



MIA | INTERNATIONAL AUDIOVISUAL MARKET THE 10TH EDITION CLOSSES WITH GROWTH

Over 2800 audiovisual professionals took part in the tenth edition of the Market with a 10% increase in attendance.

MIA's following on social media is also growing.

The winners of the MIA Awards 2024.

Rome, 18th October 2024 - The tenth edition of **MIA | Mercato Internazionale Audiovisivo**, promoted by **ANICA** (National Association of Cinematographic, Audiovisual and Digital Industries) chaired by **Francesco Rutelli** and **APA** (Audiovisual Producers Association) chaired by **Chiara Sbarigia** and directed for the 3rd year by **Gaia Tridente**, ended today.

Attendance at the event increased by 10% compared to the 2023 edition, with **over 2800 participants** from **60 countries** around the world.

Over 600 projects received this year for the C

o-Production Market and Pitching Forum with a **+20%** compared to 2023 and a **12.5% increase in the number of countries** of origin, from all continents, which grew from 80 to 90.

MIA also grew on social media with a **30% increase** in followers on Instagram and **16% increase** on LinkedIn.

Across the ten editions, **over 100 audiovisual works "Made in MIA"** have been produced after their participation in the MIA co-production market, a testament to the success of the selection capacity and the important opportunities that the market offers in terms of research for co-producers and international partners (financial, distributive and creative).

"MIA continues to grow and has established itself as a high-profile event capable of engaging the entire audiovisual industry. In its tenth year, it reaffirms its ability to attract international players' attention, interest, and resources to the national system, contributing to the growth of Italian companies' capacity to develop dialogues and collaborations essential for the advancement of the industry, employment, products, and the soft power of our country. Each year, international recognition and the participation of decision-makers increase, both in the extensive initiatives and conferences as well as in the B2B matchmaking activities. This success rewards the great work of Director Gaia Tridente and her team, along with the constant efforts of ANICA and APA", stated Francesco Rutelli, President of ANICA.

"This edition of MIA has successfully attracted and expanded the international audience, a result that, as APA, strengthens the voice of producers in the audiovisual sector. The internationalization of the industry depends both on our sector's ability to modernize and train





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new professionals, and on making our regions more competitive. I am confident that the path we are pursuing and the work we are doing are heading directly in this direction". – added **Chiara Sbarigia, President of APA.**

"Thanks to its strong identity and credibility, MIA has now earned an important place in the agendas of international operators. It is a unique curatorial market, a strategic player in the co-production market and a fundamental engine for the financing, distribution and circulation of works and talents. It represents the needs of an entire ecosystem made up of the different industries and genres that make up the audiovisual sector, offering dedicated activities for the different formats, taking into account both distribution in theaters and consumption on TV and platforms. It is a mirror of the transformation of the audiovisual sector, capable of capturing and anticipating changes with particular attention to technological innovation for the creative industries", stated **Gaia Tridente, Director of MIA | International Audiovisual Market.**

During the final day, the **MIA AWARDS 2024 were announced.** Among these, the new **MIA DEVELOPMENT AWARDS**, established to celebrate the tenth anniversary of the Market, were awarded to 4 projects selected in the 4 categories of the Co-Production Market and Pitching Forum, decided by international juries of industry experts. Cash prizes will go to support the development of the winning work for each category,

The **MIA DEVELOPMENT AWARD FOR OUTSTANDING ANIMATION PROJECT** went to **BIG BANG PARADE** by Hermien Verstraeten, Sine Özbilge, Nienke Deutz, Karolien Raeymaekers, Imge Özbilge, Britt Raes, Martyna Koleniec, produced by Annemie Degryse, Lunanime, Producer and Co-Owner, Lumière Groupe (Belgium), co-produced by Momakin (Poland) and Les productions de Milou (France). In the film, characterized by a unique graphic style, two children open a secret chest, which contains only a bag of marbles. But each marble contains a tiny growing world, inhabited by surprising and colorful creatures.

The **jury** was composed of Vicky Schroderus, Senior Executive in Charge of International Co-Productions and Acquisitions, YLE Children and Youth (Finland); Alexandre Hénin, General Manager and Producer, Bayard Jeunesse Production (France); Beth Gardiner, Commissioning Editor, CBEEBIES, BBC Children & Education (UK). On selecting the winner they said *"We wanted to reward an idea that showcases different animation styles while demonstrating a deep understanding of the target audience. We found the stories authentic to the imagination and experience of children. We particularly liked that this project offers opportunities for new female directorial talent within our industry"*.

The **MIA DEVELOPMENT AWARD FOR OUTSTANDING DOC PROJECT** went to **REBORN-PERFECT LOVE** directed by Giovanni Conte, Francesco Pascucci, produced by Nicola Maiello and Camilla Gazzola (Amartia Film), which explores the phenomenon of reborn dolls, hyper-realistic reproductions of newborns who are treated as if they were real children. The **jury** was composed of Björn Jensen, Managing Director, Ginger Foot Films (Germany); Pamela

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Martinez, CEO, Limonero Films (Spain); Myriam Weil, Chief Documentaries Officer & Producer, Federation Studios (France). *“Perfect Love is a documentary about reborn dolls, so realistic that they can fool anyone into believing they are real newborns. The film follows several women and their emotional bond with these dolls, with an empathetic gaze. It is a strong, emotional and very personal presentation on an untold story”*, they said on the selection.

The **MIA DEVELOPMENT AWARD FOR OUTSTANDING DRAMA PROJECT** went to ***THE NIGHT WATCH***, written by Steven Friedman and produced by Edvard van't Wout for Continent Studios, a tale of magic, friendship and mysteries buried beneath the city of Amsterdam. The **jury** was composed of Manuel Alduy, Head of Cinema and Young Adult & International Fiction, France Télévisions (France); Marianne Furevold-Boland, Head of Drama, NRK (Norway); Laura Abril, Executive Vice President Scripted and Global Business Development, Buendía Estudios (Spain). *“The Night Watch presents a bold and deeply engaging concept that is sure to captivate audiences around the world. We hope the team behind it will go far with this project and wish them all the best on this journey. This show has the potential to entertain at a time when there is a need for escapism and humor, in a world that can sometimes feel overwhelming. It has the ability to create common ground for audiences of all generations by offering shared experiences based on quality storytelling,”* they stated.

The **MIA DEVELOPMENT AWARD FOR OUTSTANDING FILM PROJECT** went to ***DEATH IN YOUR EYES*** - directed by Guillermo de Oliveira; produced by Silvia Fuentes (Sétima), Nuria Landete García (Sideral Cinema). The **jury** was composed of Robert Aaronson, Executive Vice President, Cohen Media Group (USA); Jennyfer Gautier, Head of International Sales, Luxbox (France); Benjamin Kramer, Co-Head Media Finance, CAA (USA), and they awarded the prize *“For the way it subtly constructs a narrative that intertwines the principles of film noir with a deep psychological exploration, the award goes to a project that offers, through a deeply personal lens, a complex portrait of characters who lose their humanity in a world dominated by greed, corruption and violence”*.

These are the other prizes awarded.

The **PARAMOUNT NEW STORIES AWARD**, which confirms the synergy inaugurated 5 years ago between **Paramount** and MIA, was awarded to ***AYA IN THE DESERT***, directed by Julia Horrillo, produced by Norbert Llaràs for Alhena Production (Spain). This was selected by the jury composed of Fatih Abay, Diversity&Inclusion Officer, European Film Academy; Mounia Aram, Founder and President, Mounia Aram Company; Leonardo Barrile, CEO and Founder, Samarcanda Film; Alberto Carozzo, VP, Country Manager Italy, Paramount; SJ Clarkson, Director, Producer and Screenwriter; Wincie Knight, SVP, Office of Global Inclusion, International Markets, Paramount; Claudia Loda, SVP, Corporate & Streaming Communications, International Markets, Paramount; Cecilia Padula, VP, Head of Nick Brands, South East, Middle East & Africa, Paramount; Iris Peynado, Actress and Activist, *“A story that has been able to reflect, through a unique, new and international language, the values of*

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diversity , equity , inclusion and representation , and which has the potential to have a social impact on the community of reference and on a global audience. The story is that of Aya, a 13-year-old Ivorian girl who arrives on the coast of Cadiz disguised as a boy. She crossed the Strait of Gibraltar together with Nadima, a pregnant Senegalese woman, and a small group of migrants. To distract herself, the girl begins to imagine the adventures of Akwa Boni, a legendary Ivorian queen who was one of the two founders of the kingdom to which she and her mother belong, the Baulè. This is how she faces the most difficult moments and keeps the memory of her mother alive, hoping to see her again”, they said in selecting the winner.

Paramount has always been committed to promoting the values of diversity, equity and inclusion. As a media company with a global reach, Paramount believes in the importance of reflecting and celebrating the diversity of the reality that surrounds us both on screen and behind the scenes. Therefore, the group implements solutions that promote D&I throughout its activity, from the creation and distribution of content to the valorization of its team through the important social initiatives implemented in the territories in which it operates.

The GEDI VISUAL AWARD, assigned by GEDI, went to **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 a heretic, a 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 title was selected in **Italians Doc It Better**, the showcase of the Doc & Factual section of the MIA which over the years has established itself as the main international showcase of the best Italian documentary products. The jury was composed of Paolo De Michele, *Deputy Director*, Gedi Visual; Francesco Fasiolo, *Editor-in-Chief*, Gedi Visual; Laura Pertici, *Editor-in-Chief*, La Repubblica. On the selection, they said, “*We were struck by the strong female personality of the protagonist, Anna Cuticchio. The first Sicilian "pupara" in a traditionally male world, who fought against prejudice through her art but also with her life itself. Forced to leave Sicily in the 1950s, at just 15 years old, and forced to marry a man she didn't want. Mother of two children, after twenty years she divorced, and returned to her island where she founded her own theater company and the Bradamante theater, bringing the adventures of this warrior woman to the stage. The last surprise of her life came in the 1980s, with the choice to become a missionary nun. She went to Africa and there she continued to perform the stories of her puppets. A unique character who embodies the great and small daily struggles of Italian women from the mid-twentieth century to today*”.

The winning title of the GEDI Visual Award 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.

The **SCREEN INTERNATIONAL AWARD** was awarded to **FATHER/OTEC**, directed by Tereza Nvotová, produced by Veronika Paštéková and Anton Škreko (Danae Production), Karel





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Chvojka and Miloš Lochman (Moloko Film), Marta Gmosińska and Mariusz Włodarski (Lava Films) - a film selected for **CEU Soon** - the work in progress programme dedicated to European films in post-production looking for international sellers. The **jury** composed of Rachael Labes, Acquisitions, IFC (USA); Alexandra Rossi, Producer, Memo Films (UK/Italy); Katarzyna Siniarska, Head of Sales, New Europe Film Sales (Poland) expressed the following motivation *“The director had the courage to face the darkness of the world with empathy, demonstrating a deep understanding of human storytelling. The cinematic language combined emotional intensity with nuanced character portrayal, while displaying great technical mastery of the craft.”*

The Screen International Award consists of special press coverage by Screen International for the winning title.

The third edition of the **WIFTMI AWARD** was won by **UGLYCOMICS / FUMETTIBRUTTI** - a series based on the graphic novel trilogy by Josephine Yole Signorelli, known by the pseudonym that gives the series its title, produced by Riccardo Russo for Bim Produzione - a Wild Bunch Company, and written by Teresa Ciabatti, Laura Luchetti and Michele Pellegrini - an Italian *scripted* project selected within the Co-Production Market & Pitching Forum of the Animation, Drama and Film divisions. The project was found to be the one with the greatest potential for realization based on criteria related to the themes of eliminating gender inequality, positive representation, balanced representation, diversity and inclusion. The **jury** of WIFTMI-Women in Film, Television and Media, Italy composed of members Maria Theresia Braun, Mattia Cavanna, Marina Cuollo and Cosetta Lagani decided to award **UGLYCOMICS/FUMETTIBRUTTI** with the following **motivation**: *“For its novelty and original point of view, as well as for its courageous and authentic representation of the transgender experience, offering an authentic portrait of the LGBTQIA+ community. The project brings to life the journey of Yole, a young transgender woman navigating her path to self-discovery. The series also has strong commercial potential thanks to its brand awareness, its innovative mix of live-action and animation, as well as the universal themes of identity and belonging it explores. We believe that WIFTMI’s consultancy can contribute to the project, sharing its commitment to the active inclusion of underrepresented groups, a commitment that the association promotes both in terms of on-screen representation and behind the scenes in the audiovisual industry”.*

The 12th edition of the **CARLO BIXIO AWARD** for **Best Series Concept** went to Giovanni Mauriello for the **CHUKAR** project, for the contemporary story of the Roman suburbs that here shows an authentic face in complexity, for the delicacy of the characters who face the harshness of the world with the grace of the little chukar, the Pakistani partridges that give their name to the story, giving a vibrant and original look at the issues of rights and inclusion but, above all, on the most universal theme there is: love. The award for **Best Screenplay** was won ex aequo by the **DOPPIO FALLO (Double Penalty)** project by Annalisa De Filippis and Eleonora Ghezzi - an original and new story, with two unforgettable characters: Bruno, a forty-year-old failed tennis promise, and Asia, an AMAB teenage athlete, committed to asserting

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herself, on and off the court. Two destinies that face each other in the most important match, that of life. Two different solitudes, two prime numbers that meet in a screenplay that impressed the jury because it challenges every genre and creates a unique story - and by the project **LA NUBE** (*The Cloud*) by Gianluca Tria and Lorenzo Garofalo, for the courage and expertise in tackling a dramatic and thorny topic in Italian recent history: the Seveso disaster. Told through the eyes and lives of ordinary people, unaware victims of that tragedy. Well-described and vivid characters that are not forgotten. The result is a passionate and tense social story, a piece of history that is still missing in our narrative.

The Carlo Bixio Award, 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, it was RTI that offered this year's prizes. 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 the support of 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.

The **SIAE Award for best original screenplay** went to **IL GIOCO DELL'OCA** (*The Game of the Goose*) by Diego Pelizza, for the calibrated suspense and well-orchestrated narrative tension with which a cue somewhere between *Black Mirror* and *Squid Game* is developed: a cruel challenge borrowed from the classic children's game, but this time with a deadly stake, to which innocent victims are subjected who are unable to escape. The **Fideuram Award for young people** goes to the concept **GLI INCERTI** (*The Incertis*) by Marco Pozzato and Matteo Calzolaio, for the rich and varied narrative structure with which this concept explores the life of a family home for "borderline" kids, run by the Incerti family, from the point of view of their teenage son Andrea. The problems of a classic "coming of age" are reflected and multiplied in the lives of variously "at risk" kids, continually balanced between rebellion and tenderness, in the wake of a great affection and a great vocation that cements all the members of this unique and rare family: the Incerti.

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

On the MIA Digital platform

MIA registered attendees will be able to see or review panels, talks and content from this edition until November 30th.

For more information

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