy & Brand (Canada)

3.00 pm - 6.30 pm
Cinema Barberini, Screening room 1
Hosted - DRAMA

EBU 2024 Proud To Present Fiction

The "EBU Proud to Present Fiction" event showcases the finest drama productions from European public service media, featuring both recent releases and upcoming projects.

This event offers a unique opportunity for drama professionals to present their work, exchange insights with peers, and explore a diverse range of programmes. Attendees will learn from the colleagues who worked on them, what made these productions successful, understand how they resonated with audiences, and assess the potential for future projects to gain international traction.

The event will include two sessions featuring a curated selection of outstanding recent and forthcoming European public service fiction series for adults.

This session is organized by European Broadcasting Union - EBU

3.30 pm - 6.00 pm
Cinema Barberini, Screening room 5
Film Co-production Market & Pitching Forum
Pitching Forum - FILM

Access: No Students and Press

Film Co-Production Market & Pitching Forum #1&2

The Film Co-Production Market & Pitching Forum will present to the international industry a selection of 11 feature film projects from 10 countries.

Projects to be pitched (in alphabetical order):

BORDERLINE by Yves Piat (France) Produced by Damien Megherbi (Les Valseurs)

BRAIDS by Juliet Ellis (UK) Produced by Fozia O'Dowd (Public Display of Affection Films)

DEATH IN YOUR EYES by Guillermo de Oliveira (Spain) Produced by Silvia Fuentes (Sétima),
Nuria Landete García (Sideral Cinema)

FISH by Carlo S. Hintermann (Italy, Belgium) Produced by Gerardo Panichi (Citrullo International),
Fabrizio Donvito and Daniel Campos Pavoncelli (Indiana Production)

IS THIS ALL OF YOU? by Roshdy Ahmed (Egypt, Canada, USA) Produced by Marwan Gaber (8 Minutes
Films)

MIDNIGHT INN by Chun Hong Wang (Taiwan) Produced by Ping-Yu Chiu, Stefano Centini (Volos Film)

MISGIVING by Eitan Anner (Israel, Nigeria) Produced by Karen Belz (Binnenhof Productions), Ronya
Man (RMA Productions)

PLEASURE by Arnaud Dufeys and Charlotte Devillers (Belgium) Produced by Beata Saboova, Vincent Metzinger (Naoko Films) and Benoît Roland (Wrong Men)

SO THE LOVERS COULD COME OUT AGAIN by George Peter Barbari (Lebanon, Italy, UK, France) Produced by Christelle Younes (BTRSWT Pictures, Lebanon), Pilar Saavedra Perrotta (Palosanto Films, Italy), Georgie Paget and Thembisa Cochrane (Caspian Films, UK), Nicolas Leprêtre (Georges Films, France)

THE PLACE OF ETERNAL SUMMER by Maddalena Ravagli (Italy) Produced by Riccardo Tozzi, Giovanni Stabilini, Francesca Longardi, Leonardo Fasoli, Maddalena Ravagli, Kim Gualino (Moontrip), Attilio De Razza, Nicola Picone (Tramp)

THE POET AND THE BLACKBIRD by Duccio Chiarini (Italy) Produced by Riccardo Russo (Bim Produzione - a Wild Bunch Company)

4.00 pm - 5.00 pm
Cinema Barberini, Screening Room 6
Talk - DOC

France Télévisions & Rai present their first collaboration

Announcement and presentation of the first collaboration between Rai Documentari and France Télévisions. Following the announcement of the strategic partnership last year at MIA, the first of two productions is being presented: *The Force of Destiny* by Anissa Bonnefont, whose filming began a few days ago. It is worth noting that beyond the broadcasters, the co-producers work on an international theatrical release.

Speakers:

Anissa Bonnefont | Film Director (France)
Antonio Grigolini | France Télévisions, Head of Documentary Unit (France)
Francesco Melzi d'Eril | CEO, MDE Films and MeMo Films (Italy)
Myriam Weil | Federation Studios, Chief Documentaries Officer & Producer (Italy)
Fabrizio Zappi | Rai, Director Rai Documentari (Italy)

Moderator:

Marco Spagnoli | Deputy Director, Head of Doc & Factual, MIA (Italy)

5.30 pm - 6.30 pm
Cinema Barberini, Screening Room 4
Talk - FILM

Italian Cinema Insights: Unveiling the Intrinsic Value of Theatrical and Exhibition

At the heart of every film's journey is a complex network of industry segments, from production to theatrical distribution and exhibition. Each plays a crucial role in creating content, building anticipation, and shaping the cinematic experience. This interconnectedness influences the entire life cycle of films and their future success.

Could collaboration among all stakeholders be the key to finding a new balance between production and distribution, revitalizing the value chain for films to reach their full potential? What strategies are exhibitors using to engage audiences?

Join us as we explore these questions and more with leaders from the Italian film and audiovisual industry.

Speakers:

Tarak Ben Ammar | *President, Eagle Pictures*
Simone Gialdini | *General Director ANEC; President CINETEL*
Giampaolo Letta | *CEO Medusa*
Luigi Lonigro | *Director 01 Distribution; President Unione Distributori Anica*
Federica Lucisano | *CEO Lucisano Film Group*
Massimiliano Orfei | *President PiperFilm*
Massimo Proietti | *CEO Vision Distribution*

Moderator:

Alessandra De Luca, *giornalista Chack, Avvenire*

5.30 pm - 6.30 pm

Cinema Barberini, Screening Room 6

Talk - DOC

The Envelope

This panel will explore the challenges of reaching new audiences and engaging 18–35-year-olds who are thought of having moved away from traditional documentary viewing. Is the issue one of storytelling, or is it the medium? Is the answer really just Tik Tok and short formats?

With the rise of fake news and media mistrust, how can documentaries evolve to reach a generation that may shy away from facts and science? The discussion will delve into how narrative choices and media platforms can bridge divides, offering innovative approaches to attract and engage an audience that typically resists content, conflicting with their existing beliefs.

Speakers:

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)*
Abigail Priddle | *Creative Director - Specialist Factual, BBC Studios (UK)*
Stephen Segaller | *Vice President, Programming, The WNET Group (USA)*

Moderator:

Gioia Avvantaggiato | *President and Executive Producer, GA&A (Italy)*

4.00 pm - 5.00 pm

Location to be confirmed

Talk - MIA

Professional Training Labels Outlook

A journey through Europe's leading institutions and organizations that support development and offer advanced training for audiovisual professionals. Together, we will explore the most innovative programs and the most interesting initiatives in support of production.

Speakers:

Marianne Guillon | *Director Series Mania Institute (France)*
Thomas Gammeltoft | *Head of European Writers Club (Denmark)*
Nathalie Scholten | *Finance and Development Director, ACE Producers (The Netherlands)*
Barbora Struss | *Ceo, MIDPOINT Institute (Czech Republic)*
Petri Kempainen | *Head of Studies, EAVE AI Skills Booster (Luxembourg)*

BUYERS CLUB

2.00 pm - 3.33 pm
Cinema Barberini, Screening Room 2
A MOTHER'S SPECIAL LOVE - Le Pacte
Marketing screening

2.00 pm - 3.38 pm
Cinema Barberini, Screening Room 3
SURFACING - Visit Films
Marketing screening

2.00 pm - 3.36 pm
Cinema Barberini, Screening Room 7
THE CHASE - SND Films
Marketing screening

3.45 pm - 5.10 pm
Cinema Barberini, Screening Room 2
ANYWHERE ANYTIME - Fandango
Market Screening

3.45 pm - 5.40 pm
Cinema Barberini, Screening Room 3
HOW TO MAKE A KILLING - Gaumont
Marketing screening

3.45 pm - 5.40 pm
Cinema Barberini, Screening Room 7
RIEFENSTAHL - Beta Cinema
Marketing screening

5.40 pm - 7.24 pm
Cinema Barberini, Screening Room 3
BATTLEGROUND - Rai Cinema
Marketing screening

5.40 pm - 7.38 pm
Cinema Barberini, Screening Room 7
ELECTRIC CHILD - Visit Films
Marketing screening

DRRAFT

Wednesday, October 16th

9.00 pm - 11.00 pm
Cinema Barberini, Screening Room 6
Doc Co-production Market & Pitching Forum
Pitching Forum - Doc
Access: **NO Student, Press, Talk**

Doc Hosted Projects

In collaboration with Al Jazeera Documentary Industry Days, Bio to B, DocsBarcelona and Institute of Documentary Film, one project coming from each festival will have another chance of pitching at MIA. This session will also be a chance for our cultural partners to announce their project pick from the MIA Doc Co-production Market & Pitching Forum official selection.

Projects:

Funeralzzi, inselfilm produktion (Germany)

The Other Gaza, Multimedia Production, Sard Films AB (Sweden)

Under the Ice, Alter Vision s.r.o. (Czech Republic)

10.00 am - 11.30 am

Cinema Barberini, Screening room 3

Talk - Innovation for Creative Industries

Future Impact of Artificial Intelligence on Audiovisual Production

In light of the current and future impact of Artificial Intelligence on the audiovisual sector, this special session, hosted by Creative Europe Desk Italy MEDIA in collaboration with MIA, will delve into the transformative role of AI across the production chain and examine the implications of the recent AI Act. In a rapidly evolving industry, the conversation on AI's role is not only timely but essential, as it will redefine the way content is created, distributed, and consumed. This panel session offers a broad perspective, spanning from Europe to the United States and covering the entire production value chain, from the development stages to pre-production, shooting, VFX and post-production services. With a distinguished lineup of speakers, this discussion promises to be an essential conversation for professionals navigating the rapidly evolving media landscape.

Institutional Remarks:

Martin Dawson | *Deputy Head of Unit Audiovisual Industry and Media Support Programmes*, DG CONNECT, European Commission (Italy)

Enrico Bufalini | *Project Manager*, Creative Europe Desk Italy MEDIA; *Director* Archivio Luce, Cinema and Documentary, Cinecittà SpA

Speakers:

Radek Wegrzyn | *Co-Founder and CEO*, Magical Realist (Germany)

Dariusz Jabłoński | *President*, European Producers Club (Poland)

Christina Caspers-Roemer | *General Manager & Managing Director*, TRIXTER (Germany)

Miki Mistrati | *Executive Producer*, Snowman Productions (Denmark)

Ariens Damsi | *Producer and CEO*, Eliofilm (Italy)

Moderator:

Erik Barmack | *CEO and Founder*, WildSheep Contend; *Founder*, AI in Hollywood (US)

10.00 am - 11.00 am

Cinema Barberini, Screening Room 4

Content Showcase - Animation

AnyShow - International Animation Showcase - Television

APOCALYPSE MOJITO by Julien Seze (France), Prodotto da Passion Paris Production

THE BLACK DIAMOND RACE by Francesco Manfio (Italy / India / Spain)
Sergio Manfio Gruppo Alcuni / Toonz Media Group

DESERT SISTERS (LAS HERMANAS DEL DESIERTO) (Chile)
Matías Latorre
Marmota Studio

I'M STAYING UP! (NON SCENDO!) (Italy)
Caterina de Mata
Light & Colors Studio

KWEKU THE TRAVELLER (Canada / Ghana)
Amanda Anim-Appiah
Wonderworld Institute of Creation

THE LAST SOCK (A ÚLTIMA MEIA) (Italy / Portugal)
Carolina Batistada
Mecânica Filmes

MISFIT MANOR (India / USA)
Noah Paul
Toonz Media Group

SISSI & CAESAR (SISSI Y CÉSAR) (Chile / Italy)
Gabriela Villalobos / Allan Bortnic Kresiberger
Fantasmagorie Studio

THE UPSIDE DOWN RIVER (LA RIVIÈRE À L'ENVERS) (Belgium / France / Portugal)
Paul Leluc / Emmanuèle Pétry
Dandeloo

10.30 am - 11.30 am

Cinema Barberini, Screening Room 5

Content Showcase - Doc

Access: NO Student, Press, Talk

Italians Doc it Better

This exclusive showcase selects Italian feature-length films, docuseries, and tv one-off aiming for distribution abroad in cinemas, on television, or on streaming platforms. The projects selected at Italians Doc It Better are in post-production, rough cuts, or completed but not yet presented or screened in other markets, festivals, showcases, cinemas, TV, or platforms.

Projects (in alphabetical order):

Achille Lauro: The Terror Cruise B&B Film, France, Germany, Italy

Art Strike Produced by Luca Immesi, Hélène Nardini, Italy

The Enchantment Twin Studio, Italy

The First Time Filmauro, Italy

The Golden Age Zabriskie in collaboration with Cut & in collaboration with Rai Cinema, Italy

The Madmen Coach 8Moon in association with ECOS - European Culture and Sport Organization, Italy
Pulling My Own Strings Officina 38, Cinema Key, Italy
Sigonella The Challenge Iervolino & Lady Bacardi Entertainment S.p.A., Italy
Ukrainian Whispers Fandango, Italy
Until The End Oki Doki Film S.r.l., Italy

11.30 am - 12.30 am

Cinema Barberini, Screening Room 4

Talk - Animation

Case History: Samuel

An insight into the success story of this widely recognised love-at-first-sight program. It's an opportunity to share how & why a property reaches its audience, what risks and how many opinions it takes to finally have the trust, when talent is a big signature. What's coming next on the marvelous chapter in the story of *Samuel*, who alone enchanted more than 35 million people across screens all over Europe, coming from the team which gave life to it.

Speakers:

Damien Magrebi | *Co - Founder & Producer, Les Valseurs (France)*

Yago Fañdino Lousa | *Head of Children's Content, RTVE, Director of Clan TV (Spain)*

Pablo Jordi | *Founder and Producer, Pikkukala (Finland/Spain)*

more speakers to be announced

Moderator: Comfort Arthur | CEO, The Comfy Studio (France / Ghana)

12.00 am - 1.30 pm

Cinema Barberini, Screening Room 1

Showcase - FILM

C EU Soon

With C EU Soon, MIA shines a light on European talents.

Nine European films in post-production looking for a sales agent are presented in a session open International distributors. Selected Films' clips (up to 5' minutes excerpts) screenings are followed by a pitch by the film producers and directors.

The finalists of C EU Soon 2024 (including four feature film debuts) 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).

The nine projects compete for the Screen International Award, consisting of a special press coverage for the winning project.

Projects (alphabetical and pitching order)

ALBERI ERRANTI E NAUFRAGHI (Vandering Trees) | Italy |

directed by Salvatore Mereu, produced by Salvatore Mereu (Viacolvento)

DIE ABENTEUER DER LAUSITZERIN WILMA (*The Adventures of Wilma Kummel*) | Germany |
directed by Maren-Kea Freese, produced by Heino Deckert (Ma.ja.de. Fiction GmbH)

DIES D'ESTIU I DE PLUJA (*Rainy Summer Days*) | Spain |
directed by Espurnes Collective, produced by Mar Canet (The New Flesh)

ESMORZA AMB MI (*Join Me for Breakfast*) | Spain |
directed by Iván Morales, produced by Roger Torras (WKND), Clara Serrano, Miriam Porté (Distinto Films), and Àngels Masclans (Dos Soles Media).

KAKO JE OVDE TAKO ZELENO? (*How Come It's All Green Out Here?*) | Croatia |
directed by Nikola Ležaić, produced by Siniša Juričić (Nukleus film)

OTEC (*Father*) | Slovakia, Czech Republic, Poland |
Directed by Tereza Nvotová, produced by Veronika Paštéková and Anton Škreko (Danae Production), Karel Chvojka and Miloš Lochman (Moloko Film), Marta Gmosińska and Mariusz Włodarski (Lava Films).

THALASSA APO GYALI (*Sea Of Glass*) | Greece, Bulgaria, Cyprus |
Directed by Alexis Alexiou, produced by Alexis Alexiou, Afroditi Nikolaidou, and Elina Psykou (Tugo Tugo Productions), Vanya Rainova (Portokal), Tonia Mishiali (Bark Like A Cat Films).

UN LOC SIGUR (*A Place of Their Own*) | Romania |
directed by Cecilia Ștefănescu, produced by Tudor Giurgiu (Point Film).

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*) | Austria |
Directed by Marie Luise Lehner, produced by Katharina Posch (Nikolaus Geyrhalter Filmproduktion).

12.00 am - 1.00 pm

Cinema Barberini, Screening room 3

Talk - Innovation for Creative Industries

Access: all badges

Rome Wasn't Built in a Day: 110 dDys in the LED Volume and What That Means for the Rest of Us.

An in-depth look at how approaching virtual production from a filmmaker's perspective allowed us to bring the vision of legendary director Roland Emmerich to life in **Those About to Die**. This panel will explore the innovations that made this possible and how these advancements can be applied to support a wider range of budgets and productions across the industry.

Speakers

Neil Graham

Max Rocchetti

Moderator:

Nils Pauwels | *Owner*, Immersive Productions (Netherlands); *Co-Founder*, Institute of Immersive Media

12.00 am - 1.00 pm

Cinema Barberini, Screening room 5

Hosted - DRAMA

Bridging Generations: Connecting Audiences. European Writers Club Open Call

In a fragmented world with multiple storytelling options, we need to tell stories that bridge across generations, formats, platforms, and borders. But how? Are you a writer, showrunner, broadcaster, or producer looking to create stories that cross generations and connect audiences? Join us and hear about our new call and how EWC can boost your project.

Let's create stories together.

Speakers:

Cristiana Farina | *Showrunner of The Sea Beyond* (Italy)
Samya Hafsaoui | *Writer and Content Creator* (Netherlands)
Marianne Furevold-Boland | *Head of Drama, NRK* (Norway)
Thomas Gammeltoft | *Head of EWC* (Denmark)
Filson Ali | *Creative Producer, EWC* (Denmark)
Basel Mawlawi | *Creative Producer EWC* (Denmark)

Moderator:

Thomas Gammeltoft | *Head of EWC* (Denmark)

12.00 am - 1.30 pm

Cinema Barberini, Screening Room 4

Pitching Forum - HOSTED

Lazio Pitching Forum

2:00 pm - 3:00 pm

Cinema Barberini, Screening Room 1

Talk - FILM

Brave new world, Empowering independent Film production

Amid wars, economic recession, strikes, elusive audiences, and artificial intelligence, the film industry is experiencing a period of rapid and intense change.

Despite numerous challenges, independent producers continue to discover and nurture talent, original stories, and fresh, engaging visions, often succeeding in the challenging task of turning auteur works into commercially successful and internationally acclaimed films.

Join this intriguing conversation to learn how independent producers are navigating these turbulent times.

Speakers:

Jonas Dornbach | *Komplizen Films* (Germany)
Diana Elbaum | *Beluga Tree* (Belgium)
Marie Ange Luciani | *Les Films de Pierre* (France)
Andrea Occhipinti | *Lucky Red* (Italy)

Moderator:

Tim Dams (Screen Intl)

2.00 pm - 3.30 pm

Cinema Barberini, Screening Room 4

Talk - Animation

Global IP vs. New IP - The Battle for Commission (title tbc)

The choice of adapting a property into an audio and visual media often derives from the idea that a property that sources from a well established IP is given more chances to exist on the crowded market than an original IP would. Adaptation includes a variety of requirements in development and production to aim at global international market(s) without losing the original in reference. What to do, how to do it, with whom, will be answered by our guests, long time experts on creating and managing properties.

Speakers:

Massimo Fenati | CEO, Eaglet (UK)

Tom Beatty | Founder, CEO and Producer, Tiger Aspects (UK)

Alexandre Hénin | Managing Director, Bayard Animation (France)

Maurizia Sereni | Head of Creative Development, Movimenti Production (Italy)

2.00 pm - 3.00 pm

Cinema Barberini, Screening Room 6

Talk - Doc

Impact Documentaries

Leading filmmakers, producers, and broadcasters will share insights into crafting powerful stories that not only inform but inspire action. From advocacy campaigns to policy shifts, discover the strategies behind creating documentaries with a lasting impact on society, culture, and beyond.

Speakers:

Diego Buñuel | Head of Programs, France Télévisions Studio (France)

Giulia Innocenzi | Director, Journalist, Rai (Italy)

Kelsey Koenig | VP of Production, Impact Partners (USA)

Isabella Pisani | Head of Documentary, LCP Assemblée Nationale (France)

Tilman Remme | Partner and Creative Director, GTV Docs (UK)

Georg Tschurtschenthaler - gebueder beetz FILMPRODUKTION (Germany)

Moderator:

Stephen Segaller | Vice President, Programming, The WNET Group (USA)

2.30 pm - 3.30 pm

Cinema Barberini, Screening Room 5

Pitching Forum - DRAMA

Access: No Students, No Press, No Talk

The Drama Co-production Market & Pitching Forum 2024 will showcase 7 of the 14 series projects selected by MIA, coming from 12 different countries. These projects will be pitched to the international audiovisual industry in attendance.

In this occasion, the International Drama Selection Committee members, special guests of the event, will be presented officially:

MK Kennedy, Executive Managing Director of TV Series at Studiocanal; **Maria Pia Ammirati**, Head of Drama at RAI; **Lauren Stein**, Head of Creative for Sony Pictures Television Studios; **Manuel Alduy**, Head of Cinema and Young Adult & International Fiction for France Televisions; **Tesha Crawford**, Senior Vice President Global Scripted Series at Universal Int. Studios; **Marc Lorber**, Founder & Executive Producer of The Art of Coproduction; **Helene Goujet**, VP of Acquisitions and Editorial MAX for Warner Bros Discovery Streaming Europe; equity **Marika Muselaers**, VP International Financing & Coproductions at Nordisk Film; **Laura Abril**, Executive Vice President of Scripted and Global Business Development at Buendía Estudios; **Robert Franke**, VP Drama for ZDF Studios; **Walter Iuzzolino**, CEO & Co-Founder of Eagle Eye Drama; **Kate Laffey**, Head of TV at Number 9 Films; **Emmanuelle Bouilhaguet**, CEO of The Originals Productions; **Noel Hedges**, EVP Acquisitions and Coproductions TV at Lionsgate; **Claudia Bluemhuber**, CEO & Managing Partner of Silver Reel; **Joe Lewis**, CEO of Amplify Pictures; **Davide Nardini**, Head of Scripted Originals for Amazon Studios Italy; **Kateryna Vyshnevskaya**, Independent Producer, **Marianne Furevold-Boland**, Head of Drama at NRK and **Ferdinand Dohna**, Head of Content for BETA Film.

DRAMA SERIES PRESENTED (pitching order):

THE NIGHT WATCH
DOLCE AMELIA
LIFELINE
A FAMILY REUNION
CASTLE OF THE EAGLES
THE LITTLE ITALIAN HOTEL
UGLYCOMICS

3.30 pm - 5.00 pm

Cinema Barberini, Screening room 1

Talk - MIA

Investment: for the Competitiveness of the European Audiovisual Industry.

Join us for an exploration of financing and investment opportunities in the audiovisual sector, geared towards fostering cultural autonomy and innovation in Europe.

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.

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 MedialInvest and CCS Guarantee and network with industry professionals and investors.

Conference Highlights:

- Explore equity investors and bankers' perspectives on Intellectual Property (IP) rights in audiovisual investment.
- Delve into the evolving field of IP management and its potential to create sustainable revenue streams. Learn about effective strategies for converting IP rights into cash

and how MediaInvest can empower European companies to maintain control over their intellectual property.

- Learn how banks are extending their offer towards creative entrepreneurs.

Opened with powerful keynotes, this moderated discussion will address how Invest EU and Creative Europe programmes can increase financing volumes to help audiovisual companies scale their productions and distribution while competing with global players.

Don't miss this chance to shape the future of European cinema.

Key notes:

Giuseppe Abbamonte | General Director, DG CONNECT, European Commission (Italy)

Nicola Borrelli | Direttore Generale, DGCA - Ministero della Cultura (Italy)

Speakers - Moderated panel discussion:

Gianluca MASSIMI | Head of Division "Mandate Origination and Relationship Management – EC/EIB

Andrea SCARSO | Partner and Investment Director, IPR.VC

More speakers to be announced

3.30 pm - 4.30 pm

Cinema Barberini, Screening Room 6

Showcase - Factual

Access: NO Student, Press, Talk

International Factual Forum

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

Projects (in alphabetical order):

Bocuse d'or - Succession Feliz Films, France

The Cornucopian Caravels L & C S.r.l., Italy

Eat a Book Agitprop, Bulgaria

Global Sci-Fi and the Chinese Way Le Talee srl, Italy

Golden Keys Studio Pandora, Italy

Investigators Super Film, Czech Republic, Slovak Republic

Last Will SCARLETT PRODUZIONI, Italy

The Lost Beauty REALLIFE TELEVISION SPA, Italy

The Ship of Fools TIWI S.r.l., Italy

That Crazy Italian Farm GIUMA PRODUZIONI SRL, Italy

4.00 pm - 5.00 pm

Cinema Barberini, Screening Room 4

Content Showcase - Animation

Anyshow #2

4.00 pm - 5.00 pm

Cinema Barberini, Screening room 5

Talk - DRAMA

In Conversation with Katherine Pope

In this exclusive keynote, Katherine Pope, President of Sony Pictures Television Studios, will share insights from her remarkable career in the entertainment industry. With her experience as a producer, distributor, and buyer, Pope has been at the forefront of shaping the television landscape across various roles. Since taking the helm at Sony Pictures Television Studios, she has overseen the development of numerous successful productions and spearheaded a reorganization to enhance flexibility and innovation within the studio.

Drawing from her extensive personal experience, Pope will delve into her current role leading one of the world's foremost television studios, discussing the challenges and triumphs of overseeing a slate of beloved global hits such as *The Boys*, *The Good Doctor*, *Outlander*, and *The Last of Us*. This conversation will provide a deep dive into her vision for the future, exploring how she continues to push boundaries with original content, global franchises, and adaptations from the rich intellectual property within the Sony portfolio. The keynote will be a unique opportunity to hear directly from a leader whose influence continues to shape the future of television, offering attendees invaluable inputs on the complexities and opportunities within the ever-evolving entertainment industry.

Moderator:

Paolo Ciccarelli | *Head of Drama, MIA* | Mercato Internazionale Audiovisivo (Italy)

5.30 pm - 6.30 pm

Cinema Barberini, Screening room 5

Talk - DRAMA

Future-Proofing Content: Strategies for Global Success

In a rapidly evolving market, how do international businesses continue to thrive and deliver content that can appeal locally as well as globally? This panel will explore strategies for navigating competition, budget pressures, and the shifting commissioning process worldwide. Experts will discuss how to ensure fair access for content producers, future-proof businesses, and develop sustainable models. Learn from a distinguished panel about the innovative approaches emerging from recent years of instability and what the future might hold.

Speakers:

Arvand Kohsravi | *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* (Sweden)

Marike Muselaers | *VP International Financing & Coproductions, Nordisk Film* (Sweden)

Joe Lewis | *CEO, Amplify Pictures* (US)

Luca Bernabei | *CEO, Lux Vide* (Italy)

Moderator:

Carlo Dusi | *Founder and Managing Director, Turning Point* (UK)

5.30 pm - 6.30 pm

Cinema Barberini, Screening room 6

Talk - HOSTED

AGICI

6.00 pm - 7.00 pm

Cinema Barberini, Screening room 4

Talk - ANIMATION

Is Creating Programs Re-Inventing the Recipe Each Time?

To achieve the high stakes of bringing a program to its audience, financing has always been a tricky piece of the puzzle. Many projects face the need to gather the financial participations brick by brick, which makes it crucial to coordinate these timely, so they converge towards production greenlight. Both Producers and Broadcasters experience this patient coordination, and some Broadcasters have made financial alliances (nordic countries, EBU, other) to strengthen their financial input on the global market. The panel will highlight experience, analyze how it works, and how it can apply to a variety of countries.

Speakers:

Luca Milano | *Director, Rai Kids (Italy)*

Vicky Schroederus | *Head of Children's Programming, YLE (Finland)*

Yago Fañdino Lousa | *Director of Children's TV, RTVE/Clan (Spain)*

6.30 pm - 7.30 pm

Cinema Barberini, Screening room 1

Workshop - Innovation for Creative Industries

Best practices for Virtual Production

Get the most out of your VP production, from initial brief to the shoot. With focus on plate based virtual production the masterclass will give practical advice for independent film professionals on how to include VP in a production from small to large budgets. All the little things that makes the show run smoother.

Host:

Mikael Windelin | *VFX producer - Helicopter Heist*

BUYERS CLUB

10:00 am - 10:40 am

Cinema Barberini, Screening Room 1

Vision Distribution Comin'Up

Introducing upcoming movies:

Le assaggiatrici (The Tasters) by Silvio Soldini

Diamanti (Diamonds) by Ferzan Ozpetek

10:50 am - 11:10 am

Cinema Barberini, Screening Room 1

Minerva Pictures Comin'Up

Swift preview of the upcoming Minerva Pictures Line up for the International Market. Don't miss the exclusive clips from Judas Gospel with Rupert Everett and Paz Vega!

11:20 am - 11:40 am

Cinema Barberini, Screening Room 1

Rai Cinema International Distribution Comin'Up

Proudly launched at the beginning of this year, Rai Cinema International Distribution is thrilled to be presenting the 2025 slate at the MIA market.

11.50 am pm - 1.50 pm

Cinema Barberini, Screening Room 2

THE FOURTH WALL - Le Pacte

Marketing screening

2.00 pm - 3.32 pm

Cinema Barberini, Screening Room 2

FAMILIAR TOUCH - Memento Films

2.00 pm - 3.34 pm

Cinema Barberini, Screening Room 7

WEIGHTLESS - RAI Cinema

3.00 pm - 5.00 pm

Cinema Barberini, Screening Room 3

Vision Distribution Private Screening

3.40 pm - 5.16 pm

Cinema Barberini, Screening Room 2

IN THE SUB FOR LOVE - Gaumont

3.40 pm - 5.02 pm

Cinema Barberini, Screening Room 7

OF DOGS AND MEN - RAI Cinema

5.05 pm - 7.07 pm

Cinema Barberini, Screening Room 3

PRIVATE SCREENINGS - Fandango

5.10 pm - 7.23 pm

Cinema Barberini, Screening Room 7

WILLIAM TELL - Beta Cinema

5.20 pm - 6.50 pm

Cinema Barberini, Screening Room 2

SUPERKLAUS - Pink Parrot Media

DRAFT

Thursday, October 17th

9.30 am - 10.30 am

Cinema Barberini, Screening room 6

Talk - Factual

Italy as a Strategic Partner for the European Factual Industry: Co-production and the Format Market Between Challenges and Opportunities

Opportunities and challenges in co-production between European countries and new financing models for the production of Factual content.

Speakers:

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)

Moderator:

Riccardo Mastropietro, Pesci Combattenti - CEO & Artistic Director (Italy)

9:30 am - 11:30 am

Hotel Bernini Bristol, Sala Enea

Talk - FILM

Access upon registration

Breakfast with ACE

With this guided and targeted networking activity, MIA|Film aims to provide a tool not only for a pure business experience, but also a space for professional growth, a mix between consulting and a collective mentorship moment, where participants can engage with peers, guided by a 'mentor-moderator' on specific topics

Speakers

Eve Gabereau | *Founder & CEO*, Modern Films (UK)

10:00 am - 11.00 am

Cinema Barberini, Screening Room 3

Talk - FILM

Brave new world, Empowering independent Film production

Amid wars, economic recession, strikes, elusive audiences, and artificial intelligence, the film industry is experiencing a period of rapid and intense change.

Despite numerous challenges, independent producers continue to discover and nurture talent, original stories, and fresh, engaging visions, often succeeding in the challenging task of turning auteur works into commercially successful and internationally acclaimed films.

Join this intriguing conversation to learn how independent producers are navigating these turbulent times.

Speakers:

Jonas Dornbach | *Komplizen Films* (Germany)

Diana Elbaum | *Beluga Tree* (Belgium)

Marie Ange Luciani | *Les Films de Pierre* (France)

Andrea Occhipinti | *Lucky Red* (Italy)

Moderator:

Tim Dams | *Screen Intl* (UK)

10:00 am - 11:00 am

Cinema Barberini, Screening Room 4

Talk - ANIMATION

Legacy Characters, CGI & VFX. Long Live our Heroines and Heroes

How to make new with proven design icons of the past. What does it take to recreate famous legacy characters for new media and reach new audiences, without betraying the old time fans. From original to CGI, what matters in the migration? Can our emotions towards an iconic design travel to reach the same emotional stickiness, or do you build another emotional link, another storytelling?

Guests:

Diego Viezzoli | *Supervising TD / Pipeline Supervisor*, Rainbow CGI (Italy)
Franco Valenziano | *VFX Supervisor*, beQ Entertainment (Italy);

Moderator:

Giulietta Fara | *Frame24 Future Film Festival* (Italy)

11:00 am - 1:00 pm

Cinema Barberini, Screening Room 6

Pitching Forum - HOSTED

UNBOX PITCHING FORUM

Projects to be announced

In collaboration with Short Film Days and Alice nella Città

11:30 am - 12:30 am

Cinema Barberini, Screening Room 4

Talk - FILM

The Morning Show, the MIA Film focus on film financing

A conversation among experienced top producers and funds representatives to shine a light on all the hurdles, the strategies, the dos and don'ts, the best cases, as well as insights and pointers on how to avoid pitfalls while navigating the exciting world of financing films and shows nowadays. Discover the current and future trends of Film financing.

Moderated by the host, the attendees are invited to intervene and ask questions.

The morning show is a snapshot on today's film financing, an unparalleled occasion for the attendees to pick the brains of leading experts on building creative and solid financing plans.

Speakers:

Mike Goodridge | *Founder*, Good Chaos, (UK)
Malte Grunert | *Founder & Managing Director*, Producer, Amusement Park (Germany)
Benjamin Kramer | *Co-Head*, Media Finance CAA (USA)
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)

11:30 am - 1:00 pm

Cinema Barberini, Screening Room 3

Talk - HOSTED

Transposition of the DSM Copyright Directive in EU Member States - Impact on Audiovisual Productions

Speakers to be announced

This session is hosted by APA

11:30 am - 1:00 pm

Cinema Barberini, Screening Room 5

Pitching Forum - HOSTED

Piemonte Development Fund Pitch Session

During this session will be presented six projects currently under development, all of which have benefited from the Piemonte Film TV Development Fund. The fund, created by the Film Commission Torino Piemonte, provides support to independent production companies by helping them develop projects with international potential and fostering global co-productions. These selected products reflect a new generation of cinema, telling local stories with a global outlook.

Projects:

BEYOND THE DESERT, by Andrea Parena (Redibis Film)

DIRTY/ SPORCO, by Giada Bossi (Elsinore Film)

DISORDER, by Giacomo Abruzzese (Dugong)

IDDA'S BREATH, by Irene Dionisio (Kino Produzioni)

INCOMPARABLE, by Stefano Croci (Cinefonie)

TINA, by Simone Catania (Indyca)

2 pm - 3.15 pm

Cinema Barberini, Screening room 5

Talk - Hosted

Producers Union of National Association of Film, Audiovisual and Digital Industries (w/t)

The panel will explore the criteria of economic sustainability in the film production process, focusing on the producers' perspective. Starting from the crucial, though not exclusive, role of theatrical distribution, various exploitation channels will be analyzed to understand how they influence project selection and development. Participants will discuss the key indicators for deciding whether to produce, co-produce, or abandon a project, as well as the KPIs that determine a production's success or failure. Additionally, the panel will examine how these economic assessments intersect with production costs in Europe, considering the challenges posed by the international context and the ever-evolving audiovisual market.

This session is hosted by ANICA, National Association of Film, Audiovisual and Digital Industries

2:00 pm - 3:00 pm

Cinema Barberini, Screening room 6

Keynote - Doc

Odessa Rae: Unveiling Truth And Inspiring Change

Oscar winner producer Odessa Rae delves into the transformative power of documentary filmmaking. Drawing from her own experiences, including her acclaimed work on Navalny, Rae explores how documentaries can shape global discourse, challenge power structures, and create lasting social impact. She will discuss the critical role of storytelling in unveiling hidden truths, navigating complex ethical landscapes, and forging authentic connections with audiences. Join Odessa Rae as she shares insights on crafting stories that not only inform but inspire change in a world increasingly in need of powerful voices.

2:30 pm - 3:30 pm

Cinema Barberini, Screening Room 1

Talk - HOSTED

CINETEL presents BORSA FILM: the historical archive of Italian Box Office

CINETEL presents BORSA FILM, the historical box office archive with box revenue and attendance data for all titles released at the cinema in Italy since the 1950s.

The platform, developed within the CINETEL website and freely available to the public, allows the consultation of thousands of records classified by title, director and actors, as well as box office by film season and nationality.

This is the most extensive public sharing of historical data on theatrical sector trends realized through the digitization of the historic BORSA FILM magazine. This achievement was possible thanks to the contribution of the MiC's Cinema and Audiovisual General Directorate.

Speakers:

Davide Novelli | *Managing Director, CINETEL (Italy)*

Giorgio Bigoni | *Head of Operations, CINETEL (Italy)*

3.30 pm - 4.30 pm

Cinema Barberini, Screening Room 5

Pitching Forum - DRAMA

Access: No Students, No Press

Drama Pitching Forum - Session #2

The Drama Co-production Market & Pitching Forum 2024 will showcase 7 of the 14 series projects selected by MIA, coming from 12 different countries. These projects will be pitched to the international audiovisual industry in attendance.

In this occasion, the International Drama Selection Committee members, special guests of the event, will be presented officially:

MK Kennedy, Executive Managing Director of TV Series at Studiocanal; **Maria Pia Ammirati**, Head of Drama at RAI; **Lauren Stein**, Head of Creative for Sony Pictures Television Studios; **Manuel Alduy**, Head of Cinema and Young Adult & International Fiction for France Televisions; **Tesha Crawford**, Senior Vice President Global Scripted Series at Universal Int. Studios; **Marc Lorber**, Founder &

Executive Producer of The Art of Coproduction; **Helene Goujet**, VP of Acquisitions and Editorial MAX for Warner Bros Discovery Streaming Europe; **Marika Muselaers**, VP International Financing & Coproductions at Nordisk Film; **Laura Abril**, Executive Vice President of Scripted and Global Business Development at Buendía Estudios; **Robert Franke**, VP Drama for ZDF Studios; **Walter Iuzzolino**, CEO & Co-Founder of Eagle Eye Drama; **Kate Laffey**, Head of TV at Number 9 Films; **Emmanuelle Bouilhaguet**, CEO of The Originals Productions; **Noel Hedges**, EVP Acquisitions and Coproductions TV at Lionsgate; **Claudia Bluemhuber**, CEO & Managing Partner of Silver Reel; **Joe Lewis**, CEO of Amplify Pictures; **Davide Nardini**, Head of Scripted Originals for Amazon Studios Italy; **Kateryna Vyshnevskaya**, Independent Producer, **Marianne Furevold-Boland**, Head of Drama at NRK and **Ferdinand Dohna**, Head of Content for BETA Film.

DRAMA SERIES PRESENTED (pitching order):

Viktorija Frankenstein
The Aosawa Murders
Palmyra
Yes!
Bat Out Of Hell
The Book Of Longings
The Best Immigrant

3.30 pm - 4.30 pm

Cinema Barberini, Screening room 6

Keynote - Factual

Universal Studios Group & European Creators: Unlocking the Future of Unscripted Content

Join two leading unscripted executives from Universal Studio Group, the powerhouse umbrella for four television studios - Monica Rodman, Executive Vice President of Universal Television Alternative Studios and Ed Havard, Senior Vice President of Universal International Studios – for a keynote session on how European producers and creators in Unscripted/Non-Scripted can unlock the dynamic ecosystem of NBCUniversal and beyond. This session will go off-script as they break down innovations in the space, including forging powerful partnerships with international production companies and format creators to bring exceptional shows to life in the global market, such as Destination X, The Americas and That's My Jam.

Speakers:

Monica Rodman, Executive Vice President of Universal Television Alternative Studios (US)

Ed Havard, Senior Vice President of Universal International Studios (US)

4.00 pm - 5.00 pm

Cinema Barberini, Screening room 1

Talk - MIA

Keynote Interview with Clayton Townsend: Mastering the Craft of Epic Cinema and TV

Join us for an exclusive keynote with the legendary Clayton Townsend, one of Hollywood's most accomplished producers. With an extraordinary career that spans decades, Townsend has brought to life cinematic masterpieces like Emmy Awarded 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 films of our time. Don't miss this rare opportunity to hear firsthand insights from a producer who has redefined the art of filmmaking on a global scale.

Moderator:

Gaia Tridente | *Director, MIA* | Mercato Internazionale Audiovisivo (Italy)

4.00 pm - 5.00 pm

Cinema Barberini, Screening room 4

Talk - HOSTED

NICE HERE BUT HAVE YOU EVER SHOT IN SOUTH TYROL?

South Tyrol has established itself as a prime film location, with IDM Film Commission Südtirol playing a pivotal role in promoting the region's cinematic potential. Since its founding in 2010, IDM has supported over 300 productions, including films, documentaries, TV series, and short films, offering both financial assistance and comprehensive production services. With its strategic geographical position, stunning landscapes, and rich cultural heritage, South Tyrol offers a versatile backdrop for a wide range of productions.

In this panel, we will explore three diverse case studies that exemplify South Tyrol's appeal as a location. Kino Produzioni will present "They Will Be Dust" (Polvo Seràn), a film awarded with the Platform Award at the 49th edition of the Toronto International Film Festival. Cross Productions will discuss "Brennero," a TV series created in coproduction with Rai Fiction, entirely set in South Tyrol. Giafatto Entertainment will highlight the TV series "Davos 1917", in which they participated as a service provider.

These case studies underscore South Tyrol's dynamic potential as a film location, with IDM Film Commission Südtirol continuing to be a key partner in fostering the growth of the region's film industry.

Speakers:

Birgit Oberkofler - *Head of IDM Film Commission Südtirol (Italy)*

Giovanni Pompili - *Producer and Founder, Kino Produzioni (Italy)*

Philipp Moravetz - *Founder, Giafatto Entertainment (Italy)*

Lynn Inglese - *Co-founder, Giafatto Entertainment (Italy)*

Maddalena Rinaldo - *Producer & Head of Content, Cross Productions (Italy)*

Moderator: Alessandra De Luca - *Journalist & Movie Critic (Italy)*

5.00 pm - 6.00 pm

Cinema Barberini, Screening room 5

Talk - DRAMA

Unlocking Potential: IP vs Original Series Storytelling

Adapting existing IP versus creating original series is a crucial decision in today's content-driven landscape. In this panel, top creatives and executives discuss the benefits, challenges, and market dynamics that influence their choices. From leveraging established fanbases to taking creative risks with original stories, discover how these industry experts navigate the complexities of modern storytelling and audience engagement.

Speakers:

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)*

Moderator:

Morad Koufane | *Director of International and Young Adult Fictions, France Télévisions (France)*

5.00 pm - 6.00 pm

Cinema Barberini, Screening room 6

Talk - HOSTED

TOSCANA FILM COMMISSION

5.30 pm - 6.30 pm

Cinema Barberini, Screening room 6

Talk - HOSTED

UNICREDIT

5.30 pm - 6.30 pm

Cinema Barberini, Screening Room 4

Talk - FILM

Independent Film Distribution

What fuels the quest for the holy grail of an independent film's successful theatrical release?
What crucial elements do distributors look for in a film to commit to a theatrical run today? And once a film is chosen, what are the most effective strategies for engaging audiences and building anticipation?

Let's dive into the key drivers that can make or break a film's journey to the big screen and beyond.

Speakers:

Robert Aaronson | *Executive Vice President, Cohen Media Group (USA)*
Valerio Carocci | *President, Fondazione Piccolo America (Italy)*
Eva Esseen | *CEO, TriArt Distribution (Sweden)*
Eve Gabereau | *Founder & CEO, Modern Films (UK)*
Agathe Valentin | *Head of Sales, Hanway (UK)*

Moderator:

François-Pier Pelinard Lambert (*Le Film Français*)

BUYERS CLUB

10:00 am - 10:20 am

Cinema Barberini, Screening Room 1

True Colours

Comin'Up

10:00 am - 10:20 am

Cinema Barberini, Screening Room 1

Fandango Sales Comin'Up

Fandango Sales – Upcoming titles

10:30 am - 10:50

Cinema Barberini, Screening Room 1

Intramovies Srl Comin'Up

Upcoming feature films premiering in 2025

11:00 - 11:20

Cinema Barberini, Screening Room 1

Piperfilm Comin'Up

Presenting new movies of PiperFilm slate

11:40 am- 12:40 pm

Cinema Barberini, Screening Room 2

True Colours Line up

2:00 pm - 3:43 pm

Cinema Barberini, Screening Room 2

CYR@NO.ORG - Movie Factory

Market Screening

2:00 pm - 3:30 pm

Cinema Barberini, Screening Room 7

SCHOOL OF LIFE - RAI Cinema

Market Screening

2:10 pm - 3:56 pm

Cinema Barberini, Screening Room 3

THE OPERA! - Pulsar Content

Market Screening

3.50 pm - 5.46 pm

Cinema Barberini, Screening Room 2

VENA - Picture Tree International

Market Screening

4.00 pm - 6.pm

Cinema Barberini, Screening Room 7

IL RAGAZZO DAI PANTALONI ROSA - Eagle Pictures

Market Screening

4.06 pm - 5.40 pm

Cinema Barberini, Screening Room 3

FEELING BETTER - Fandango

Market Screening

5.40 pm - 7.27 pm

Cinema Barberini, Screening Room 3

JOHN CRANKO - Beta Cinema
Market Screening

5:50 pm - 7:24 pm
Cinema Barberini, Screening Room 2
ARSA - The Festival Agency
Market Screening

Friday, October 18th

10.00 am - 11.00 am (time to be confirmed)
Cinema Barberini, Screening room 3
Talk - Innovation for Creative Industries

National Funds for Immersive Works. Building bridges between creative endeavors and commercial viability in the immersive world.

This panel aims to shed light on the growing commercial and distribution potential for immersive works. As immersive content, such as virtual reality (VR) and augmented reality (AR), becomes a significant frontier in audiovisual storytelling, there is a pressing need to understand how to navigate its market landscape effectively. The session will bring together industry experts to explore the role of national funds in supporting and promoting immersive projects. Key discussions will focus on identifying potential buyers and commissioners, as well as strategies to engage with the evolving chain of distribution for these works. The panel will provide invaluable insights for producers, creators, and financiers eager to tap into this emerging sector and capitalize on its unique opportunities.

Speakers:

Sara Tirelli | *Artistic Director*, CSC Immersive Arts (Italy)
Jacopo Chessa | *Director*, Veneto Film Commission (Italy)
Carlo Rodomonti | *Head of Strategic and Digital Marketing*, RAI Cinema; *President of Unione Editori e Creators digitali*, ANICA (Italy)
Paolo Manera | *Director*, Film Commission Torino Piemonte (Italy)

Moderator:

10.00 am - 11.00 am
Cinema Barberini, Screening room 4
Talk - HOSTED

GREEN FILM: Towards a More Socially Sustainable and Productive Industry

The well-being of workers in the audiovisual industry is gaining increasing attention in Italy and Europe, and is becoming increasingly tied to the overall health of society. Taking action in this

direction, in addition to improving the quality of the work environment, can yield significant returns on investment, resulting in increased productivity and competitiveness for companies. This panel aims to explore the methods and new professional roles that can help producers, among others, to promote a healthier and fairer work environment. It will draw on emerging experiences and discuss how to import and adapt existing best practices from across Europe to the Italian context.

10:30 am - 11:30 am

Cinema Barberini, Screening Room 1

Talk - FILM

Leading the Change: Films That Make a Difference

Do films truly have the power to spark change on societal issues? Can they inspire and drive transformation? As the industry strives for fairness and respect behind the scenes, does this commitment to best practices align with a more inclusive and socially impactful storytelling?

On the flip side, is the freedom of artistic expression being constrained by today's heightened sensitivities? Let's explore how films can lead the charge for change and the delicate balance between creative freedom and social commitment in building a better world.

Speakers:

Fatih Abay | *Diversity & Inclusion Officer, European Film Academy (Germany)*

Caroline Bonmarchand | *Producer, Avenue B & member of Athena Collective (France)*

Marta Donzelli | *Producer, Vivo Film (Italy)*

Gabrielle Tana | *Producer, Brouhaha Entertainment (UK)*

11.00 am - 12.00 pm

Cinema Barberini, Screening Room 5

Content Showcase - DRAMA

GREENLit

The international series showcase of MIA, a centerpiece of the Drama Division, offers an exclusive platform to unveil the most anticipated Italian and international scripted titles for TV and streaming platforms.

Among joint ventures of European broadcasters, original content commissioned by platforms from across the ocean, and major remakes of famous stories using today's international co-production models, this year's showcase will feature seven groundbreaking shows, presented on MIA's main stage by the Producers, Commissioning Platforms, Broadcasters, and Talents who brought them to life. Attendees will enjoy an engaging talk delving into the stories behind their creation and the impact they aim to achieve.

SELECTED SHOWS:

Gomorra - Le Origini (*Working Title*)

Henki

The Law According To Lidia Poët

One Hundred And Thirteen

Reykjavik Fusion

Sandokan

Winter Palace

11.00 am - 12.00 pm

Cinema Barberini, Screening Room 6

Talk - Doc

Music Docs

Music documentaries are a winning genre at the box office. What are the issues related to rights, and what do music publishers, platforms, and authors want?

Speakers:

Valerio Bonelli | *Film Editor* (Italy)

Alessia Rotondo | *Screenwriter, Filmmaster* (Italy)

M¥SS KETA | *Artist* (Italy)

Roberto Giacomo Pischiutta (Pivio) | *President, Association of Composers of Film Music (ACMF)*

Cosima Spender | *Film Director* (Italy)

Moderator:

Marco Spagnoli | *Deputy Director, Head of Doc & Factual, MIA* | *Mercato Internazionale Audiovisivo* (Italy)

12.30 am - 1.30 pm

Cinema Barberini, Screening Room 4

Talk - Hosted

In conversation with Cristina Comencini

This meeting is an appointment in the cycle *Dalla Pagina Al Grande Schermo*, the roadshow of seminars organized by ANICA since 2015 in collaboration with the MiC General Directorate for Libraries and Copyright. The masterclasses are held by writers, directors, scriptwriters, producers and more generally by professionals from the film and audiovisual industry with the aim of analyzing the development phases of a film starting from the screenplay.

Produced by ANICA in cooperation with MIC – Direzione Generale Biblioteche e diritto d'Autore.

Speaker:

Cristina Comencini | *Director* (Italy)

Moderator:

Marco Spagnoli | *Head of Doc&Factual, MIA* (Italy)

2.30 pm - 3.30 pm

Cinema Barberini, Screening Room 3

Talk - Film

Diverse Talents Wanted! Access and Opportunities in the Audiovisual Sector for Underrepresented Groups.

For those who belong to an underrepresented or misrepresented group, building a career in the audiovisual sector, whether on-screen or off-screen, is an obstacle course that begins long before entry and recurs continuously. This meeting aims to identify professions, tools, and strategies that can help individuals escape the traps of stereotyping, tokenism, and the burden of expectations placed on them. At the same time, it seeks to present skills and platforms that can better align and grow the supply and demand of talent.

Speakers

Gabriella Crafa | *Co-Founder and Vice President, Diversity Lab (Italy)*

Marina Cuollo | *Writer and DEI Consultant (Italia)*

Charity Dago | *Talent Manager, CEO & Founder, Wariboko (Italia)*

Marzia Macchiarella | *DEI Consultant, Access Coordinator - Board Member and DEI Co-lead, WIFTMI (Italia)*

Vittoria Schisano | *Actress (Italia)*

Moderator:

To be announced

2.00 pm – 3.00 pm

Cinema Barberini, Screening Room 1

Talk - Hosted

Press Conference: Apulian Digital Experience (ADE)

Join us for the Press Conference of Apulian Digital Experience, an exciting initiative showcasing the future of digital innovation in Apulia. This event will highlight the region's strategic focus on enhancing its digital infrastructure and promoting technological advancements across the creative industries. The Apulian Digital Experience is designed to foster innovation, stimulate investment, and support local talent, all while boosting the region's global visibility as a hub for digital excellence.

3.30 pm - 4.30 pm

Cinema Barberini, Screening Room 1

Talk - Hosted

APULIA FILM COMMISSION

Join us for an exciting panel presented by the Apulia Film Commission at MIA, highlighting *international success stories* shot in the beautiful region of Puglia. This session will showcase how Puglia has become a prime destination for global filmmakers, offering stunning landscapes, historic locations, and a rich cultural backdrop that has brought various high-profile productions to life.

From big-budget features to award-winning independent films, Puglia's unique charm and versatile settings have attracted top international productions. The panel will delve into the collaborative efforts between local professionals and international filmmakers, sharing behind-the-scenes stories, challenges, and triumphs of bringing these cinematic visions to the screen.

6.30 pm - 8.00 pm

Cinema Barberini, Screening Room 5

Special Event - MIA

MIA AWARDS CEREMONY

Prepare for an unforgettable evening at the MIA Awards Ceremony, where we celebrate excellence and innovation in the audiovisual industry! This prestigious event will honor the remarkable talents and groundbreaking works that have shaped the landscape of film and media.

Experience the thrill as we unveil this year's winners, recognizing outstanding achievements across various categories. The ceremony promises to be a star-studded affair, featuring inspiring speeches from industry leaders and exclusive insights into the future of cinema and content creation.

Awards:

Paramount New Stories Award
GEDI
Screen International
Women in Film and Television and Media

Hosted:
Premio Carlo Bixio

MIA VENUES



Registration Office (Badge Pick up)

Sina Bernini Bristol Hotel, Piazza Barberini, 23 - 00187 Rome, Italy

MIA Headquarter:

Palazzo Barberini, Via delle Quattro Fontane, 13 – 00184 Rome, Italy
Cinema Barberini, Piazza Barberini, 24/26 – 00187 Rome, Italy

Opening Hours from Monday 14th to Friday 18th

From 9.00 am to 7.00 pm