

# Programme

**MIA 10**  
**MERCATO**  
**INTERNAZIONALE**  
**AUDIOVISIVO**  
**10<sup>TH</sup> EDITION**

ROMA, OCTOBER 14 ► 18 2024

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# Programme



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**MIA 2024**

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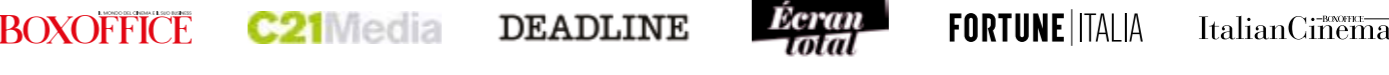
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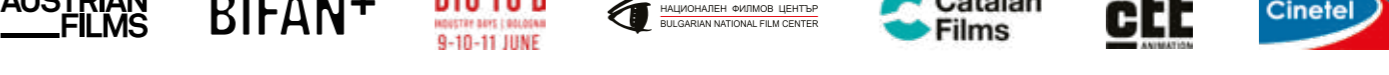
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Italian Film Commissions

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**Indaco**, Live Streaming Services  
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**Alberto Bastino**, Administrative Assistant ANICA  
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**Gaia Tridente**, MIA Director



## MATTEO ZOPPAS

**President of ITA  
(Italian Trade Agency)**

ITA - Italian Trade Agency is honored to support, since its first edition, MIA - Mercato Internazionale Audiovisivo and to maintain a solid and proven partnership with ANICA and APA. A collaboration aimed at promoting the excellences of the Italian Audiovisual industry, in all declinations of genres and formats, intercepting new projects and talent and starting new collaboration and co-production agreements.

Overall, the audiovisual sector represents in Italy the first sector of the creative industry and 2024 marks an important anniversary for MIA, the tenth, which faces fundamental challenges with the purpose of strengthening the event as a pole of attraction for international production and co-production, for the revitalization of the market of sales of finished products, for the European push of research and discovery of work-in-progress and market-ready productions.

In Italy the audiovisual industry, as in the rest of the world, is going through a phase of rapid evolution, induced by the spread of digital technologies, which have transformed production paradigms and market arrangements. Based on the data collected by the ANICA-APA study carried out in 2022-2023, the total value related to the export of Italian series and films with foreign circulation stands at more than 100 million euros, a clear increase compared to the data for 2017, when foreign circulation was worth almost only a third of the current value. In the period between 2017 and 2021, there has been a doubling in the global circulation of Italian titles, whether on cinema, television, or local or global VOD platforms. Also in 2022, the percentage of Italian titles with international exposure is 49 percent, and about half of these are the result of international co-productions.

While television remains the leading segment of this market, its share is set to grow more moderately than online platforms, while the movie theater continues to suffer post pandemic period. In view of these market changes, it is important to propose, as MIA does in this edition, a technological innovation program aimed at the creative industries in a project that aspires to enhance the creation of digital content designed for new media.

For this 10-year anniversary, ITA - Italian Trade Agency contributed to the participation of about 700 foreign operators from more than 30 countries, both from the European Union area and countries such as Australia, Brazil, Canada, South Korea, Egypt, United Arab Emirates, Japan, Israel, Mexico, Qatar, the United States, South Africa and Turkey. These operators represent the entire Audiovisual supply chain: producers, international distributors, sales companies, buyers, broadcasters, platforms, financial partners, funds, international institutions and international journalists.

ITA's support extends to the entire sector, ranging from film to television, fiction, documentaries, animation and video games.

These initiatives take the form of a wide range of activities, including B2B meetings, collective participation in fairs, promotional and communication campaigns, and comprehensive support to fairs for the communication of Made in Italy in the world.



## GIUSEPPE ABBAMONTE

**Director, Directorate-General for Communications  
Networks, Content and Technology, European  
Commission**

The European audiovisual industry is essential to our democratic life, the functioning of the free-market economy and the promotion of our European cultural diversity.

For more than 30 years the Creative Europe MEDIA programme has fostered the competitiveness of the industry and boosted the outreach and cultural relevance of European stories. With an unprecedented budget of €1.4 billion for the period 2021-2027, MEDIA fosters the production and circulation of high-quality content that can resonate across borders.

MEDIA's support is devoted to cross-border development, production and promotion of audiovisual works, business exchanges and skills development, and structured networks such as Europa Cinemas, and festivals bringing EU films closer to citizens. The programme is designed to address the needs of professionals across the whole value chain and to encourage the development of innovative solutions that will strengthen the European AV sector and Europe's cultural vitality.

Since 2021, Italy's participation in MEDIA has significantly increased and MIA | Mercato Internazionale Audiovisivo is a tangible proof of the success of MEDIA in the Italian audiovisual ecosystem. MEDIA supported films have consistently won international recognition, for example Io Capitano which won the Silver Lion in Venice last year. Last year's big Italian success, C'è ancora domani, was distributed across Europe thanks to MEDIA and was screened through the Europa Cinemas network. These projects have given new impetus to the entire audiovisual ecosystem in Italy.

Since its creation, MIA has rapidly become a key player of the audiovisual landscape. In a rapidly changing environment marked by the twin digital and climate transitions, MIA has pioneered the green transition, embraced digital innovation and new storytelling. With an impressive portfolio, from documentary to drama series, from animation to fiction, MIA has become an international reference of top-notch talent.

The European Commission is proud to support MIA: a catalyser for the audiovisual ecosystem, shaping European diverse and rich culture while triggering economic growth.



## LUCIA BORGONZONI

**Undersecretary of State  
to the Ministry of Culture**

A stronger audiovisual industry is also driven by events like MIA | Mercato Internazionale Audiovisivo. Recognized as a highly significant event by industry professionals worldwide, the initiative, promoted by ANICA and APA since 2015, has established itself as a valuable opportunity for in-depth discussions and exchanges on key issues in the audiovisual sector. MIA offers a vital platform for companies in the industry, viewing the market as a strategic moment to strengthen existing collaborations, forge new ones, exchange best practices, and develop high-quality projects for increasingly demanding and diverse audiences. These are all reasons why we strongly support MIA and consider it a valuable ally in achieving goals deemed essential by the Ministry of Culture. I will highlight two in particular. First and foremost, it is our priority to emphasize, in every context, the power of audiovisual language as a universal tool to showcase Italy's history and beauty, both past and present, to international audiences and stakeholders. Secondly, we aim to further strengthen the Italian film and audiovisual sector, and to this end, we are deploying and will continue to deploy every available resource, fully aware of the positive impact this will have on the country's overall attractiveness and competitiveness.



## FRANCESCO ROCCA

**President of  
the Lazio Region.**

The Lazio Region is proud to support MIA, now in its tenth edition, one of the key international market events dedicated to the audiovisual industry.

Strengthening relationships among industry professionals and creating new opportunities for collaboration, where not only the greatness of Italian talent but also the extraordinary beauty of our territories can shine, is fundamental for the economic and cultural revitalization of our Region.

Italy is one of the top five producers in the film and audiovisual industry, and the creativity we are able to export is admired and respected worldwide.

MIA, under the mandate of ANICA and APA, is doing excellent work to support small and medium-sized companies in the audiovisual sector, which are crucial for ensuring diversity and sustaining many independent productions.

Together with Lorenza Lei, Head of the Cinema and Audiovisual Department, we have launched significant measures for this strategic industry in the Lazio Region.

One such initiative is the "Lazio Cine International," which supports the production of international audiovisual works to strengthen and enhance the competitiveness of film companies and their related industries, fostering closer collaboration with foreign markets. In doing so, we will offer greater international visibility to Lazio's tourist destinations, particularly the many artistic and cultural gems that, today, remain more peripheral compared to Rome.

A budget of 5 million euros has been allocated, with a half (2.5 million euros) reserved for audiovisual works of regional interest. This will allow the wider public to discover — beyond the undeniable charm of the Eternal City — the territory, history, culture, and traditions of Lazio.

The goal we share with MIA is to bring creative content back to the forefront of the market in all its forms, from television to new co-production models for potential metaverses.

We will continue to work tirelessly, together with MIA, to make Lazio a magnificent and rich natural set for audiovisual production.



## CHIARA SBARIGIA

**President, APA - Audiovisual Producers Association.**

The year 2024 marks a significant milestone for APA – Audiovisual Producers Association. Alongside the celebration of the 10th anniversary of MIA | Mercato Internazionale Audiovisivo, APA will also commemorate its 30th anniversary. These anniversaries offer a broader reflection on the progress made by the industry thus far and the new horizons it aims to pursue.

Today, APA is at the forefront of the major challenges in audiovisual production, such as promoting Italian producers, their works, and their positioning in the international market. The work carried out by APA, always held with a vision oriented towards foreign markets, has helped strengthen the role of the Italian audiovisual sector on a global scale, as evidenced by the remarkable success of many of our productions.

A successful journey made possible by constant collaboration with other key players in the sector, particularly with ANICA - Italian Association of Film, Audiovisual and Digital Industries - whose close partnership led to the creation of MIA ten years ago. MIA has since become firmly established in the agendas of top players as one of the most important business events on the international stage.

Over the past 10 years, cinema and the audiovisual industry have completely transformed their dynamics, parameters, and regulations. With MIA, and through foresight and a focus on technological advancements, we have been able to grasp the evolving needs of the market, attracting an increasingly diverse range of stakeholders and partners.

The achievements reached over these years are also, and above all, the result of the support of important and long-standing institutional partners, such as the Italian Ministry of Foreign Affairs and International Cooperation, ITA-Italian Trade Agency, Creative Europe Media, the Italian Ministry of Culture, the Italian Ministry of Enterprises and Made in Italy, and the Lazio Region. Our deepest gratitude goes to them for believing in this project from the very beginning.

The 10 years of MIA and the 30 years of APA suggest that the audiovisual market has reached maturity. Our sector is already well-regarded abroad and is of interest worldwide. The challenge we must set for ourselves, looking towards the future, is not only to maintain but also to elevate the quality and innovation of Italian productions, making them increasingly competitive.



## FRANCESCO RUTELLI

**President, ANICA-Italian Association of Film, Audiovisual and Digital Industries.**

We are deeply honored to welcome our partners and delegates from national and international industries to a remarkable location in Rome, where the history of the Capital meets the new technologies of cinema and audiovisual media.

The 10-year milestone and the robust health of MIA demonstrate at least two things: that there was a space in Italy to create a B2B event for the entire audiovisual sector, a project that not everyone believed in at the time, which ANICA strongly advocated in partnership with APA, and that has found its ideal location in Rome; and that the flexibility of a model that transforms and adapts is the right formula for a market in an industry that is constantly evolving.

In 10 years, an industrial revolution has taken place. This is a perfect way to encapsulate the artistic and economic value of an industrial chain that is increasingly projecting itself into a global dimension. The International Audiovisual Market, now in its tenth edition, has become a fundamental reference point for international industries in cinema, television, streaming, and digital content. Over the past decade, these industries have built and strengthened a physical and virtual bridge for the European sector; an unmissable opportunity to support the centrality of the Italian and European cinematic and audiovisual ecosystem.

These pillars for the Country's development have a significant and positive impact on employment, on social cohesion, on the appreciation of diversity, sustainability, creativity, and on the growth of industrial capabilities. They represent valuable assets for strengthening Italy's overall growth, showcasing the country's ability to be an excellent hub for launching and implementing ambitious projects.

In the past 10 years, over 100 audiovisual works have been conceived and developed starting from MIA and then produced following participation in its co-production market. This is a testament to MIA's selection capabilities and the significant opportunities the Market offers for finding co-producers and international partners. MIA's figures are important and growing: this year, over 600 projects were received for the Co-Production Market and Pitching Forum, marking a 20% increase compared to 2023, along with a 12.5% rise in the number of countries represented: from 80 to 90 across all continents. Approximately 60 projects will be presented at MIA 2024, including works in Animation, Documentaries, Drama (tv series), and Film.

This new edition of MIA begins by highlighting the increasing participation of excellence, both in terms of projects across all sections of the Market and among professionals. It attests to the strength of the vision that has inspired MIA: a collaboration between the private sector and institutions working together to support the audiovisual industry. This is an example of synergy that enhances creativity, competitiveness, and development.

Our utmost gratitude goes to the Ministry of Foreign Affairs and International Cooperation, to ITA-Italian Trade Agency, to the Italian Ministry of Culture, to the Ministry for Enterprises and Made in Italy, to the Lazio Region, and to MEDIA-Creative Europe. A heartfelt thank you also goes to UniCredit, our official partner, our technical partners, and all our sponsors. Lastly, we extend our thanks to Eurimages, the Council of Europe's support fund for the co-production, distribution, exhibition, and digitalization of European cinematic works, which has once again granted its patronage to MIA.



## GAIA TRIDENTE

**Director  
MIA | Mercato Internazionale Audiovisivo**

Welcome to the 10th Edition of MIA

As we celebrate a decade of MIA | Mercato Internazionale Audiovisivo, we recognize its role as a unique curated marketplace that embraces the diverse demands of a dynamic ecosystem encompassing different genres with different productive and distributive needs and paradigms as Animation, Film, Documentary, Entertainment, and Series.

MIA is a hub of dedicated activities tailored to different genres and formats, both for theatrical distribution and for consumption on television and streaming platforms, and is now leading to the discovery of the potential of different narrative and production paradigms, conceived for distinct audiences and with special attention to the most innovative technologies applied to audiovisual production and storytelling.

This year's edition is a reflection of the transformative journey our industry has undergone. MIA has become an essential destination for audiovisual professionals, able to capture and anticipate the evolving landscape of the sector. It has earned a prominent place on the agendas of international players, who consider the market of Rome one of the most anticipated and important autumn industry audiovisual events.

With its strong identity and credibility, MIA stands as an internationally recognized quality brand, a strategic player in the co-production market, and a vital engine for financing, distribution, and circulation of works and talents from the global audiovisual industry. Join us as we embark on this special journey through ten years of MIA, thanks to the crucial support of the main stakeholders, ANICA and APA, showcasing the remarkable works that have emerged from this vibrant marketplace. Thanks to MIA, more than 100 projects have found creative, production, and financial partners, leading to the successful creation and distribution of feature films, series, and one-offs, including animation, documentaries, factual formats, and scripted movies and shows.

Welcome to the next chapter of MIA!



ASSOCIAZIONE  
PRODUTTORI  
AUDIOVISIVI

SERIE • FILM • INTRATTENIMENTO • DOC • ANIMAZIONE



ANICA

Associazione Nazionale Industrie  
Cinematografiche Audiovisive e Digitali

**DA 30 ANNI  
VI TENIAMO  
INCOLLATI  
ALLO  
SCHERMO!**

Al fianco dei produttori  
per raccontare storie sempre nuove.

WWW.ANICA.IT



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**CHIARA MESSINEO**  
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CURZON FILM



**INGRID PITTANA**  
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SINIARSKA**  
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LEMMING FILM



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SNOWGLOBE



**ALAA KARKOUTI**  
MAD SOLUTIONS

SCREENINGS ROOM 1	SCREENINGS ROOM 2	SCREENINGS ROOM 3	SCREENINGS ROOM 4	SCREENINGS ROOM 5	SCREENINGS ROOM 6	SCREENINGS ROOM 7	— SPECIAL EVENTS
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**3.30 PM - 5.00 PM**  
INNOVATION IN AUDIOVISUAL:  
MIMIT'S SUPPORT FOR EMERGING  
TECHNOLOGIES

**3.30 PM - 4.30 PM**  
WELLBEING IN PRODUCTIONS:  
FROM SCRIPT TO SCREEN

**5.30 PM - 6.30 PM**  
MEDFILM FESTIVAL UNVEILS  
THE SELECTED PROJECTS AT  
MEDMEETINGS, ITS INDUSTRY  
SECTION

**2.00 PM - 3.00 PM**  
ALLIANCES AND STRATEGIES FOR  
PROGRAM LICENSING

**4.00 PM - 5.30 PM**  
ANIMATION CO-PRODUCTIONS  
WITH ITALY: TAPPING INTO  
THE POTENTIAL IN FEATURE  
FILM PRODUCTION.  
  
FOLLOWED BY  
PRODUCTIONS TOOLKIT SERIES:  
SUSTAINABILITY

**10.30 AM**  
MIA 10TH EDITION  
OPENING PRESS CONFERENCE

**3.00 PM - 4.00 PM**  
AMONG US: A CREATIVE JOURNEY  
FROM INDIE GAME TO SCREEN

**4.30 PM - 4.50 PM**  
NAVIGATING UNCERTAINTY  
  
**5.00 PM - 6.00 PM**  
DRAMA BREAKTHROUGHS:  
GAME CHANGING STORIES

**5.00 PM - 6.00 PM**  
CONVERSATION WITH MANUEL  
CATTEAU, PRESIDENT AND  
PRODUCER OF ZED

**9.30 AM - 1.30 PM**  
B2B EXCHANGE | MEET  
THE PRODUCERS

**2.30 PM - 7.00 PM**  
SINA BERNINI BRISTOL HOTEL,  
CONFERENCE ROOM  
EBU FICTION ASSEMBLY  
CLOSED DOORS SESSION

**7.00 PM - 10.00 PM**  
A TITANUS STARRY NIGHT  
BY INVITATION ONLY

SCREENINGS ROOM 1	SCREENINGS ROOM 2	SCREENINGS ROOM 3	SCREENINGS ROOM 4		SCREENINGS ROOM 5	SCREENINGS ROOM 6	SCREENINGS ROOM 7	— SPECIAL EVENTS
			<div></div> <div>9.00 AM - 10.00 AM OPEN DISCUSSION: PARITY IN THE INDUSTRY, ANIMATION</div>			<div></div> <div>9.00 AM - 11.00 AM DOC PITCHING FORUM #1</div>		
<div></div> <div>10.00 AM - 11.00 AM THE NEW GERMAN FILM LAW IN 2025</div>		<div></div> <div>10.00 AM - 11.00 AM THE RISE OF FAST CHANNELS</div>	<div></div> <div>10.30 AM - 11.30 AM ANIMATION PITCHING FORUM #1</div>					
<div></div> <div>11.30 AM - 1.30 PM PITCHING COACH MASTERCLASS - REGIONE LAZIO CLOSED DOOR SESSION</div>		<div></div> <div>12.00 PM - 1.00 PM CHALLENGES AND OPPORTUNITIES FOR DISTRIBUTION OF IMMERSIVE CONTENT</div>	<div></div> <div>12.00 PM - 1.00 PM ANIMATION PITCHING FORUM #2</div>		<div></div> <div>11.00 AM - 1.00 PM 6° RAPPORTO SULLA PRODUZIONE AUDIOVISIVA NAZIONALE</div>	<div></div> <div>11.30 AM - 12.30 AM FILMING IN MONTENEGRO</div>		
<div></div> <div>2.00 PM - 3.00 PM EMERGING VOICES: EMPOWERING CEE SERIES CREATORS</div>	<div></div> <div>2.00 PM - 3.33 PM A MOTHER'S SPECIAL LOVE EN TONG AU PIED DE L'HIMALAYA 93' BY JOHN WAX LE PACTE</div>	<div></div> <div>2.10 PM - 3.38 PM SURFACING LA LLEGADA DEL HIJO 88' BY CECILIA ATÁN AND VALERIA PIVATO VISIT FILMS</div>	<div></div> <div>2.00 PM - 3.30 PM SCENARI TRANSALPINI</div>		<div></div> <div>2.00 PM - 3.00 PM THE CREATIVES: A COLLECTIVE FORCE IN MOTION</div>	<div></div> <div>2.00 PM - 3.30 PM DOC PITCHING FORUM #2</div>	<div></div> <div>2.00 PM - 3.36 PM THE CHASE SIX JOURS 96' BY JUAN CARLOS MEDINA SND FILMS</div>	
<div></div> <div>3.00 PM - 6.30 PM EBU 2024 PROUD TO PRESENT FICTION</div>	<div></div> <div>3.45 PM - 5.10 PM ANYWHERE ANYTIME 85' BY MILAD TANGSHIR FANDANGO SALES</div>	<div></div> <div>3.45 PM - 5.40 PM HOW TO MAKE A KILLING UN OURS DANS LE JURA 115' BY FRANCK DUBOSC GAUMONT</div>	<div></div> <div>4.00 PM - 5.00 PM PROFESSIONAL TRAINING LABELS OUTLOOK</div>		<div></div> <div>3.30 PM - 6.00 PM FILM PITCHING FORUM</div>	<div></div> <div>4.00 PM - 5.00 PM FRANCE TÉLÉVISIONS &amp; RAI PRESENT THEIR FIRST COLLABORATION</div>	<div></div> <div>3.40 PM - 5.35 PM RIEFENSTAHL 115' BY ANDRES VEIEL BETA CINEMA</div>	
	<div></div> <div>5.15 PM - 6.38 PM BLACK BUTTERFLIES MARIPOSAS NEGRAS 83' BY DAVID BAUTE PINK PARROT MEDIA</div>	<div></div> <div>5.40 PM - 7.24 PM BATTLEGROUND CAMPO DI BATTAGLIA 104' BY GIANNI AMELIO RAI CINEMA INTERNATIONAL DISTRIBUTION</div>	<div></div> <div>5.30 PM - 6.30 PM ITALIAN CINEMA INSIGHTS: UNVEILING THE INTRINSIC VALUE OF THEATRICAL AND EXHIBITION</div>			<div></div> <div>5.30 PM - 6.30 PM PUSHING THE ENVELOPE</div>	<div></div> <div>5.40 PM - 7.38 PM ELECTRIC CHILD 118' BY SIMON JAQUEMET VISIT FILMS</div>	
								<div></div> <div>6.30 PM - 8.00 PM BARBERINI TERRACE HAPPY HOUR SARDEGNA FILM COMMISSION</div>

SCREENINGS ROOM 1	SCREENINGS ROOM 2	SCREENINGS ROOM 3	SCREENINGS ROOM 4		SCREENINGS ROOM 5	SCREENINGS ROOM 6	SCREENINGS ROOM 7	— SPECIAL EVENTS			
<div><div></div><div><b>10.00 AM - 10.40 AM</b> VISION DISTRIBUTION COMIN'UP</div><div><div></div><div><b>10.50 AM - 11.10 AM</b> MINERVA PICTURES COMIN'UP</div><div><div></div><div><b>11.20 AM - 11.40 AM</b> RAI CINEMA INTERNATIONAL DISTRIBUTION COMIN'UP</div><div><div></div><div><b>12.00 PM - 1.30 AM</b> C EU SOON</div></div></div></div></div>	<div><div></div><div><b>11.50 AM - 1.49 PM</b> THE FOURTH WALL LE QUATRIEME MUR 119' BY DAVID OELHOFFEN LE PACTE</div></div>	<div><div></div><div><b>10.00 AM - 11.30 AM</b> FUTURE IMPACT OF ARTIFICIAL INTELLIGENCE ON AUDIOVISUAL PRODUCTION</div></div>	<div><div></div><div><b>10.00 AM - 11.00 AM</b> ANYSHOW - TELEVISION</div></div>		<div><div></div><div><b>10.30 AM - 11.30 AM</b> ITALIANS DOC IT BETTER</div></div>	<div><div></div><div><b>9.00 AM - 10.00 AM</b> DOC HOSTED PROJEC</div></div>		<div><b>10.00 AM - 11.30 AM</b> BARBERINI TERRACE ANICA ACADEMY COFFEE BY INVITATION ONLY</div>			
		<div><div></div><div><b>12.00 PM - 1.00 PM</b> ROME WASN'T BUILT IN A DAY: 110 DAYS IN THE LED VOLUME AND WHAT THAT MEANS FOR THE REST OF US</div></div>	<div><div></div><div><b>11.30 AM - 12.30 PM</b> SAMUEL, STUDY OF A SUCCESS STORY</div></div>		<div><div></div><div><b>12.00 PM - 1.00 PM</b> BRIDGING GENERATIONS: CONNECTING AUDIENCES. EUROPEAN WRITERS CLUB OPEN CALL</div></div>	<div><div></div><div><b>10.30 AM - 11.30 AM</b> GREEN FILM: TOWARDS A MORE SOCIALLY SUSTAINABLE AND PRODUCTIVE INDUSTRY</div></div>					
		<div><div></div><div><b>2.00 PM - 3.30 PM</b> LAZIO PITCHING FORUM</div></div>	<div><div></div><div><b>2.00 PM - 3.31 PM</b> FAMILIAR TOUCH 91' BY SARAH FRIEDLAND MEMENTO FILMS</div></div>		<div><div></div><div><b>2.00 PM - 2.30 PM</b> COMMISSIONING IPS: RAI &amp; BBC</div></div>	<div><div></div><div><b>2.30 PM - 3.30 PM</b> SOURCING IPS: NEXT-GENERATION SUCCESS STORIES</div></div>			<div><div></div><div><b>2.30 PM - 3.30 PM</b> DRAMA PITCHING FORUM #1</div></div>	<div><div></div><div><b>2.00 PM - 3.34 PM</b> WEIGHTLESS SULLA TERRA LEGGERI 94' BY SARA FGAIER RAI CINEMA INTERNATIONAL DISTRIBUTION</div></div>	<div><b>1.00 PM - 2.30 PM</b> BARBERINI TERRACE EWC LUNCH BY INVITATION ONLY</div>
		<div><div></div><div><b>4.00 PM - 5.30 PM</b> INVESTMENT: FOR THE COMPETITIVENESS OF THE EUROPEAN AUDIOVISUAL INDUSTRY</div></div>	<div><div></div><div><b>3.40 PM - 5.16 PM</b> IN THE SUB FOR LOVE À TOUTE ALLURE 96' BY LUCAS BERNARD GAUMONT</div></div>		<div><div></div><div><b>3.00 PM - 5.00 PM</b> VISION DISTRIBUTION</div></div>	<div><div></div><div><b>4.00 PM - 5.00 PM</b> ANYSHOW - THEATRICAL</div></div>			<div><div></div><div><b>4.00 PM - 5.00 PM</b> IN CONVERSATION WITH KATHERINE POPE</div></div>	<div><div></div><div><b>4.00 PM - 5.30 PM</b> INTERNATIONAL FACTUAL FORUM</div></div>	<div><div></div><div><b>3.40 PM - 5.02 PM</b> OF DOGS AND MEN AL KLAVIM VEANASHIM 82' BY DANI ROSENBERG RAI CINEMA INTERNATIONAL DISTRIBUTION</div></div>
<div><div></div><div><b>5.30 PM - 7.00 PM</b> BEST PRACTICES FOR VIRTUAL PRODUCTION</div></div>	<div><div></div><div><b>5.20 PM - 6.48 PM</b> SUPERKLAUS 88' BY STEVEN MAJAURI AND ANDREA SEBASTIÀ PINK PARROT MEDIA</div></div>	<div><div></div><div><b>5.05 PM - 7.07 PM</b> FANDANGO SALES PRIVATE SCREENING 122'</div></div>	<div><div></div><div><b>5.30 PM - 6.30 PM</b> IS CREATING PROGRAMS RE-INVENTING THE RECIPE EACH TIME?</div></div>	<div><div></div><div><b>5.30 PM - 6.30 PM</b> FUTURE-PROOFING CONTENT: STRATEGIES FOR GLOBAL SUCCESS</div></div>	<div><div></div><div><b>5.30 PM - 6.30 PM</b> ARE WE ALL INDEPENDENT PRODUCERS? DEFINING WHAT AN INDEPENDENT PRODUCER IS IN A FAST-CHANGING INDUSTRY</div></div>	<div><div></div><div><b>5.10 PM - 7.23PM</b> WILLIAM TELL 133' BY NICK HAMM BETA CINEMA</div></div>	<div><b>5.30 PM - 6.30 PM</b> BARBERINI TERRACE HAPPY HOUR REGIONE LAZIO BY INVITATION ONLY</div>				
							<div><b>7.30 PM - 9.30 PM</b> EXCLUSIVE NETWORKING EVENT AT THE RESIDENCE OF THE AMBASSADOR OF SWEDEN TO ITALY BY INVITATION ONLY</div>				
<div><div>MIA</div><div>ANIMATION</div><div>DOC</div><div>DRAMA</div><div>FACTUAL</div><div>FILM</div><div>INNOVATION</div><div>B2B EXCHANGE</div><div></div><div>HOSTED</div><div>SPECIAL EVENTS</div><div><div></div><div>BUYERS CLUB (COMIN'UP + SCREENINGS)</div></div></div>											

SCREENINGS ROOM 1	SCREENINGS ROOM 2	SCREENINGS ROOM 3	SCREENINGS ROOM 4	SCREENINGS ROOM 5	SCREENINGS ROOM 6	SCREENINGS ROOM 7	SPECIAL EVENTS
<div><div></div><div>10.00 AM - 10.20 AM FANDANGO SALES COMIN'UP</div><div></div><div>10.30 AM - 10.50 AM INTRAMOVIES SRL COMIN'UP</div><div></div><div>11.00 AM - 11.20 AM PIPERFILM COMIN'UP</div></div>	<div><div></div><div>11.40 AM - 12.40 PM TRUE COLOURS LINE UP</div></div>	<div><div></div><div>10.00 AM - 11.00 AM BRAVE NEW WORLD, EMPOWERING INDEPENDENT FILM PRODUCTION</div></div> <div><div></div><div>11.30 AM - 1.00 PM TRANSPPOSITION OF THE DSM COPYRIGHT DIRECTIVE IN EU MEMBER STATES - IMPACT ON AUDIOVISUAL PRODUCTIONS</div></div>	<div><div></div><div>10.00 AM - 11.00 AM CGI &amp; VFX : NARRATIVE TOOLS FOR EVERGREEN STORYTELLING</div></div> <div><div></div><div>11.30 AM - 12.30 PM THE MORNING SHOW, THE MIA FILM FOCUS ON FILM FINANCING</div></div>	<div><div></div><div>10.00 AM - 11.00 AM "CINEMA REVOLUTION": THE NUMBERS OF 2024 EDITION</div></div> <div><div></div><div>11.30 AM - 1.00 PM PIEMONTE DEVELOPMENT PITCH</div></div>	<div><div></div><div>9.30 AM - 10.30 AM ITALY AS A STRATEGIC PARTNER FOR THE EUROPEAN FACTUAL INDUSTRY</div></div> <div><div></div><div>11.00 AM - 1.00 PM UNBOX PITCHING FORUM</div></div>		
<div><div></div><div>2.30 PM - 3.30 PM CINETEL PRESENTS BORSA FILM: THE HISTORICAL ARCHIVE OF ITALIAN BOX OFFICE</div></div>	<div><div></div><div>2.00 PM - 3.43 PM CYR@NO.ORG 103' BY ANDRÉS ARCE MALDONADO MOVIE FACTORY</div></div>	<div><div></div><div>2.10 PM - 3.56 PM THE OPERA! 106' BY DAVIDE LIVERMORE &amp; PAOLO GEP CUCCO PULSAR CONTENT</div></div>		<div><div></div><div>2.00 PM - 3.15 PM SUCCESS OR FAILURE? THAT IS THE QUESTION. HOW CRITERIA AND RATING SCALES CAN BE DIFFERENT IN THE EUROPEAN FILM PRODUCERS' PERSPECTIVE</div></div>	<div><div></div><div>2.00 PM - 3.00 PM ODESSA RAE: UNVEILING TRUTH AND INSPIRING CHANGE</div></div>		<div><div></div><div>2.30 PM - 4.00 PM SINA BERNINI BRISTOL HOTEL, CONFERENCE ROOM COFFEE WITH ACE</div></div>
<div><div></div><div>4.00 PM - 5.00 PM KEYNOTE INTERVIEW WITH CLAYTON TOWNSEND: MASTERING THE CRAFT OF EPIC CINEMA AND TV</div></div>	<div><div></div><div>3.50 PM - 5.46 PM VENA 116' BY CHIARA FLEISCHHACKER PICTURE TREE INTERNATIONAL</div></div>	<div><div></div><div>4.05 PM - 5.37 PM FEELING BETTER NONOSTANTE 92' BY VALERIO MASTANDREA FANDANGO SALES</div></div>	<div><div></div><div>4.00 PM - 5.00 PM NICE HERE BUT HAVE YOU EVER SHOT IN SOUTH TYROL?</div></div>	<div><div></div><div>3.30 PM - 4.30 PM DRAMA PITCHING FORUM #2</div></div>	<div><div></div><div>3.30 PM - 4.30 PM UNIVERSAL STUDIO GROUP &amp; EUROPEAN CREATORS: UNLOCKING THE FUTURE OF UNSCRIPTED CONTENT</div></div>	<div><div></div><div>4.00 PM - 5.58 PM THE BOY WITH PINK PANTS IL RAGAZZO DAI PANTALONI ROSA 118' BY MARGHERITA FERRI EAGLE PICTURES</div></div>	
<div><div></div><div>5.30 PM - 6.30 PM MARKET OPPORTUNITIES AND STRATEGIES OF COMPANIES IN THE FILM AND AUDIOVISUAL INDUSTRY. UNICREDIT'S SUPPORT FOR THE FILM ECOSYSTEM</div></div>	<div><div></div><div>5.50 PM - 7.24 PM ARSA 94' BY MASBEDO THE FESTIVAL AGENCY</div></div>	<div><div></div><div>5.40 PM - 7.52 PM JOHN CRANKO 132' BY JOACHIM LANG BETA CINEMA</div></div>	<div><div></div><div>5.30 PM - 6.30 PM NEW PATHS FOR INDEPENDENT FILM DISTRIBUTION</div></div>	<div><div></div><div>5.00 PM - 6.00 PM UNLOCKING POTENTIAL: IP VS ORIGINAL SERIES STORYTELLING</div></div>	<div><div></div><div>5.00 PM - 6.00 PM TUSCANY: RESOURCES AND INITIATIVES FOR CINEMA IN 2024/2025</div></div>		

SCREENINGS ROOM 1	SCREENINGS ROOM 2	SCREENINGS ROOM 3	SCREENINGS ROOM 4	SCREENINGS ROOM 5	SCREENINGS ROOM 6	SCREENINGS ROOM 7	— SPECIAL EVENTS
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**10.30 AM - 11.30 AM**  
LEADING THE CHANGE:  
FILMS THAT MAKE A DIFFERENCE

**10.00 AM - 11.00 AM**  
NATIONAL FUNDS  
FOR IMMERSIVE WORKS

**12.00 PM - 1.00 PM**  
PRESS CONFERENCE ADE

**12.30 PM - 1.30 PM**  
IN CONVERSATION  
WITH CRISTINA COMENCINI

**11.00 AM - 12.30 PM**  
GREENLIT

**11.00 AM - 12.00 PM**  
MUSIC DOCS

**10.00 AM - 11.32 AM**  
FANDANGO SALES  
PRIVATE SCREENING  
92'

**3.00 PM - 4.30 PM**  
INTERNATIONAL  
CO-PRODUCTIONS IN PUGLIA:  
A HUB OF CREATIVE SYNERGY

**2.30 PM - 3.30 PM**  
DIVERSE TALENTS WANTED!  
ADDRESSING A NEED IN THE  
AUDIOVISUAL MARKET

**3.00 PM - 4.30 PM**  
DOC/IT: THE LANDSCAPE  
OF DOCUMENTARY PRODUCTION  
IN ITALY

**6.00 PM - 7.30 PM**  
MIA AWARDS CEREMONY

**1.00 PM - 3.00 PM**  
BARBERINI TERRACE  
GET-TOGETHER CO-ORGANIZED  
BY SWISS FILMS, SRG SSR, RSI,  
TICINO FILM COMMISSION,  
AND VALAIS FILM COMMISSION  
BY INVITATION ONLY

**3.00 PM - 4.30 PM**  
PALAZZO DELLE ESPOSIZIONI  
SALA CINEMA  
THE ART OF LIFE: A CONVERSATION  
WITH ALESSANDRO RAK  
AND GIOVANNI COLUMBU  
BY REGISTRATION ONLY

**7.00 PM - 10.30 PM**  
APULIA FILM COMMISSION  
& MIA CLOSING RECEPTION  
BY INVITATION ONLY

# Palazzo Barberini

GROUND FLOOR	FIRST FLOOR
<div>INFO POINT</div> <div>LUGGAGE STORAGE</div> <div>CO-PRODUCTION Rooms 1, 2, 3, 4, 5, 6</div> <div>MIA XR EXHIBITION ROOM</div> <div>EXHIBITED WORKS:</div> <div>“GAZE IN IMMERSION” TRILOGY Italy, France 43° 43' 23.7972” / 7° 21' 32.3022 Looking for Agnès Fathoming</div> <div>BREATHE France, Israel, Germany</div> <div>CHAMP DE BATAILLE France, Belgium, Luxembourg</div> <div>DANS LA GROTTE Italy, France</div> <div>FISHEYE France, Italy</div> <div>ITO MEIKYŪ France, Luxembourg</div> <div>MAYA: THE BIRTH OF A SUPERHERO UK, France, US, India</div> <div>MONSIEUR VINCENT France, Taiwan</div> <div>OTO’S PLANET Luxembourg, Canada, France</div> <div>RE-IMAGINE CABIRIA Italy</div> <div>VISIONI Italy, Tunisia</div>	<div>INFO POINT</div> <div>SALA PIETRO DA CORTONA Exhibitors Room</div> <div>SALA DEI MARMI Partners Booths Sala del Trono ITA Italian Trade Agency Meeting Lounge</div> <div>SALA DEL TRONO ANICA APA Meeting Area</div>



10.30 AM  
CINEMA BARBERINI,  
SCREENING ROOM 5

MIA 10TH EDITION - OPENING  
PRESS CONFERENCE

MIA



The opening press conference of MIA | Mercato Internazionale Audiovisivo, now in its tenth edition, will focus on this year's innovations, panels, and the special initiatives designed to celebrate this important milestone.

9.30 AM - 1.30 PM  
SINA BERNINI BRISTOL HOTEL  
CONFERENCE ROOM

B2B EXCHANGE  
CEE ANIMATION LAB

B2B EXCHANGE



Are you a passionate producer of animated films or series? Don't miss this unique opportunity to expand your network and gain valuable insights into the animation landscape!

**MIA | Mercato Internazionale Audiovisivo**, in collaboration with CEE Animation, invites you to a one-day training and networking event designed just for you! Engage with industry experts and fellow creatives as we delve into the nuances of international co-productions and the vibrant Italian market.

To secure your spot, complete the registration form on [www.miamarket.it](http://www.miamarket.it) and submit a letter of motivation. Spaces are limited!

**Tutors:** Alessandra Principini | Fundraiser, Movimenti Production (Italy), Pablo Jordi | CEO & Co-Founder, Pikkukala, (Finland/Spain).

By registration only

2.00 PM - 3.00 PM  
CINEMA BARBERINI  
SCREENING ROOM 4

ALLIANCES AND STRATEGIES  
FOR PROGRAM LICENSING

ANIMATION

Expanding the value of an audiovisual property with a solid Licensing plan requires a strong preparation and skills. A successful Licensing plan can make a property become a brand and generate revenue. This panel will focus on proven experiences and expert advice questioning If there is a recipe for successful contemporary Licensing strategies. It will explore if a Licensing strategy should work hand in hand with the production of a TV series or a feature film. And, last but not least, how can one choose the right property to create and expand its potential with Licensing on worldwide markets.

**Speakers:** Francesco Manfio | General Manager & Producer, Gruppo Alcuni (Italy), Gianluca Ferrara | Head of Italy & International Head of Toys, DeAPlaneta Kids & Family (Spain / Italy), Nele De Wilde | CCO Audiovisual & Music – Executive Producer, Peyo Company (Belgium), Matteo Olivetti | VP, Licensing Sales & Strategy, Rainbow spa (Italy), Simone Fenu | Senior Director Licensing Italy, Turkey, Greece and Malta Consumer Products, Paramount (Italy).

**Moderator:** Cristina Angelucci | Publisher of Licensing Magazine and European Animation Journal, BM SRL (Italy).

2.30 PM - 7.00 PM  
SINA BERNINI BRISTOL HOTEL  
CONFERENCE ROOM

EBU FICTION ASSEMBLY

HOSTED

Closed-door Session

3.00 PM - 4.00 PM  
CINEMA BARBERINI  
SCREENING ROOM 5

AMONG US: A CREATIVE  
JOURNEY FROM GAMING  
SENSATION TO HIGHLY-  
ANTICIPATED ANIMATED  
SERIES

ANIMATION

Discover the incredible journey of Among Us, an animated series from CBS Studios, Innersloth and creator Owen Dennis, based on the multiplayer social deception game which took the world by storm and amassed over 500 million monthly active users, with more than 4 billion views on YouTube and more than 1.22 billion viewing sessions on Twitch in Q4 of 2020 alone. Join Creator and Executive Producer Owen Dennis as he discusses adapting the wildly popular social deception game into a highly-anticipated animated series with a star-studded voice cast including Elijah Wood, Dan Stevens, Yvette Nicole Brown, Ashley Johnson, Patton Oswalt among many others. Don't miss this exclusive behind-the-scenes look into the creative processes and strategic thinking behind one of the most beloved titles in recent gaming history. Prepare to dive into the story of how a simple game of deception and teamwork has grown into a major cross-media franchise, ready to conquer new platforms and audiences!

**Speaker:** Owen Dennis | Showrunner - Among Us, CBS Studios

3.30 PM - 4.30 PM  
CINEMA BARBERINI  
SCREENING ROOM 3

WELLBEING IN  
PRODUCTIONS: FROM SCRIPT  
TO SCREEN

MIA



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).

3.30 PM - 5.00 PM  
CINEMA BARBERINI  
SCREENING ROOM 1

INNOVATION IN AUDIOVISUAL:  
MIMIT'S SUPPORT FOR  
EMERGING TECHNOLOGIES

HOSTED



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, Ministry of Enterprises and Made in Italy (Italy).

**Speakers:** Marco Pironti | Università di Torino, CTE NEXT, Stefano Murciano | Fondazione Rossini Opera Festival, CTE SQUARE, Sara De Martini | Comune di

Bologna, CTE COBO, Ugo Erra | Università della Basilicata, CTE Matera.

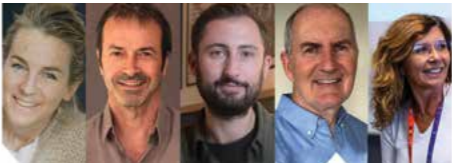
**Tech Companies:** Lea Iaia | Università di Torino, "Discovering Ayrton: il 5G per vivere il Circuito, l'Auto e il Pilota", Leonardo Locatelli | CEO, ADAPTA Studio srl, Sergio Maiocchi | Fifth Ingenium, Clara Corona | Product Developer, XRIT SRL, Enrico Pisino | CEO, Centro di competenza CIM4.0.

**Moderator:** Jacopo Perfetti | Co-founder PromptDesign.it | Intelligenza Artificiale Generativa (Italy).

4.00 PM - 5.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 4

ANIMATION CO-  
PRODUCTIONS WITH  
ITALY: TAPPING INTO  
THE POTENTIAL IN FEATURE  
FILM PRODUCTION

ANIMATION



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 productions with Italian authors, producers, studios and distributors. The Italian industry is galvanised to structure its financing power and the orchestration of sensible work-splits towards optimising 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 | President & CEO, Lucky Red srl (Italy), Evelina Poggi | CEO Producer, Lynx Multimedia Factory (Italy), Carlo Stella | Producer, MAD Entertainment (Italy), Paul Cummins | CEO, Telegael (Ireland).

**Moderator:** Eleanor Coleman | Animation Acquisitions & Co Productions, Indie Sales (France).

Followed by

**Productions Toolkit Series:  
Sustainability**

Production Toolkit Series is a talk format conceived by MIA, aimed to provide practical tools to Producers in order to navigate the ever-changing production landscape. This session presents the state of the art and future perspective on sustainable development certification integrated in audiovisual animation productions, providing the results of the first two years of work of EcoMuvi.

**Speaker:** Ludovica Chiarini | CEO, EcoMuvi (Italy).

**Moderator:** Carla Vulpiani | Animation Content Manager, MIA | Mercato Internazionale Audiovisivo (Italy).

4.30 PM - 4.50 PM  
CINEMA BARBERINI  
SCREENING ROOM 5

NAVIGATING UNCERTAINTY:  
THE KEY SCRIPTED CONTENT  
TRENDS YOU NEED TO KNOW  
TO SURVIVE

MIA



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.

**Speakers:** Guy Bisson | Executive Director and Co-Founder, Ampere Analysis (US).

5.00 PM - 6.00 PM  
CINEMA BARBERINI  
SCREENING ROOM 5

DRAMA BREAKTHROUGHS:  
GAME CHANGING STORIES

DRAMA



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.

**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

CONVERSATION WITH  
MANUEL CATTEAU,  
PRESIDENT AND PRODUCER  
OF ZED

DOC  
FACTUAL



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.

5.30 PM - 6.30 PM  
CINEMA BARBERINI  
SCREENING ROOM 3

MEDFILM FESTIVAL UNVEILS  
THE SELECTED PROJECTS AT  
MEDMEETINGS, ITS INDUSTRY  
SECTION

HOSTED



MedFilm Festival chooses MIA to announce the finalist projects of MedMeetings. MedMeetings is an industry event aimed at creating synergies and cooperation between directors, producers, distributors and industry professionals from Euro-Mediterranean countries and the Middle East. MedMeetings are structured in two distinct sections: MedWIPs and MedPitching. For each of the two sections, 6 projects are selected. Those will compete for the OIM Prize for the amount of € 10,000 awarded to

the winning project, the Stadion Video Prize for the amount of € 3,500 and the MedPitching Award, a prize of € 1,000 awarded to the most promising project, to which an additional € 1,000 will be added if the project becomes an Italian co-production.

**Speakers:** Ginella Vocca | Artistic Director / Founder / President, MedFilm Festival (Italy) Paolo Bertolin | Head of MedMeetings (Italy).

SPECIAL EVENTS

7.00 PM - 10.00 PM  
Hotel De La Ville,  
A Rocco Forte Hotel  
**A TITANUS STARRY NIGHT**  
By invitation only



LOCAL SUPPORT  
AND GRANTS



PRODUCTION  
GUIDE



EXTRAORDINARY  
LOCATIONS



www.apuliafilmcommission.it



9.00 AM - 10.00 AM  
CINEMA BARBERINI,  
SCREENING ROOM 4

—

**OPEN DISCUSSION: PARITY  
IN THE INDUSTRY, ANIMATION**

ANIMATION



Join us for a collaborative discussion and exploration of numerous world wide initiatives focused on improving gender parity and the opportunities for women in the animation industry, with a special focus on Europe. This open conversation will feature the conclusions and initiatives proposed at a Collective Intelligence Workshop held in Annecy last June, exploring the place of women in the European Animation Industry. Your questions and perspective are most welcome.

**Projects:** Eleanor Coleman | Animation Acquisitions & Co Productions, Indie Sales, (France).

9.00 AM - 11.00 AM  
CINEMA BARBERINI,  
SCREENING ROOM 6

—

**DOC PITCHING FORUM #1**

DOC



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: Seveso - The Italian Chernobyl, Inferno - Climate Crisis in the Mediterranean, Black Carbon - Native Science, Crusade and Cross, Pinocchio, the Child of the World, Homesick, Small Town America: The Untold Story of the MPW Archive, The Discreet Charm of Forgery.**

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

Access is not allowed to Talk, Student, or Press badges.

10.00 AM - 11.00 AM  
CINEMA BARBERINI  
SCREENING ROOM 1

—

**THE NEW GERMAN FILM  
LAW IN 2025**

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.

**Speaker:** 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

—

**THE RISE OF FAST CHANNELS**

INNOVATION

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), Cédric 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).

**Moderator:** Richard Middleton | Journalist, Broadcast Now (UK)

10.30 AM - 11.30 AM  
CINEMA BARBERINI  
SCREENING ROOM 4

—

**ANIMATION  
PITCHING FORUM #1**

ANIMATION



The Animation Co-Production Market & Pitching Forum 2024 has selected 15 projects from 15 countries. The first 7 project are presented in the Animation Pitching Forum #1.

**Projects (Pitching Order): Aya in the Desert, Café Automatica, With You, Happily Never After, Gainsbourg: Rue De Verneuil, Twisted, Jay Fly.**

Access is not allowed to Talk, Student, or Press badges.

11.00 AM - 1.00 PM  
CINEMA BARBERINI  
SCREENING ROOM 5

—

**6° RAPPORTO SULLA  
PRODUZIONE AUDIOVISIVA  
NAZIONALE**

HOSTED



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.

Access by invitation only.

11.30 AM - 1.30 PM  
CINEMA BARBERINI  
SCREENING ROOM 1

—

**LAZIO PITCHING FORUM  
PITCHING COACH  
MASTERCLASS**

HOSTED

Access not allowed to Press.

11.30 AM - 12.30 PM  
CINEMA BARBERINI  
SCREENING ROOM 6

—

**FILMING  
IN MONTENEGRO**

HOSTED



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 (Nightswim Production - Rome) who has recently co-produced with Montenegro on Ivan Salatic's new film 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, Nightswim Production (Italy).

12.00 PM - 1.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 3

—

**CHALLENGES  
AND OPPORTUNITIES  
FOR DISTRIBUTION  
OF IMMERSIVE CONTENT**

INNOVATION



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), Agata Di Tommaso | Partner - Business Development & Festivals, Diversion (France), Sara Fatucci | Exhibition & Festival Manager, Unframed Collection (France).

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

12.00 PM - 1.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 4

—

**ANIMATION  
PITCHING FORUM #2**

ANIMATION



The Animation Co-Production Market & Pitching Forum 2024 has selected 15 projects from 15 countries. The last 8 project are presented in the Animation Pitching Forum #2.

**Selected Projects (Pitching Order): Big Bang Parade, Moles, The Little Prince Of Shangri-La, Parts of a Bigger Story, Tales of The Cosmo, Cleo and Frida's Undad Tales, Mantra Warrior, Harmony.**

Access is not allowed to Talk, Student, or Press badges.

2.00 PM - 3.00 PM  
CINEMA BARBERINI  
SCREENING ROOM 1

—

**EMERGING VOICES:  
EMPOWERING CEE SERIES  
CREATORS**

DRAMA



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 PM - 3.30 PM**  
CINEMA BARBERINI  
SCREENING ROOM 4

SCENARI TRANSALPINI

HOSTED



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, If Paris Had the Sea It Would Be a Little Bari, Les Macaronis, Long Feu-Fire Away, Mes Blanches, Titano.**

Access not allowed to Press.

**2.00 PM - 3.00 PM**  
CINEMA BARBERINI  
SCREENING ROOM 5

THE CREATIVES:  
A COLLECTIVE FORCE  
IN MOTION

MIA



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, Producer, Lemming Film (Netherlands / Belgium), Roman Paul | Founder and Co-CEO, Razor Film (Germany), Synnøve Hørsdal | Producer and CEO, Maipo Film (Norway).

**Moderator:** Nick Vivarelli | Journalist, Variety.

**2.00 PM - 3.30 PM**  
CINEMA BARBERINI  
SCREENING ROOM 6

DOC PITCHING FORUM #2

DOC



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

**Projects: The Siege of Paradise, The Naked Reality, Paper Porn, Arandora Star - 2nd July 1940, Reborn - Perfect Love, Trash Kids, Time to Say Goodbye.**

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

**Access:** NO Student, Press, Talk.

Access is not allowed to Talk, Student, or Press badges.

**3.00 PM - 6.30 PM**  
CINEMA BARBERINI  
SCREENING ROOM 1

EBU 2024 PROUD TO  
PRESENT FICTION

DRAMA



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.

**Finished Programmes:** So Long, Marianne (NRK – Norway), Davos 1917 (SRF - Switzerland), Addicts (CTV - Czechia), The Club (VRT - Belgium), Endangered Species (RTS - Switzerland), Pressure Point (SVT - Sweden).

**Projects In Development:** Our People (CTV - Czechia), Green Cops (ZDF - Germany), The Woman Driver (FRANCE TV - France), Klezmer (ARD/SWR - Germany).

**3.30 PM - 6.00 PM**  
CINEMA BARBERINI  
SCREENING ROOM 5

FILM PITCHING FORUM

FILM



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

**Projects: Borderline, Braids, Death In Your Eyes, Fish, Is This All of You?, Midnight Inn, Misgiving, Pleasure, So the Lovers Could Come Out Again, The Place of Eternal Summer, The Poet and the Blackbird.**

Access is not allowed to Talk, Student, or Press badges.

**4.00 PM - 5.00 PM**  
CINEMA BARBERINI  
SCREENING ROOM 4

PROFESSIONAL TRAINING  
LABELS OUTLOOK

MIA

A journey through Europe's leading institutions and organisations 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 Kemppinen | Head of Studies, EAVE AI Skills Booster (Luxembourg).

**Moderator:** Alessandro Gropplero, President/FVG Audiovisual Fund & Ties That Bind

**4.00 PM - 5.00 PM**  
CINEMA BARBERINI  
SCREENING ROOM 6

FRANCE TÉLÉVISIONS &  
RAI PRESENT THEIR FIRST  
COLLABORATION

DOC

he 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 | Head of Documentary Unit, France Télévisions (France), Francesco Melzi d'Eril | CEO, MDE Films and MeMo Films (Italy), Myriam Weil | Chief Documentaries

Officer & Producer, Federation Studios, (France), Fabrizio Zappi | Director Rai Documentari, Rai (Italy).

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

**5.30 PM - 6.30 PM**  
CINEMA BARBERINI  
SCREENING ROOM 4

ITALIAN CINEMA INSIGHTS:  
UNVEILING THE INTRINSIC  
VALUE OF THEATRICAL AND  
EXHIBITION

FILM



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 (Italy), Simone Gialdini | General Director, ANEC; President, CINETEL (Italy), Giampaolo Letta | CEO, Medusa (Italy), Luigi Lonigro | Director, 01 Distribution; President Unione Distributori Anica (Italy), Federica Lucisano | CEO, Lucisano Film Group (Italy), Massimiliano Orfei | President, PiperFilm (Italy), Massimo Proietti | CEO, Vision Distribution (Italy).

**Moderator:** Alessandra De Luca | Journalist, Ciak, Avvenire (Italy).

5.30 PM - 6.30 PM  
CINEMA BARBERINI  
SCREENING ROOM 6

PUSHING  
THE ENVELOPE

DOC

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).

BUYERS CLUB

2.00 PM - 3.33 PM

Cinema Barberini  
Screening Room 2  
**A MOTHER'S  
SPECIAL LOVE**  
EN TONG AU PIED  
DE L'HIMALAYA  
93' by John Wax  
Le Pacte  
Market screening

2.00 PM - 3.36 PM

Cinema Barberini  
Screening Room 7  
**THE CHASE**  
SIX JOURS  
96' by Juan Carlos Medina  
SND Films  
Market screening

2.10 PM - 3.38 PM

Cinema Barberini  
Screening Room 3  
**SURFACING**  
LA LLEGADA DEL HIJO  
88' by Cecilia Atán and Valeria Pivato  
Visit Films  
Market screening

3.45 PM - 5.10 PM

Cinema Barberini  
Screening Room 2  
**ANYWHERE ANYTIME**  
85' by Milad Tangshir  
Fandango Sales  
Market Screening

3.45 PM - 5.40 PM

Cinema Barberini  
Screening Room 3  
**HOW TO MAKE A KILLING**  
UN OURS DANS LE JURA  
115' by Franck Dubosc  
Gaumont  
Market screening

3.45 PM - 5.40 PM

Cinema Barberini  
Screening Room 7  
**RIEFENSTAHL**  
115' by Andres Veiel  
Beta Cinema  
Market screening

BUYERS CLUB

5.15 PM - 6.38 PM

Cinema Barberini  
Screening Room 2  
**BLACK BUTTERFLIES**  
MARIPOSAS NEGRAS  
83' by David Baute  
Pink Parrot Media  
Market Screening

5.40 PM - 7.24 PM

Cinema Barberini  
Screening Room 3  
**BATTLEGROUND**  
CAMPO DI BATTAGLIA  
104' by Gianni Amelio  
Rai Cinema International Distribution  
Market screening

5.40 PM - 7.38 PM

Cinema Barberini  
Screening Room 7  
**ELECTRIC CHILD**  
118' by Simon Jaquemet  
Visit Films  
Market screening

SPECIAL EVENTS

6.30 PM - 8.00 PM

Barberini Terrace  
**HAPPY HOUR SARDEGNA**  
FILM COMMISSION  
By invitation only



ROME  
FILM  
FEST

16—27  
OTTOBRE  
19<sup>A</sup> EDIZIONE

9.00 AM - 10.00 AM  
CINEMA BARBERINI,  
SCREENING ROOM 6  
—

DOC HOSTED PROJECTS  
DOC



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: Funeralzzzi, The Other Gaza, Under the Ice.

Access is not allowed to Talk, Student, or Press badges.

10.00 AM - 11.30 AM  
CINEMA BARBERINI  
SCREENING ROOM 3  
—

FUTURE IMPACT OF  
ARTIFICIAL INTELLIGENCE  
ON AUDIOVISUAL  
PRODUCTION  
MIA



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

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 & CEO, ElioFilm (Italy).

Moderator: Erik Barmack | CEO and Founder, WildSheep Contend; Founder, AI in Hollywood (USA).

This panel will be followed by Aperitivo with MEDIA

10.00 AM - 11.00 AM  
CINEMA BARBERINI  
SCREENING ROOM 4  
—

ANYSHOW - TELEVISION  
ANIMATION



AnyShow is a pitching format dedicated to animated content which has confirmed production, are in post-production or completed, oriented toward distribution and sales opportunities. The 2024 selection is composed of 14 projects from 17 countries, divided in two programmes. This session presents 9 gorgeous upcoming series and one-off

animated projects intended for - primarily - Television release.

Projects: Kweku the Traveller, The Upside Down River, The Black Diamond Race, Apocalypse Mojito, I'm Staying Up!, Sissi & Caesar, Misfit Manor, Desert Sisters.

Access is not allowed to Talk, Student, or Press badges.

10.30 AM - 11.30 AM  
CINEMA BARBERINI,  
SCREENING ROOM 5  
—

ITALIANS DOC IT BETTER  
DOC



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: Achille Lauro: The Terror, Cruise, Art Strike, The Enchantment, The First Time, The Golden Age, The Madmen Coach, Pulling My Own Strings, Sigonella The Challenge, Ukrainian Whispers, Until The End.

Access is not allowed to Talk or Student

10.30 AM - 11.30 AM  
CINEMA BARBERINI,  
SCREENING ROOM 6  
—

GREEN FILM: TOWARDS  
A MORE SOCIALLY  
SUSTAINABLE AND  
PRODUCTIVE INDUSTRY  
HOSTED



Adopting a sustainable approach today also means, in a broader sense, turning our attention to other forms of sustainability besides environmental sustainability.

The wellbeing of workers in the audiovisual industry is an issue that is increasingly intertwined with the good health of a company: acting in this sense, in addition to improving the quality of the working environment, can ensure a significant return on investment, translating into increased productivity and company competitiveness. The Green Film Rating System, with its recent update, also encourages producers to adopt labour practices aimed at improving the sustainability of production from a social point of view.

The panel therefore intends to illustrate and discuss processes and new professional figures that can help productions foster a healthier and fairer work environment, offering insights and concrete experiences that are emerging and dialogue on how to import and implement the good practices from the European to the Italian context.

Speakers: Valeria Bullo | Film & TV Wellbeing & Inclusion Consultant, Fabiana Cumia | ESG Director, Rakuten TV Europe - Board Member, WIFTMI.

Moderator: Luca Ferrario | Director, Trentino Film Commission - Green Film.

11.30 AM - 12.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 4  
—

SAMUEL, STUDY  
OF A SUCCESS STORY  
ANIMATION



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 marvellous 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 Megherbi | Co-Founder & Producer, Les Valseurs (France), Yago Fandiño Lousa | Director of Clan TV and Head of Children Content, RTVE (Spain), Pablo Jordi | CEO & Co-Founder, Pikkukala (Finland/Spain).

Moderator: Comfort Arthur | Founder & CEO, The Comfy Studio (Ghana/UK).

12.00 PM - 1.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 1  
—

C EU SOON  
FILM



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 to 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: The Adventures of Wilma Kummel, Father, How Come It's all Green out Here?, If You Are Afraid You Put Your Heart into Your Mouth and Smile, Join Me for Breakfast,

A Place of Their Own, Rainy Summer Days, Sea of Glass, Vandering Trees.

Access is not allowed to Talk, Student, or Press badges.

12.00 PM - 1.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 3  
—

ROME WASN'T BUILT IN A DAY:  
110 DAYS IN THE LED VOLUME  
AND WHAT THAT MEANS FOR  
THE REST OF US  
INNOVATION



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 | Executive Producer, Dimension & DNEG 360 (UK), Max Rocchetti | Director, Virtual Production Supervisor, Lunostudios & DNEG 360 (Italy).

Moderator: Nils Pauwels | Founder, Immersive Productions; Co-Founder, Institute of Immersive Media (Netherlands).

12.00 PM - 1.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 5  
—

BRIDGING GENERATIONS:  
CONNECTING AUDIENCES.  
EUROPEAN WRITERS CLUB  
OPEN CALL  
HOSTED



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 | Screenwriter 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 PM - 1.00 PM**  
CINEMA BARBERINI,  
SCREENING ROOM 6

**NEW RESOURCES AND OPPORTUNITIES FOR DOCUMENTARIES: THE ROLE OF TAX CREDITS AND THE CHALLENGES OF PRODUCING IN THE ITALIAN AND INTERNATIONAL MARKETS**

DOC

The panel explores the opportunities arising from documentaries in the local and global markets, highlighting the importance of tax credit and the role of film commissions under the new legislation.

**Speakers:** Fabio Abagnato | Director, Emilia Romagna Film Commission (Italy), Enrico Bufalini | Director Historical Archive, Films and Docs, Cinecittà S.p.A. (Italy), Gabriele Genuino | Head Of Documentary Production Rai Cinema, Rai (Italy), Gloria Giorgianni | CEO, Producer, Anele (Italy), Cosetta Lagani | Founder and Creative Producer, Salice Production (Italy), Roberto Pisoni | Senior Director Sky Entertainment Channels, Sky Italia (Italy), Fabrizio Zappi, Director Rai Documentari, Rai (Italy).

**12.30 PM - 1.30 PM**  
CINEMA BARBERINI,  
SCREENING ROOM 4

**FILM DISTRIBUTION IN LAZIO**

HOSTED

A new notice from the Region to support a deal between independent distribution and movie theaters.

**2.00 PM - 3.30 PM**  
CINEMA BARBERINI,  
SCREENING ROOM 1

**LAZIO PITCHING FORUM**

HOSTED



Lazio Region, in collaboration with Lazio Innova and the Rome Chamber of Commerce, and with the support of Azienda Speciale Sviluppo e Territorio is promoting an initiative to support the internationalization of local small and medium-sized enterprises (SMEs) developing audiovisual products.

Take part in this incredible session to witness the presentation of their projects at the 10th edition of MIA!

**2.00 AM - 2.30 PM**  
CINEMA BARBERINI,  
SCREENING ROOM 4

**COMMISSIONING IPS: RAI & BBC**

ANIMATION

Exploring RAI and BBC alliances in developing children IP: how to select stories for the screen; what are the two broadcasters looking for and for what targets; how to make the property perform at best on the global market. An insight into the two broadcasters collaborations on properties such as Super Happy Magic Forest and Piripenguins.

**Speakers:** Luca Milano | Executive Director, Rai Kids (Italy), Beth Gardiner | Commissioning Executive, BBC Children & Education CBeebies (UK), Jo Allen | Commissioning Executive Animation 7+, BBC Children & Education (UK).

**Moderator:** Federica Pazzano | CEO, DARO Studio LLC (USA).

**2.00 PM - 3.00 PM**  
CINEMA BARBERINI,  
SCREENING ROOM 6

**IMPACT DOCUMENTARIES**

DOC

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 - Chief Creative Officer - gebroeder beetz FILMPRODUKTION (Germany).

**Moderator:** Stephen Segaller | Vice President, Programming, The WNET Group (USA).

**2.30 PM - 3.30 PM**  
CINEMA BARBERINI,  
SCREENING ROOM 4

**SOURCING IPS: NEXT-GENERATION SUCCESS STORIES**

ANIMATION

Adapting a property into an audiovisual media often comes from the belief that well-established IPs have more chances of success than original IPs in today's crowded market. However, screen adaptations demand a strong effort in development and production to compete in the global industry without losing the essence of the original work.

In this session, industry experts will answer crucial questions: "What are the key steps and best practices?" and "Who should be involved?"

**Speakers:** Massimo Fenati | CEO, Eaglet (UK), Tom Beattie | Managing Director, Tiger Aspect Kids & Family (UK), Alexandre Hénin | Managing Director & Producer, Bayard Animation (France), Maurizia Sereni | Head of Creative Development, Movimenti Production (Italy).

**Moderator:** Federica Pazzano | CEO, DARO Studio LLC (USA).

**2.30 PM - 3.30 PM**  
CINEMA BARBERINI,  
SCREENING ROOM 5

**DRAMA PITCHING FORUM #1**

DRAMA



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, Marike 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 Vyshnevsk, Independent Producer, Marianne Furevold-Boland, Head of Drama at NRK and Ferdinand Dohna, Head of Content for BETA Film.

**Drama Series Presented:**  
**The Night Watch, Dolce Amelia, Lifeline, A Family Reunion, Castle of the Eagles, The Little Italian Hotel, Uglycomics.**

Access is not allowed to Talk, Student, or Press badges.

**4.00 PM - 5.30 PM**  
CINEMA BARBERINI,  
SCREENING ROOM 1

**INVESTMENT: FOR THE COMPETITIVENESS OF THE EUROPEAN AUDIOVISUAL INDUSTRY**

MIA

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 Medialinvest 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 | Director, Directorate-General for Communications Networks, Content and Technology, European Commission (Italy), Nicola Borrelli | Director, General Directorate for Cinema and Audiovisual of the Ministry of Culture (Italy).

**Speakers:** Gianluca Massimi | Head of Division "Mandate Origination and Relationship Management" – EC/EIB (Italy), Andrea Scarso | Partner and Investment Director, IPR.VC (UK).

**3.30 PM - 4.30 PM**  
CINEMA BARBERINI,  
SCREENING ROOM 6

**INTERNATIONAL FACTUAL FORUM**

FACTUAL



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: Bocuse D'or - Succession, The Cornucopian Caravels, Eat a Book, Global Sci-Fi and the Chinese Way, Golden Keys, Investigators, Last Will, The Lost Beauty, The Ship Of Fools, That Crazy Italian Farm.**

Access is not allowed to Talk or Student.

4.00 PM - 5.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 4

ANYSHOW - THEATRICAL

ANIMATION



AnyShow is a pitching format dedicated to animated content which has confirmed production, are in post-production or completed, oriented toward distribution and sales opportunities. The 2024 selection is composed of 14 projects from 17 countries, divided in two programmes. This session presents 6 exciting upcoming feature films intended for - primarily - theatrical release.

Projects: The Violinist, No Good and No Evil, My Friend the Sun, Disposable, The State of Souls, Mary Anning.

4.00 PM - 5.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 5

IN CONVERSATION WITH  
KATHERINE POPE

DRAMA



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

FUTURE-PROOFING  
CONTENT: STRATEGIES FOR  
GLOBAL SUCCESS

DRAMA



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 Khosravi | Head of Scripted Television Strategy, Fifth Season (US), Laura Abril | EVP of Scripted & Global Business Development, Buendía Estudios (Spain), Lars Blomgren | Head of International, Media Res (US/Sweden), Marike Muselaers | VP International

Financing & Coproductions, Nordisk Film (Sweden), Joe Lewis | CEO, Amplify Pictures (US), Luca Bernabei | CEO, Lux Vide (Italy).

Moderator: Carlo Dusi | Producer, Founder and Managing Director, Turning Point (UK).

5.30 PM - 6.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 6

ARE WE ALL INDEPENDENT  
PRODUCERS? DEFINING  
WHAT AN INDEPENDENT  
PRODUCER IS IN A FAST-  
CHANGING INDUSTRY

HOSTED



The role of the independent producer is crucial for scouting and discovering new talent, as well as in all other phases of production. In a constantly evolving market, is it possible to be independent while simultaneously facing significant challenges such as competition from large media companies, financial sustainability, and the need to be competitive in both national and international markets? Ultimately, is defining oneself as an independent producer still relevant in nowadays audiovisual market, or is this role destined to disappear?

Speakers: Marco Alessi | CEO, Dugong (Italy), Simonetta Amenta | President, AGICI - CEO, Eurofilm (Italy), Carlotta Ca Zorzi | Head of Business and Legal Affairs, Fandango - Member Board of Directors, EPC (Italy), Dariusz Jablonski | President, EPC - CEO, Apple Film Production (Poland).

5.30 PM - 6.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 4

IS CREATING PROGRAMS  
RE-INVENTING THE RECIPE  
EACH TIME?

ANIMATION



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 | Senior Executive in Charge of International Co-Productions and Acquisitions, YLE Children and Youth (Finland), Yago Fandiño Lousa | Director of Clan TV and Head of Children Content, RTVE (Spain), Denisa Dufková, Head of Planning and Scheduling CT :D, Czech TV (Czech Republic).

Moderator: Federica Pazzano | CEO, DARO Studio LLC (USA).

5.30 PM - 7.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 1

BEST PRACTICES FOR  
VIRTUAL PRODUCTION

INNOVATION

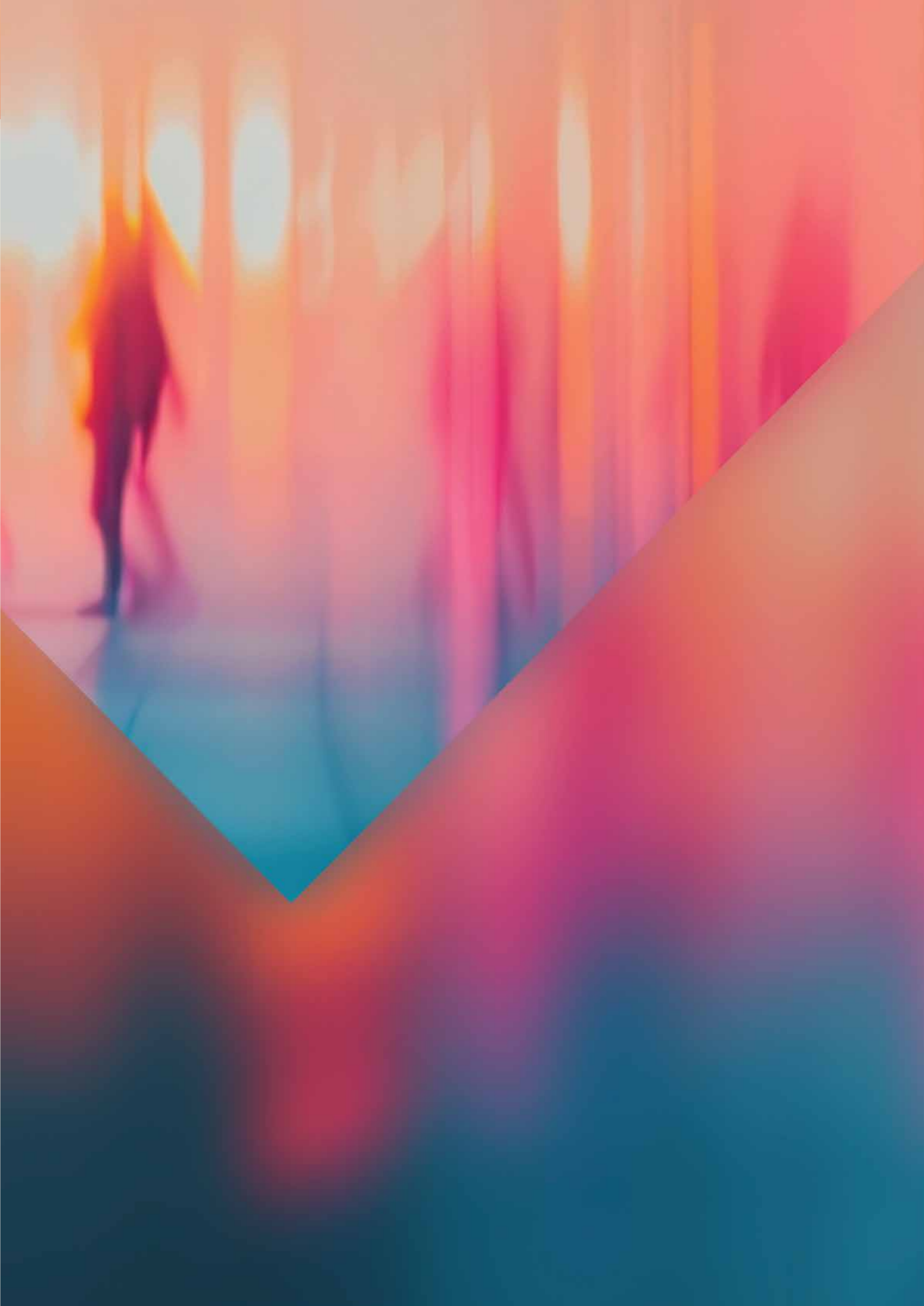


Get the most out of your VP production, from initial brief to the shoot. With focus on plate based virtual production the masterclass will give practical advice for independent film professionals on how to include VP in a production from small to large budgets. All the little things that make the show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

Host: Mikael Windelin | Visual Effects & Virtual Production Producer (Denmark).

This session is curated with IIM | Institute of Immersive Media (Netherlands).

BUYERS CLUB		SPECIAL EVENTS
<div><b>10.00 AM - 10.40 AM</b> Cinema Barberini Screening Room 1 <b>VISION DISTRIBUTION COMIN'UP</b> Introducing upcoming movies: Le assaggiatrici (The Tasters) by Silvio Soldini, Diamanti (Diamonds) by Ferzan Ozpetek</div> <div>—</div> <div><b>10.50 AM - 11.10 AM</b> Cinema Barberini Screening Room 1 <b>MINERVA PICTURES COMIN'UP</b> 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!</div> <div>—</div> <div><b>11.20 AM - 11.40 AM</b> Cinema Barberini Screening Room 1 <b>RAI CINEMA INTERNATIONAL DISTRIBUTION COMIN'UP</b> Proudly launched at the beginning of this year, Rai Cinema International Distribution is thrilled to be presenting the 2025 slate at the MIA market.</div> <div>—</div> <div><b>11.50 AM - 1.49 PM</b> Cinema Barberini Screening Room 2 <b>THE FOURTH WALL</b> LE QUATRIEME MUR 119' by David Oelhoffen Le Pacte Market screening</div> <div>—</div> <div><b>2.00 PM - 3.31 PM</b> Cinema Barberini Screening Room 2 <b>FAMILIAR TOUCH</b> 91' by Sarah Friedland Memento Films Market Screening</div> <div>—</div> <div><b>2.00 PM - 3.34 PM</b> Cinema Barberini Screening Room 7 <b>WEIGHTLESS</b> SULLA TERRA LEGGERI 94' by Sara Fgaier Rai Cinema International Distribution Market Screening</div>	<div><b>3.00 PM - 5.00 PM</b> Cinema Barberini Screening Room 3 <b>VISION DISTRIBUTION</b> Private Screening 120' Market Screening</div> <div>—</div> <div><b>3.40 PM - 5.16 PM</b> Cinema Barberini Screening Room 2 <b>IN THE SUB FOR LOVE</b> À TOUTE ALLURE 96' by Lucas Bernard Gaumont Market Screening</div> <div>—</div> <div><b>3.40 PM - 5.02 PM</b> Cinema Barberini Screening Room 7 <b>OF DOGS AND MEN</b> AL KLAVIM VEANASHIM 82' by Dani Rosenberg Rai Cinema International Distribution Market Screening</div> <div>—</div> <div><b>5.05 PM - 7.07 PM</b> Cinema Barberini Screening Room 3 <b>FANDANGO SALES</b> Private Screening 122' Market Screening</div> <div>—</div> <div><b>5.10 PM - 7.23 PM</b> Cinema Barberini Screening Room 7 <b>WILLIAM TELL</b> 133' by Nick Hamm Beta Cinema Market Screening</div> <div>—</div> <div><b>5.20 PM - 6.48 PM</b> Cinema Barberini Screening Room 2 <b>SUPERKLAUS</b> 88' by Steven Majauri and Andrea Sebastiá Pink Parrot Media Market Screening</div>	<div><b>10.00 AM - 11.30 AM</b> Barberini Terrace <b>ANICA ACADEMY COFFEE</b> By invitation only</div> <div>—</div> <div><b>1.00 PM - 2.30 PM</b> Barberini Terrace <b>EWC LUNCH</b> By invitation only</div> <div>—</div> <div><b>5.30 PM - 6.30 PM</b> Barberini Terrace <b>HAPPY HOUR</b> <b>REGIONE LAZIO</b> By invitation only</div> <div>—</div> <div><b>7.30 PM - 9.30 PM</b> Residenza dell'Ambasciatore di Svezia <b>EXCLUSIVE NETWORKING EVENT AT THE RESIDENCE OF THE AMBASSADOR OF SWEDEN TO ITALY</b> By invitation only for more info contact malena.hessel@gov.se</div>



9.30 AM - 10.30 AM  
CINEMA BARBERINI,  
SCREENING ROOM 6  
—

**ITALY AS A STRATEGIC PARTNER FOR THE EUROPEAN FACTUAL INDUSTRY: CO-PRODUCTION AND THE FORMAT MARKET BETWEEN CHALLENGES AND OPPORTUNITIES**  
FACTUAL

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 | CEO & Artistic Director, Pesci Combattenti (Italy)

10.00 AM - 11.00 AM  
CINEMA BARBERINI,  
SCREENING ROOM 3  
—

**BRAVE NEW WORLD, EMPOWERING INDEPENDENT FILM PRODUCTION**  
FILM



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:** Marie Ange Luciani | General Manager, Les Films de Pierre (France), Jonas Dornbach | CEO, Komplizen Films (Germany), Diana Elbaum | CEO, Beluga Tree (Belgium), Andrea Occhipinti | President & CEO, Lucky Red srl (Italy).

**Moderator:** Tim Dams | Journalist, Screen International

10.00 AM - 11.00 AM  
CINEMA BARBERINI,  
SCREENING ROOM 4  
—

**CGI & VFX : NARRATIVE TOOLS FOR EVERGREEN STORYTELLING**  
ANIMATION



CGI and VFX are the contemporary visual and narrative tools. In the case of design icons of the past, what does it take to recreate famous legacy characters with modern techniques, and reach new audiences? This panel will explore how to weave these techniques and skills in production pipelines, and discuss how it eventually changes storytelling.

**Guests:** Diego Viezzoli | Head of Pipeline, Rainbow CGI (Italy), Franco Valenziano | VFX Supervisor, beQ Entertainment (Italy).

**Moderator:** Giulietta Fara | Artistic Director, 24Frame Future Film Fest (Italy).

10.00 AM - 11.00 AM  
CINEMA BARBERINI,  
SCREENING ROOM 5  
—

**"CINEMA REVOLUTION": THE NUMBERS OF 2024 EDITION**  
HOSTED



Back in the cinemas and arenas all over Italy last summer, “Cinema Revolution”, the initiative strongly supported by the Ministry of Culture, even for its second edition represents a key tool through which the Italian film and audiovisual industry is strengthened even more. On the panel, the data of the 2024 campaign, promoted with the support of Cinecittà in the period June 9 - September 19 will be presented.

An event organized by the Ministry of Culture - General Directorate for Cinema and Audiovisual on Cinetel data.

**Speakers:** Lucia Borgonzoni | Undersecretary of State, Ministry of Culture (Italy), Nicola Borrelli | Director, General Directorate for Cinema and Audiovisual of the Ministry of Culture (Italy), Simone Gialdini | President, Cinetel (Italy), Chiara Sbarigia | President, Cinecittà (Italy).

11.00 AM - 1:00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 6  
—

**UNBOX PITCHING FORUM**  
HOSTED



Unbox is a project addressed to emerging filmmakers who, after shooting their short films, aspire to make a debut in cinema and series. The event aims to become a decisive moment in the process of building the production architecture of the projects that have been selected, which will be presented during a pitch session that will be followed by B2B meetings with a large parterre of Producers.

**Projects:** Four Walls, In Spirito, Like A Fish Out Of Water, Notredame, Ragù, Scarlet Memories, Shooting Watermelons, Who Shoots First.

11.30 AM - 1.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 3  
—

**TRANSPPOSITION OF THE DSM COPYRIGHT DIRECTIVE IN EU MEMBER STATES - IMPACT ON AUDIOVISUAL PRODUCTIONS**  
HOSTED

Legal aspects and practical consequences in the different national experiences. An opportunity for discussion to highlight aspects on which there is harmonisation.



Looking at how different countries handle criteria to determine the adequate and proportionate remuneration, either in contracts and/or collective bargaining agreements, and rules governing transparency obligations. A comparative approach to highlight status of harmonisation.

This session is curated by APA in collaboration with CEPI - European Audiovisual Production Association

Access by invitation only.

11.30 AM - 12.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 4  
—

**THE MORNING SHOW, THE MIA FILM FOCUS ON FILM FINANCING**  
FILM



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:** Frédéric Fiore | President, Logical Pictures (France), 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 5  
—

**PIEMONTE DEVELOPMENT PITCH**  
HOSTED



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 projects reflect a new generation of cinema, telling local stories with a global outlook.

**Projects: (in alphabetical order): Beyond The Desert, Dirty/Sporco, Disorder, Idda's Breath, Incomparable, Tina.**

Access: not allowed to Press and Talk.

2.00 PM - 3.15 PM  
CINEMA BARBERINI,  
SCREENING ROOM 5  
—

**SUCCESS OR FAILURE? THAT IS THE QUESTION. HOW CRITERIA AND RATING SCALES CAN BE DIFFERENT IN THE EUROPEAN FILM PRODUCERS' PERSPECTIVE**  
HOSTED



The panel will delve into the criteria for achieving economic sustainability in film production, with a particular emphasis on the producers' perspective. While highlighting the critical—but not sole—role of theatrical distribution, it will examine the various release channels for films and how these impact project selection and development. Participants will discuss the key factors that guide decisions to produce, co-produce, or abandon a project, along with the KPIs that determine a production's success or failure. The panel will also explore how these economic considerations align with production cost dynamics in Europe, addressing the challenges of an evolving international market and the shifting landscape of the audiovisual industry.

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

**Speakers:** Benedetto Habib | Founder, Indiana Production; President, Producers' Union of ANICA (Italy), Carlotta Calori | Owner, Indigo Film (find more speakers in the online program).

**Moderator:** Federica D'Urso | Media Analyst.

2.00 PM - 3.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 6

ODESSA RAE: UNVEILING TRUTH AND INSPIRING CHANGE

DOC



Oscar-winning producer Odessa Rae delves into the transformative power of documentary filmmaking. Drawing from her own experiences, including her acclaimed work on Navalny and her current frontrunner for this year's Oscars, HOLLYWOODGATE, 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

CINETEL PRESENTS BORSA FILM: THE HISTORICAL ARCHIVE OF ITALIAN BOX OFFICE

HOSTED



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).

2.30 AM - 4.00 AM  
SINA BERNINI BRISTOL HOTEL  
CONFERENCE ROOM

COFFEE WITH ACE

FILM

With this guided and targeted networking activity, MIAFilm 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 themes. Among the topics in focus: marketing and distribution strategies starting from the development stage, how to navigate markets, festivals and business opportunities, how to find the right partner for your projects. Join the two experts and enjoy a cup of Italian Espresso and pastries offered by ACE Producers!

Speakers: Eve Gabereau | Founder & CEO, Modern Films (UK), Roman Paul | Producer, Razor Film (Germany)

In cooperation with ACE Producers

Access upon registration, first-come-first-served and upon seats availability

To register, please write to: filmcopro@miamarket.it

3.30 PM - 4.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 5

DRAMA PITCHING FORUM #2

DRAMA



The Drama 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 Co-production; Helene Goujet, VP of Acquisitions and Editorial MAX for Warner Bros Discovery Streaming Europe; Marike 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: Viktoria Frankenstein, The Aosawa Murders, Palmyra, Yes!, Bat Out of Hell, The Book of Longings, The Best Immigrant.

Access is not allowed to Talk, Student, or Press badges.

3.30 PM - 4.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 6

UNIVERSAL STUDIO GROUP & EUROPEAN CREATORS: UNLOCKING THE FUTURE OF UNSCRIPTED CONTENT

FACTUAL



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 Studio 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.

3.30 PM - 4.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 1

KEYNOTE INTERVIEW WITH CLAYTON TOWNSEND: MASTERING THE CRAFT OF EPIC CINEMA AND TV

MIA



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

NICE HERE BUT HAVE YOU EVER SHOT IN SOUTH TYROL?

South Tyrol as a film location, explored through three successful case studies.

HOSTED



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

UNLOCKING POTENTIAL: IP VS ORIGINAL SERIES STORYTELLING

DRAMA



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), Nicola Serra | Co-CEO, Partner and Producer, Palomar (Italy), Emmanuelle Bouilhaguet | CEO, TOP - The Originals Productions (France).

Moderator: Morad Koufane | Director of International and Young Adult Fictions, France Télévisions (France).

5.00 PM - 6.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 6

TUSCANY: RESOURCES  
AND INITIATIVES FOR CINEMA  
IN 2024/2025

HOSTED



Toscana Film Commission is announcing a new regional call for productions and training workshops focused on careers in the audiovisual industry, funded by FSE resources. As part of the Manifatture Digitali Prato project, this initiative offers a significant opportunity for the sector and aims to drive business growth. Join us to find out how you can participate and explore ways we can collaborate to promote talent and innovation in the audiovisual industry!

**Speakers:** Cristina Manetti | Chief of Cabinet of the President of the Tuscany Region, Tuscany Region (Italy), Leonardo Brogelli | Manager of the Department of Cultural Heritage, Institutions, Cultural Activities, and Sports, Tuscany Region (Italy).

**Moderator:** Stefania Ippoliti | Director, Tuscany Film Commission (Italy).

5.30 PM - 6.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 4

NEW PATHS FOR  
INDEPENDENT FILM  
DISTRIBUTION

FILM



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 | Chief editor, Le Film Français (France).

5.30 PM - 6.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 1

MARKET OPPORTUNITIES  
AND STRATEGIES OF  
COMPANIES IN THE FILM AND  
AUDIOVISUAL INDUSTRY.  
UNICREDIT'S SUPPORT FOR  
THE FILM ECOSYSTEM

HOSTED



The panel will present a specific study developed by E-Media for UniCredit, which highlights the current market scenario and identifies growth opportunities for film professionals living in an increasingly competitive international environment. This will be followed by a panel discussion with some of the key players in the market.

BUYERS CLUB

10.00 AM - 10.20 AM  
Cinema Barberini,  
Screening Room 1  
**FANDANGO SALES  
COMIN'UP**  
Fandango Sales – Upcoming titles

10.30 AM - 10.50 AM  
Cinema Barberini,  
Screening Room 1  
**INTRAMOVIES SRL  
COMIN'UP**  
Upcoming feature films premiering in 2025.

11.00 AM - 11.20 AM  
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**  
103' by Andrés Arce Maldonado  
Movie Factory  
Market Screening

2.10 PM - 3.56 PM  
Cinema Barberini,  
Screening Room 3  
**THE OPERA!**  
106' by Davide Livermore & Paolo Gep Cucco  
Pulsar Content  
Market Screening

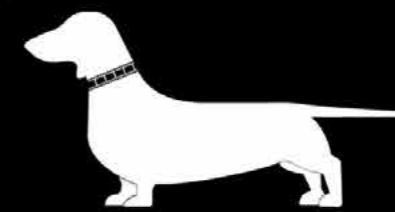
3.50 PM - 5.46 PM  
Cinema Barberini,  
Screening Room 2  
**VENA**  
116' by Chiara Fleischhacker  
Picture Tree International  
Market Screening

4.00 PM - 6.00 PM  
Cinema Barberini,  
Screening Room 7  
**THE BOY WITH PINK PANTS  
IL RAGAZZO  
DAI PANTALONI ROSA**  
118' by Margherita Ferri  
Eagle Pictures  
Market Screening

4.05 PM - 5.37 PM  
Cinema Barberini,  
Screening Room 3  
**FEELING BETTER  
NONOSTANTE**  
92' by Valerio Mastandrea  
Fandango Sales  
Market Screening

5.40 pm - 7.52 pm  
Cinema Barberini,  
Screening Room 3  
**JOHN CRANKO**  
132' by Joachim Lang  
Beta Cinema  
Market Screening

5.50 pm - 7.24 pm  
Cinema Barberini,  
Screening Room 2  
**ARSA**  
94' by Masbedo  
The Festival Agency  
Market Screening



**REEL ONE**

# START YOUR NEW TIMELINE

EDITING  
CONFORMING  
COLOR GRADING  
VFX  
DCP ENCODING  
KDM DELIVERY  
TITLING AND LOCALIZATION  
TRAILER DESIGN  
CONTENT MANAGEMENT  
ARCHIVING  
FILM RESTORATION  
SUBTITLING

Via Marcello Prestinari, 15 - 00195 ROMA  
TEL 06 32 40 450 - [Info@reelone.it](mailto:Info@reelone.it)

10.00 AM - 11.00 AM  
CINEMA BARBERINI,  
SCREENING ROOM 3

NATIONAL FUNDS FOR  
IMMERSIVE WORKS

INNOVATION



**Speakers:**  
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:** Gaia Tridente | Director, MIA | Mercato Internazionale Audiovisivo.

10.30 AM - 11.30 AM  
CINEMA BARBERINI,  
SCREENING ROOM 1

LEADING THE CHANGE: FILMS  
THAT MAKE A DIFFERENCE

FILM



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).

**Moderator:** Marta Cagnola | Journalist (Italy).

11.00 AM - 12.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 5

GREENLIT

DRAMA



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: Gomorrah - The Series. The Origins (Working Title), Henki, The Law According to Lidia Poët - Season 2, One Hundred and Thirteen, Reykjavik Fusion, Sandokan, Winter Palace.**

11.00 AM - 12.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 6

MUSIC DOCS

DOC

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), MYSS KETA | Artist (Italy), Roberto Pischiutta (Pivio) | President, Association of Composers of Film Music (ACMF) (Italy), Alessia Rotondo | Screenwriter, Filmmaster (Italy), Cosima Spender | Film Director (Italy).

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

12.00 PM - 1.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 1

PRESS CONFERENCE ADE.  
APULIA DIGITAL EXPERIENCE

International Audiovisual, Gaming  
and Creativity Summit.

HOSTED

12.30 AM - 1.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 4

IN CONVERSATION WITH  
CRISTINA COMENCINI

HOSTED



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

DIVERSE TALENTS WANTED!  
ADDRESSING A NEED  
IN THE AUDIOVISUAL  
MARKET: ACCESS AND  
OPPORTUNITIES FOR  
UNDERREPRESENTED  
TALENTS.

FILM



In cooperation with WIFTMI

Within a rapidly evolving audiovisual industry, the demand for new skills, faces, and ideas capable of diversifying the Industry - both in front of and behind the scenes - is steadily increasing. The meeting aims to identify tools and strategies to broaden access to training and employment opportunities for talents from underrepresented groups, thus ensuring qualified resources that allow for a more authentic and diverse representation of contemporary society.

**Speakers:** Gabriella Crafa | Co-Founder and Vice President, Diversity Lab, Marina Cuollo | Writer and DEI Consultant, Charity Dago | Talent Manager, CEO & Founder, Wariboko, Marzia Macchiarella | DEI Consultant, Access Coordinator (+ Board Member & DEI Co-Responsible, WIFTMI), Vittoria Schisano | Actress.

**Moderator:** Paolo Di Lorenzo (Journalist).

3.00 PM - 4.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 1

INTERNATIONAL  
CO-PRODUCTIONS IN PUGLIA:  
A HUB OF CREATIVE SYNERGY

HOSTED



International producers share their experiences of shooting and development in Puglia.

3.00 PM - 4.30 PM  
SALA CINEMA, PALAZZO  
DELLE ESPOSIZIONI

THE ART OF LIFE:  
A CONVERSATION WITH  
ALESSANDRO RAK  
AND GIOVANNI COLUMBU

ANIMATION

Directors Alessandro Rak (L'arte della felicità, Cinderella The Cat, Yaya and Lennie: the Walking Liberty, FII - Lo stupore del mondo) and Giovanni Columbu (Archipelaghi, Su Re, Balentes) represent apparently distant worlds. They share a work of creative resistance that defends their living space, through stories that bet on the most arduous undertaking: reconciling art with the public. In this conversation moderated by Carla Vulpiani, Manager of Animation Content at MIA, Rak and Columbu will address the creative path of the two directors, starting from the importance of animation as an expressive medium in an artistic perspective that, through the audiovisual, intersects different artistic experiences and influences, on and off the screen. In collaboration with UnBox - Short Film Days/Alice nella città and Cartoon Italia

**Speakers:** Alessandro Rak | Director, MAD Entertainment (Italy), Giovanni Columbu | Director, (Italy).

**Moderator:** Carla Vulpiani | Animation Content Manager, MIA | Mercato Internazionale Audiovisivo (Italy).

3.30 PM - 4.30 PM  
CINEMA BARBERINI,  
SCREENING ROOM 6

DOC/IT: THE LANDSCAPE  
OF DOCUMENTARY  
PRODUCTION IN ITALY

HOSTED



This panel offers a valuable opportunity to discuss the role of selective funding in Italian documentary production, with a particular focus on recent regulatory changes. Documentary filmmakers and audiovisual producers from various backgrounds - ranging from micro-enterprises to medium and large companies - will share their experiences and insights, highlighting both the opportunities and challenges within the current environment. The goal is to outline a strategic road map for the future of documentary production, examining ways to support and advance the industry in an ever-evolving landscape. The session will also assign the DWA - DOC/IT WOMEN AWARD 2024.

This award is dedicated to female producers who are developing documentary projects, highlighting the importance of the development process in the production phases. The award is assigned in collaboration with WIFTMI Italia and represents a unique opportunity to showcase female talent in the Italian documentary landscape.

**Speakers:** Stefano Massenzi | Producer and Distributor, Lucky Red (Italy), Simone Catania | Producer, Indyca (Italy), Raffaele Brunetti | Producer, B&B Film (Italy), Giulia Achilli | Producer, Dugong Films (Italy), Francesco Virga | Producer, MIR Cinematografica – President, Doc/it (Italy).

**Moderator:** Avv. Elisa Vittone | Vice President, Doc/it (Italy).

6.30 PM - 8.00 PM  
CINEMA BARBERINI,  
SCREENING ROOM 5

MIA AWARDS CEREMONY

MIA



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

**Awards:**  
MIA Development Awards – Best Animation Project, MIA Development Awards – Best Doc Project, MIA Development Awards – Best Drama Project, MIA Development Awards – Best Film Project, Paramount New Stories Award, GEDI Visual Award, Screen International Award, Women in Film and Television and Media Award.

**Hosted:** Premio Carlo Bixio

BUYERS CLUB

10.00 AM - 11.32 AM  
Cinema Barberini  
Screening Room 7  
**FANDANGO SALES**  
Private Screening  
92'  
Market Screening

SPECIAL EVENTS

1.00 PM - 3.00 PM  
Barberini Terrace  
**GET-TOGETHER CO-ORGANIZED BY SWISS FILMS, SRG SSR, RSI, TICINO FILM COMMISSION, AND VALAIS FILM COMMISSION**  
By invitation only

—  
7.00 PM - 10.30 PM  
**APULIA FILM COMMISSION & MIA CLOSING RECEPTION**  
By invitation only



fondazione  
**SARDEGNA**  
film commission  
[www.sardegnafilmcommission.it](http://www.sardegnafilmcommission.it)

General Manager | Susanna Tornesello  
[direzione@sardegnafilmcommission.it](mailto:direzione@sardegnafilmcommission.it)  
+39 349 3585612

Production Office  
[production@sardegnafilmcommission.it](mailto:production@sardegnafilmcommission.it)  
+39 389 8775917

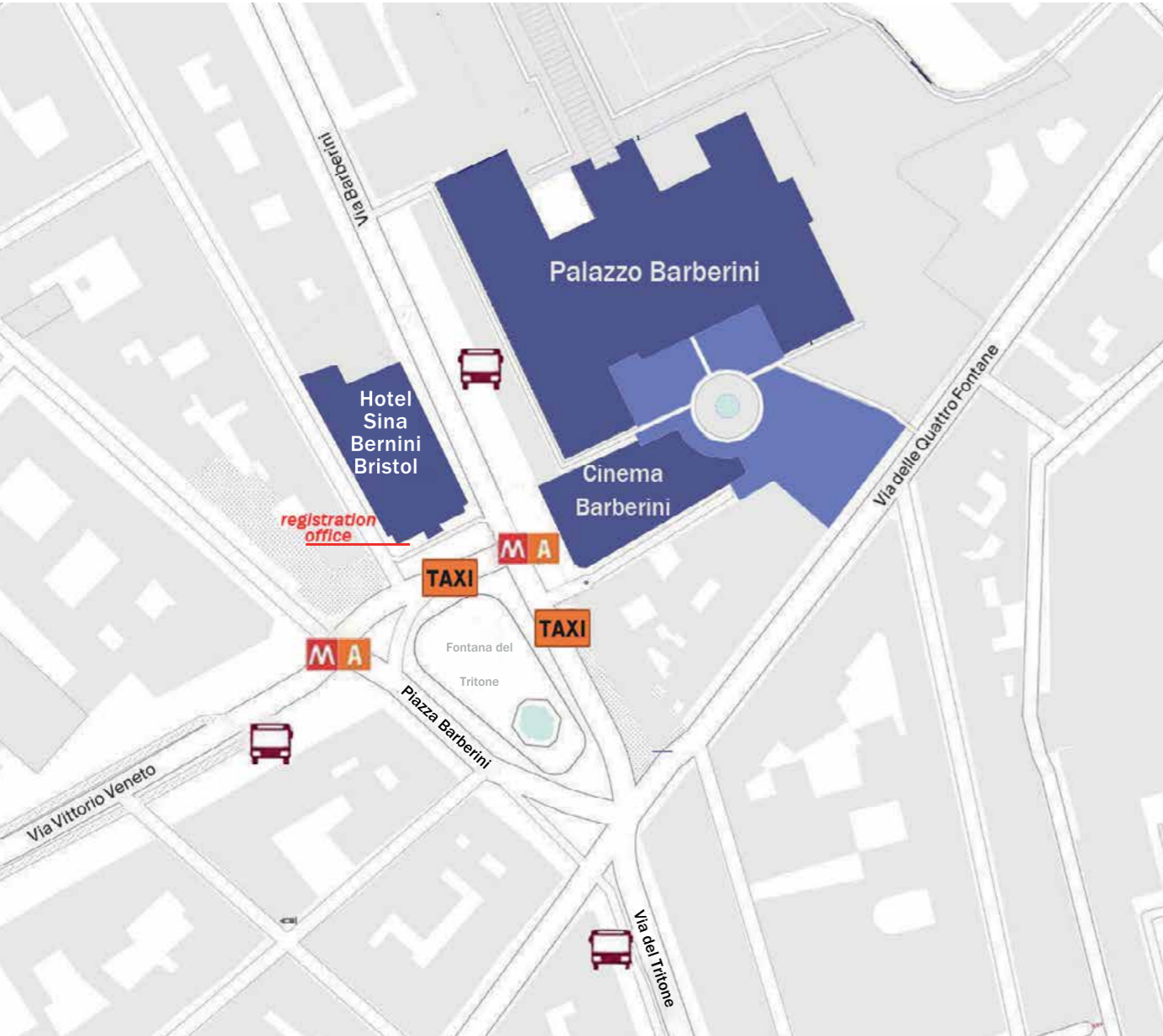


Member of:



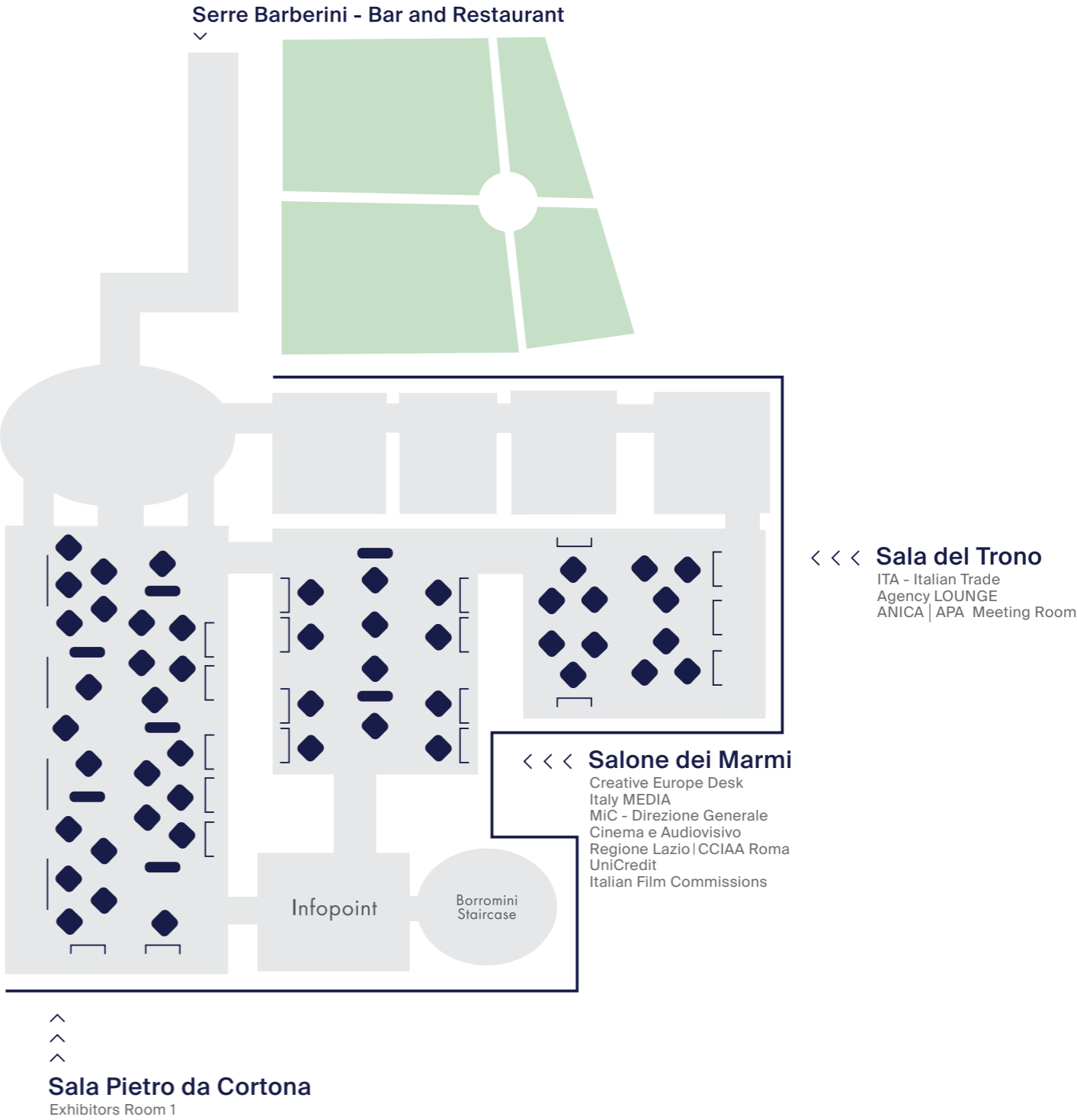
# Maps

Official Venues  
**Palazzo Barberini + Cinema Barberini + Sina Bernini Bristol Hotel**



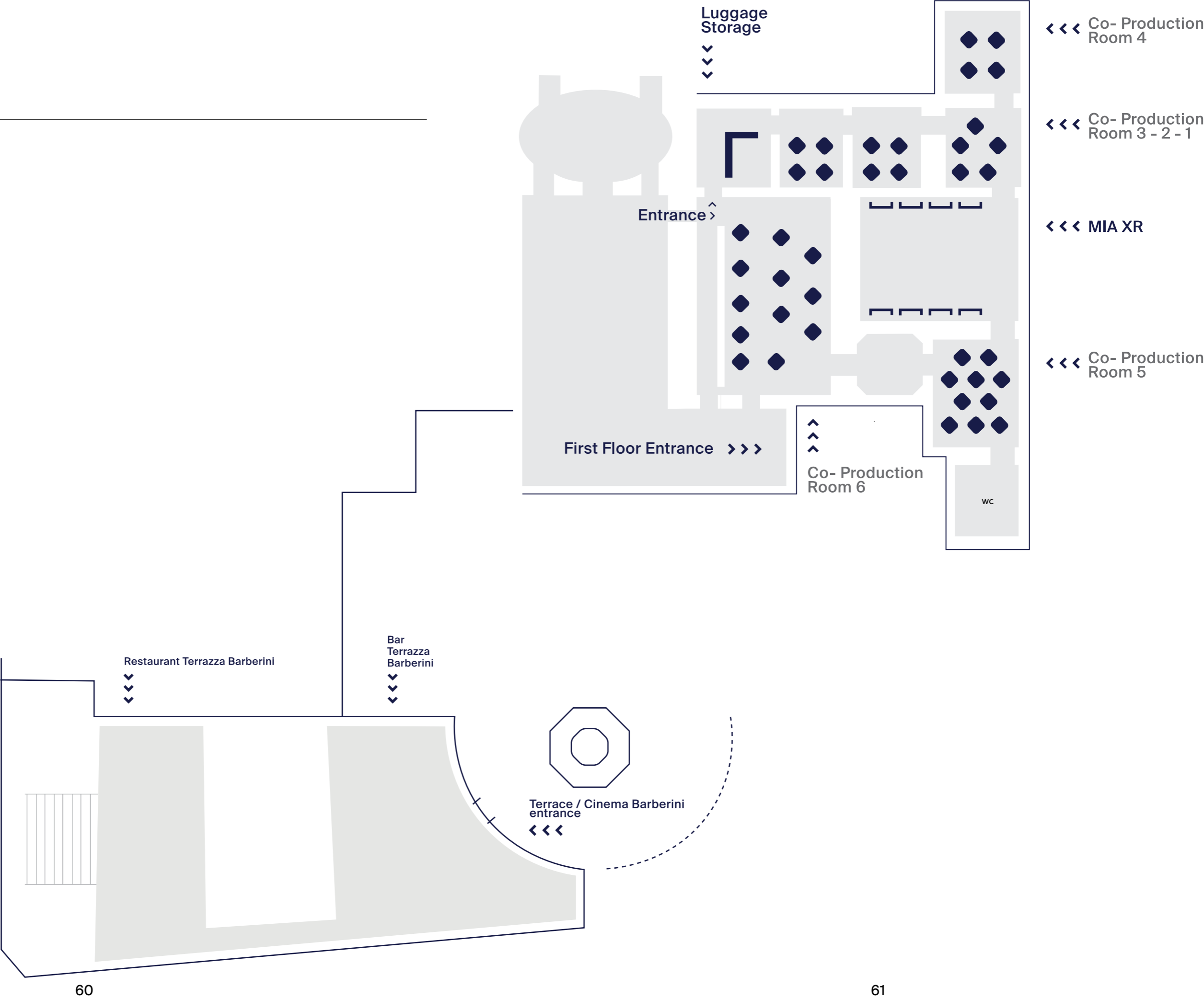
# Maps

Palazzo Barberini  
**First Floor + Terrace**



# Maps

Palazzo Barberini  
Ground Floor + Terrace



# Useful Info

## → MIA 2024 OFFICIAL VENUES

**HOTEL SINA BERNINI BRISTOL,  
AUTOGRAPH COLLECTION**  
Piazza Barberini, 23 - 00187 Rome, Italy

**LOWER FLOOR (SALA ORAZIO & TACITO)**  
REGISTRATION OFFICE

**– Opening hours**  
October 12: from 9.00 am to 6.00 pm  
October 13: from 9.00 am to 6.00 pm  
October 14: from 9.00 am to 7.30 pm  
October 15: from 9.00 am to 7.30 pm  
October 16: from 9.00 am to 7.30 pm  
October 17: from 9.00 am to 7.30 pm  
October 18: from 9.00 am to 6.00 pm

**MEZZANINE FLOOR**  
Enea Room  
Apollo Room  
Dafne Room  
David Room

**PALAZZO BARBERINI**  
Via delle Quattro Fontane, 13 – 00184 Rome, Italy

**GROUND FLOOR**  
Info point  
Luggage Storage  
Co-Production Rooms 1, 2, 3, 4, 5, 6  
MIA XR - Exhibition Room

**FIRST FLOOR**  
Info point  
Sala Pietro da Cortona - Exhibitors Room  
Sala dei Marmi - Partners Booths  
Sala del Trono - ITA Italian Trade Agency Meeting Lounge  
Sala del Trono - ANICA/APA - Meeting Room

**– Opening hours**  
October 14: from 9.00 am to 6.30 pm  
October 15: from 9.00 am to 6.30 pm  
October 16: from 9.00 am to 6.30 pm  
October 17: from 9.00 am to 6.30 pm  
October 18: from 9.00 am to 6.00 pm

**GARDENS:**  
Serre Barberini - Bar and Restaurant  
www.serrebarberini.it

**– Opening hours**  
October 14: from 9.00 am to 6.00 pm  
October 15: from 9.00 am to 7.00 pm  
October 16: from 9.00 am to 7.00 pm  
October 17: from 9.00 am to 7.00 pm  
October 18: from 9.00 am to 7.00 pm

**CINEMA BARBERINI**  
Piazza Barberini, 24/26 – 00187 Rome, Italy

**SCREENING ROOMS**  
1, 2, 3, 4, 5, 6, 7

**GROUND FLOOR**  
Info point

**MEZZANINE FLOOR**  
**Bar and Restaurant**  
Reservation  
T. +39 0640079042

**Opening hours**  
October 14: from 10.00 am to 7.30 pm  
October 15: from 9.00 am to 7.30 pm  
October 16: from 9.00 am to 7.30 pm  
October 17: from 9:00 am to 7.30 pm  
October 18: from 9:00 am to 7.30 pm

**TERRAZZA BARBERINI**  
Main Access from Cinema Barberini (Top Floor Terrace), Piazza Barberini 24/26 – 00187 Roma, Italy  
Access from Palazzo Barberini (Front Courtyard), Via delle Quattro Fontane 13 – 00187 Roma, Italy

**Bar and Restaurant**  
Reservation  
T. +39 0640079042

**Opening hours**  
October 14: from 10.30 am to 7.00 pm  
October 15: from 9.00 am to 7.00 pm  
October 16: from 9.00 am to 7.00 pm  
October 17: from 9.00 am to 7.00 pm  
October 18: from 9.00 am to 7.00 pm

**LUGGAGE STORAGE AT PALAZZO BARBERINI**  
Via delle Quattro Fontane, 13 – 00184 Rome, Italy  
Located at the Info Point at the entrance of the ground floor  
(see on the map)

**Opening hours**  
October 14: from 9.30 am to 6.00 pm  
October 15: from 9.00 am to 6.00 pm  
October 16: from 9.00 am to 6.00 pm  
October 17: from 9.00 am to 6.00 pm  
October 18: from 9.00 am to 6.00 pm

**MIA OFFICE**  
Vicolo Barberini, 21,00187 Rome, Italy

### HOW TO REACH MIA

**Rome Airports**  
Leonardo Da Vinci Rome  
Fiumicino Airport (FCO) - 32 km / 20 mi  
Rome Ciampino Airport (CIA) - 18 km / 11 mi  
**By Train**  
Roma Termini railway station - 1,3 km / 0,8 mi  
Roma Tiburtina railway station - 3,9 km / 2,4 mi

**By Car**  
The area is accessible by car/motorbike  
(traffic-restricted zone)  
**Underground**  
Metro line A (Red line) | Barberini/Fontana di Trevi Stop  
BUS: 52- 53 - 61 - 62 - 63 - 80 - 83 - 85 - 160 - 492 - 590

APP: Moovit, Roma Mobilità  
TAXI: (+39) 06 3570  
APP: itTaxi, Uber, FREENOW

## → REGISTRATION OFFICE AND BADGE PICK UP - NEW VENUE!

You can collect your badge from October 12th until October 18th. To collect your MIA badge, please present a valid ID and the confirmation letter from the Accreditation Office with your digital badge (QR Code). This badge grants you access to all the MIA areas. If someone else is collecting it for you, they'll need a proxy letter, a copy of your ID, and their own ID. Please note: the Accreditation Office has moved to a new venue and is now located at the Sina Bernini Bristol Hotel (main entrance: Piazza Barberini, 23), on the lower floor.

### → HOW TO REACH MIA

**Rome Airports**  
Roma Fiumicino Leonardo da Vinci - km 32  
Roma Ciampino – km 18

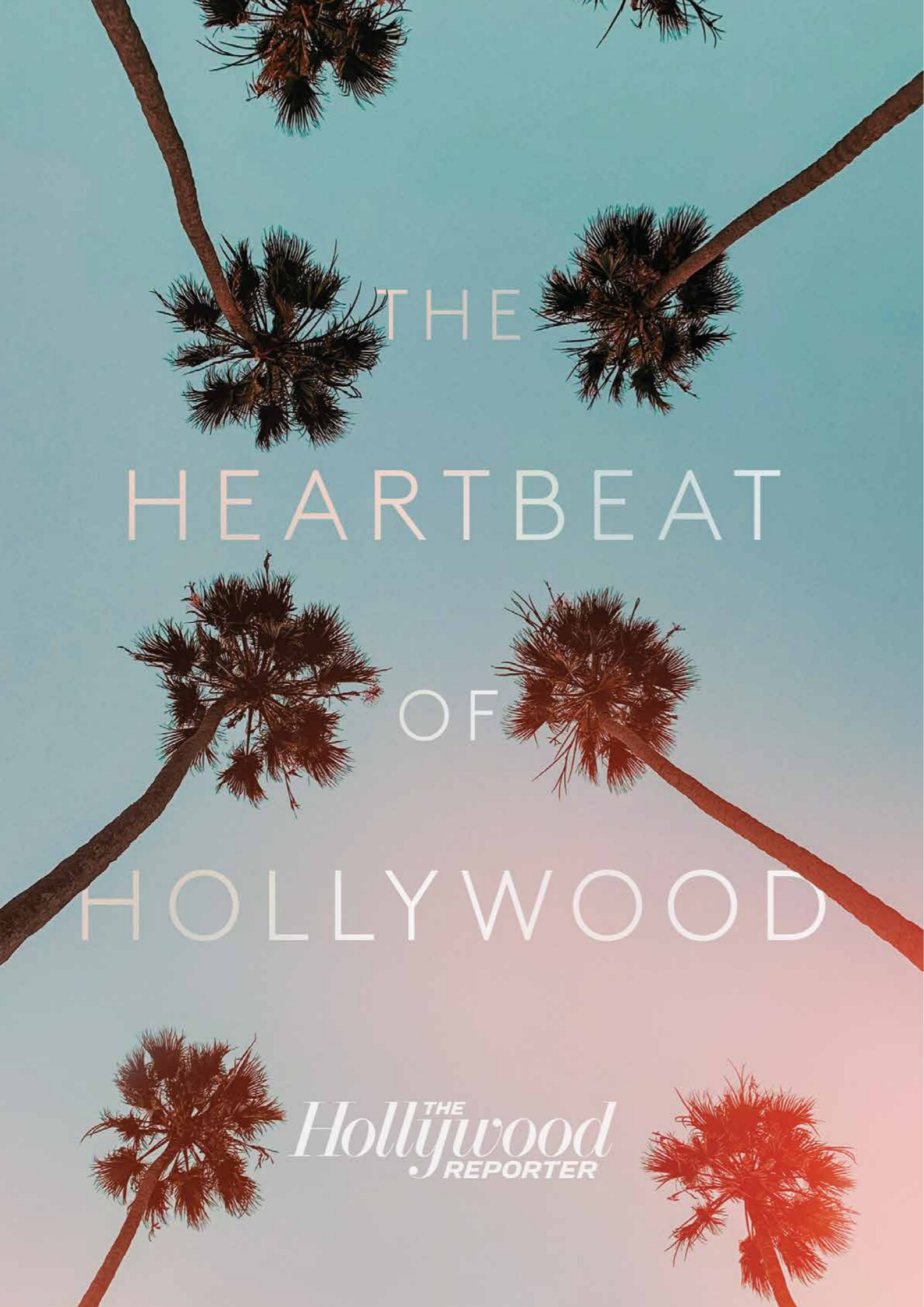
**By Train**  
Railway Station Roma Termini - km 1,3

**By Car**  
Motorway 12 km from the ring road which connects to all major highways and Consular roads (traffic-restricted zone)

**Underground**  
Metro line A (Red line) Barberini/Fontana di Trevi Stop

**Bus**  
53 – 61 – 62 – 63 – 80 – 81 – 83 – 85 – 160 – 492 – 590

**App**  
MOOVIT (to get information about public transport)  
FREE NOW – WETAXI (to book taxis) – UBER



THE DATE SAVE THE DATE

# TOSCANA

17 ottobre  
17.00 — 18.00  
**Cinema Barberini**  
Sala 6  
P.za Barberini, Roma

## Funds, Sets, Facilities and More

### TOSCANA FILM COMMISSION

TFC offers free personalised assistance to all productions interested in filming in Tuscany, tailored to the creative and logistical needs of each type of project.

#### Services

- Welcome & information
- Assistance in obtaining shooting permits
- Direct liaison with local administration
- Audiovisual Desk
- Database of audiovisual companies and professionals
- Database of locations & photoscouting
- Special fares for accommodation and catering
- Press Office

### MANIFATTURE DIGITALI CINEMA

#### Studios

Crew offices, casting room, screening room, makeup rooms and facilities, hairdressing and costume rooms, multi-functional spaces.

#### Networking and Industry Events

- *50 Giorni di Cinema a Firenze*
- *First Playable*, Italy's leading international B2B gaming event in partnership with IIDEA (the Italian reference Association representing the national videogame industry)

#### Labs

Highly specialised labs in cinema and audiovisual professions serving the audiovisual sector.

#### Anticipating the industry's needs

- Costumes and Accessories
- Physical and Digital Set Design
- 2D Animation and Rigging
- 3D Character and Props Modeling
- Chigiana Film Scoring Intensive Program
- Archive Producing
- Showrunner Immersive

Q Trip to Italy...

WHEN YOU DREAM OF ITALY,  
YOU SEARCH FOR MORE THAN JUST A DESTINATION.  
YOU SEARCH FOR THE STYLE THAT SEDUCES THE ENTIRE WORLD.  
FOR THOSE FLAVORS YOU'VE ALWAYS WANTED TO TASTE.  
FOR EMOTIONS THAT FILL YOUR HEART...  
AND AMAZE YOUR EYES.  
YOU SEARCH FOR BEAUTY,  
DESIGNED BY NATURE OR ITALIAN CREATIVITY.

WHEN YOU DREAM OF ITALY,  
YOU SEARCH FOR TIMELESS WONDER.  
BUT ABOVE ALL, YOU SEARCH FOR THAT WARMTH  
THAT MAKES YOU FEEL LIKE YOU BELONG.  
WHAT IF EVERYTHING YOU SEARCH FOR,  
STARTS BEFORE YOU EVEN TOUCH THE GROUND?



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**Lazio Cinema International** has been supporting our cinema and national and international productions since **2016**. In these years we have co-financed **202** works of high quality, strengthening the competitiveness of our producers, attracting foreign investments, making Lazio and its beauty be known all over the world and helping to create new job opportunities. Our films won **781** awards and nominations in Italy and abroad. Now, let's go on: we are looking for new ideas, new projects and new talents to go on together in the wake of the great Italian cinema.

## CINEMA AND AUDIOVISUAL HUB CONTACTS

📍 Via Parigi n. 11 – Roma  
☎ (+39) 06 - 5168.5152  
✉ ufficiocinema@regione.lazio.it

📷📺 lazioterradycinema  
🌐 lazioterradycinema.it



# Inquadrriamo nuove opportunità per l'industria audiovisiva

## One4Cinema

L'offerta di UniCredit alle imprese protagoniste del settore cinematografico e audiovisivo per offrire un sostegno concreto alla crescita e all'internazionalizzazione delle aziende della filiera.

Scopri di più su [unicredit.it/one4cinema](https://unicredit.it/one4cinema)