



MIA 2025

Co-Production Market and Pitching Forum

Regulation and Procedures

MIA | Mercato Internazionale Audiovisivo is a market event based in Italy at its eleventh edition in 2025 from October 6th to 10th. MIA is widely recognized as an effective market platform where the international industry can find real partnering and financing opportunities for projects in development.

MIA 2025 Co-production Market & Pitching Forums are open to all audiovisual genres and formats, intended for theatrical distribution, television broadcasting, and digital streaming. The market aims to facilitate, encourage, and accelerate new business opportunities for the development and creation of new content on an international level.

The Co-production Market & Pitching Forum will select about 50 projects from all over the world, presented in Film, Drama, Doc, and Animation categories.

Every division hosts a very specific international content market, featuring tailored activities designed to find financial and producing partners, through international co-production deals. The Pitching Forum & Co-production Market is divided in the following slates:

1. Animation (for animation feature-length films intended for theatrical release or digital streaming + animation series intended for TV and digital streaming + TV specials)
2. Doc (for documentary feature-length films intended for theatrical release or digital streaming + docuseries intended for TV and digital streaming)
3. Drama (for episodic scripted shows, mini-series, and series, intended for TV and digital streaming)
4. Film (for fiction feature-length films intended for theatrical release or digital streaming)

Specific Rules and Regulations are available for each category.

Co-Production Market & Pitching Forum General Structure

The MIA Co-production Market and Pitching Forum 2025 is articulated in:

1. Dedicated pitching sessions designed to present the selected projects and find the right financial partners.
2. One-on-one meetings (pre-scheduled and scheduled on the spot) ensuing the forums' sessions.

The Selection Committees, one for each division, are composed of top industry experts, who will review and evaluate all the submitted projects.

MIA asks to evaluate the following criteria and to take into consideration MIA values to fully achieve the freedom of artistic expression; to represent cultural diversity and cooperation; to foster creativity and nurture talent; and to promote environmentally sustainable practices in audiovisual production.



Diversity and Inclusion Policy

MIA is committed to promoting diversity, inclusion, and gender equality in its activities and in the whole audiovisual industry. This is in line with the principles of equality and cultural diversity and the need to ensure that the industry and the content on offer are representatives of society.

For MIA Co-Production Market, diversity and inclusion can be defined as equal on-screen and off-screen representation of diversity in society and equal representation of diversity and inclusion in the stories presented among the Co-Production Market and Pitching Forum categories.

Evaluation Criteria

Each selection committee member is asked to evaluate the following criteria:

- Originality and innovation of the concept
- Storytelling quality
- Narrative arch/key characters' journey
- Potential for internal/domestic production
- Potential for International production
- Potential for European co-production
- Artistic/Design value for animation
- Market Potential / Commercial Value
- Production Value
- Track record of studio/production company
- Pitch quality
- Gender balance (storyline)
- Diversity and inclusion potential (storyline)
- Gender diversity/minority representation (creative/artistic team)
- Eco-production evaluation for the project (sustainability plans)
- Use of AI-generated Content

Once a project has been selected, at least one representative must be present during the days of the MIA Co-production Market. Attending the public pitching sessions and the one-to-one meetings is mandatory.

During MIA, the selected projects are presented by their producers/directors/authors (or by any other partner and delegate nominee by the right holders) to an audience of potential financial partners, including broadcasters and networks, producers, international sales and distributors, private and public funds, digital platforms, in specific open pitching sessions devoted to each category.

The official selection will be unveiled by **September 2025**.

Projects Submission

The submission of a project implies the unconditional acceptance of the present rules and regulations as well as the acceptance of all decisions taken by the Selection Committee, which are final.



By applying, producers are also agreeing to be available to travel to Rome for **the full days of MIA | Mercato Internazionale Audiovisivo 6th to 10th October 2025**.

The signature on the filled entry form is considered as proof that the signatory acknowledges and freely accepts all rules, regulations, and procedures and all the committee decisions regarding the selection of the projects.

If the project is selected, the signatory formally commits themselves to present the project in MIA 2025; declares themselves as the sole and exclusive owner of all the rights related to the project, or guarantees that they have full permissions granted by all rights holders, to participate to MIA and therefore entitled to submit it to the market; guarantees that the submitted project does not infringe the rights of any third party.

By signing the entry form the right holder agrees to indemnify and hold harmless MIA of and from any and all claims, liabilities, demands, damages, debts, costs, expenses, lawsuits, or judgments of any nature. In case the property of one project is held by multiple rights owners, the entry form must be signed by all of them.

MIA Development Awards

MIA honors the audiovisual industry with the MIA Development Awards, which will be assigned in the 4 competition categories of the Co-Production Market, with 4 prizes for the selected projects presented in the Pitching Forums for Animation, Documentary, Drama, and Film.

MIA will appoint four juries of experts, one for each category of the award; each jury will select a winner and a cash prize of € 5,000.00 will be awarded.

The winners will be announced during the Awards Ceremony, which will take place in Rome on October 10, 2025.

Submission deadline: Thursday, June 19th 2025, 5pm CEST

ANIMATION CO-PRODUCTION MARKET & PITCHING FORUM 2025

Regulation and Procedure

The **Animation Co-Production Market & Pitching Forum** aims to facilitate, encourage, and support the worldwide growth of the animation industry. The event and its activities are designed for producers and animation studios, independent and corporate, to connect and present their slate of projects to potential partners, investors, financiers, broadcasters, and distributors.



The Pitching Forum features a selection of 15 IPs of value, seeking co-producing partners, as well as opportunities for commissioning and financing and connecting with the global animation network.

Submissions to take part in the 2025 Pitching Forum are now open to scripted and unscripted content of animation at any stage of the development process for TV series, TV specials (one-off), and feature films intended for worldwide theatrical distribution, television broadcasting, and/or digital streaming.

MIA 2025, Animation Co-production Market & Pitching Forum will take place in Rome, Palazzo Barberini, from October 6th to 10th.

The submitted projects can be in different stages of development, but they should preferably be new or recent and have not explored all the possible avenues of financing yet. Animated projects' participants must not have started layout before the 2025 edition of MIA, and preferably - not mandatorily - have at least 25% of the budget already in place (should the project have at least 25% already secured at the time of the submission, it will be given a higher evaluation).

The submitted projects can be from all parts of the world. During the making of the final selection, a geographical spread can be taken into account.

There should be a potential international market for the projects. Projects should not have been presented at any other market or festival – single exceptions can be discussed with the Animation Co-production Market & Pitching Forum's manager. All projects must be submitted and no automatic selection, though derived from specific partnerships and agreements, can be claimed.

Please bear in mind that projects of a blatantly pornographic nature, advocating violence, inciting to any form of racism and/or openly inciting to violating human rights are not eligible.

1. ELIGIBILITY CRITERIA

Eligible projects for the Animation Pitching Forum are original projects of TV series, TV specials, and feature films of animation at any stage of development coming from any country and nationality, presenting outstanding artistic value, and aimed to a potential distribution on linear broadcasting and/or digital streaming (TV series, TV specials) or theatrical release (feature films).

Each submitted project must fit one of the following categories and meet the following eligibility requirements. Projects of any genre, animation techniques, and target audiences (pre-school, all children, family, adult) are accepted.

ANIMATED TV SERIES

- It is defined as an animated TV series :
 - An audiovisual production containing animation for equal or above the 70% of its length;
 - An animated audiovisual production in which theme, storyline, and main characters are presented under the same title (if applicable, do add the intention to be developed beyond the first season);
 - An animated audiovisual production in which serialized story is developed in episodes of a minimum of 2 minutes each; or a format where the combination of all foreseen



episodes adds up to a total length of (or, a single episode is equal to) 26 minutes as a minimum;

- An animated audiovisual production that fits altogether and in any case the minimum format length of a televised half-hour time slot;

ANIMATED TV SPECIAL

- It is defined as an animated TV special :
 - An audiovisual production containing animation for equal or above the 70% of its length;
 - An animated audiovisual production in which the length of the story is developed in a script of a single episode of a minimum of 26 minutes and up to 51 minutes;
 - An animated audiovisual production that fits altogether and in any case the minimum format length of a televised half-hour time slot;

ANIMATED FEATURE FILM

- It is defined as an animated feature film :
 - An audiovisual production containing animation for the 70% of its length;
 - An animated audiovisual production in which the length of the story is developed in a script of a minimum of 52 consecutive minutes (as per classification of the Italian Ministry of Culture - MIC);

Eligible Projects must adhere to the following **criteria**:

1. Entries must be accompanied by a provisional production budget and a throughout project presentation (both literary and graphic elements of presentation are required).
2. Submitted projects can be at any stage of development, but they **must not have started LAYOUT** before the 2025 edition of MIA, October 6th to 10th, and should still be seeking international partnerships.
3. Projects must be issued by producers (who hold the rights to pitch the show) seeking national and/or international partners and funding for their specific MIA pitch entry. Producers must have proven experience (at least one animated production produced, credited, and aired/released to audiences).
4. Regarding the TV series, only the first season of a scripted series will be admitted.
5. Original concepts, adaptations (with a precise adaptation intention pitch and the original author's approval if applicable by copyright), and remakes will be considered for the selection.
6. A broadcaster/on-demand streaming platform/theatrical release interest and/or commitment attached is a plus but not mandatory. Please do not declare partnerships that are not already confirmed.
7. Only submissions written with an English version will be accepted (please note, a professionally translated text into English is valued.)



Each production company may present only one project in each category: the Animated TV series; TV special; feature films, knowing that only the highest scoring project will be admitted to the final selection.

Please remind that projects of a blatantly pornographic nature or advocating violence or openly inciting to violating human rights will be considered as not eligible.

2. SUBMISSION PROCEDURES

Submitting a project is free of charge. To be considered for pre-selection, projects must be entered within **Thursday, June 19th 2025, 5pm CEST**, using the registration form available [HERE](#).

All the required documents must be provided before the deadline and only fully completed submissions will be admitted to the next steps of the selection process.

The entry form, duly filled in all its parts and hand-signed (scanned or digital) by the submitter must be sent back via email (and preferably, in .pdf format) to: animationcopro@miamarket.it

Applications can only be submitted to more than one edition when specifically invited to do so or after the MIA team assesses further development has been done to the project.

Projects that want to re-apply must get in touch ahead of application with the MIA Animation Team.

3. REQUIRED MATERIALS

For each project submitted please keep ready to fill up and upload, on MyMIA website's online Entry Form, the following mandatory information:

- Elevator Pitch - An executive summary of the submitted project - max 300 characters
- Synopsis - the full proposal or treatment - max 1200 characters
- Creator, Director or Producer Statement - max 500 characters
- Production Company Profile – max 500 characters
- Director/Producer/Showrunner formatted filmography (title - year;)
- Mood trailer and/or significant graphic pitch material

All submissions must include the following **mandatory attachments* (in English):**

*** Mandatory attachments are required in order to address all the criteria outlined in the intro. The submitter acknowledges that lack of information might affect the final evaluation of the project.**

1. Project pitch (pitch or deck) including where applicable:

- Concept;
- Info sheet and highlights for development specificities (at minimum: envisaged episode format, technique(s), market and target audience aims);
- Outline for all episodes in case of a project of animated TV series;
- Extensive synopsis or full treatment showing the main details and articulation of the full story arch in case of a project of animated TV special or feature film;
- Graphic bible (including as example: character design, background design, moodboard)
- Character(s)' sheet and journey(s);
- Creator/Writer/Director biography(ies);



- Production notes outlining key crew, market, and distribution strategy;
- 2. **Synopsis** (outlining the main details and articulation of the full story arch of the film or of the season);
- 3. **Pilot script/treatment;**
- 4. **Graphic presentation** (Main artwork 300dpi, 1920x1080px);
- 5. **Budget Topsheet, provisional financial plan, and secured financing** (including phases of development and production);
- 6. **Production schedule;**
- 7. **Producer/Creator/Director/Team/Headshot;**
- 8. **Other (Optional attachments):**
 - Further artworks in high resolution (300dpi, 1920x1080px) labelled to be published on the book of project and on MIA's website;
 - Representative's picture in high resolution (300dpi, 800x800) to be published in the book of companies and on MIA's website;
 - Full script (if available);
 - Creator/Showrunner's/Director Bio and Filmography (and link to show-reel if available);
 - Mood-Trailer (note that if the project is selected a teaser or any audiovisual material it will be mandatory to take part to the pitching forum);
 - Any other material that may contribute to a better understanding of the project is highly recommended;

Submissions deemed incomplete by the MIA editorial team might be not taken into consideration.

All submitted materials will be used for pre-selection and selection purposes and stored in the MIA archives. The materials will not be returned.

NOTE: Please be careful and accurate when submitting information and attached materials! It is VERY IMPORTANT and sole responsibility of submitters to fill the form with truthful, correct, and complete information.

In case a project gets selected, **the submitted information will be published** on MIA's website as well as on the Industry Guide and Book of Projects distributed among MIA's attendees and badge holders. The unsensible information could be also used for the purpose of advertising, in case and from the moment of selection, the 2025 edition of MIA Market and Co-Production Forum.

AI-Generated Content Disclaimer. The Project Holder shall provide a detailed informative scheme if the content/pitchdeck/moodtrailer/artwork has been generated by an artificial intelligence (AI) model trained on a diverse range of data. MIA recommends consulting with appropriate experts, including legal advisors, copyright specialists, or industry professionals, to obtain specific information or guidance.

4. SELECTION PROCESS



The MIA team thoroughly verifies that the submitted projects correctly fulfil all criteria for eligibility and that the submissions include all the materials required by our rules and regulations.

The Selection Committee, composed of top industry experts, will review all the projects shortlisted accessing all available information and files. The Selection Committee selects the final projects, considering the criteria (see intro) viability and quality of the plans as well as the track record/body of work of the producers and the authors/creators.

Once the project is selected, the submitters formally commit themselves to present the pitch at MIA 2024 and declare to be the sole and exclusive owner of all the rights related to the project or in a co-production structure, guaranteeing to have been granted full permissions by all the rights holders and therefore entitled to take part in the MIA co-production market. The signatory of the submission form will be solely responsible should any infringement of any third-party rights occur.

The list of selected projects will be announced by **September 2025**.

5. PARTICIPATION

The Animation Pitching Forum will take place during the MIA Market dates (October 14th to 18th 2024). Once a project has been selected, at least one representative must be available to represent the project and to take part in the meeting sessions and pitching training online leading up to the presentation. Each project will be granted 2 participants' badges and hotel accommodation for one delegate, according to the organisation's availability.

The selected project will comply with MIA's request and deadline for delivery of materials for the pitching and presentation and will take part in the pitching preparation activities, to be held online before the event or in person prior to the start of the event, according to the availability of the organisation. **The presentation must be held in English.**

One-on-one pre-scheduled meetings will be organised before and ensuing the pitching sessions. A dedicated team will host and facilitate the meetings with the project holders. Meetings will be scheduled also upon the participant's request. Participation guidelines will be sent to each project presenter in due course.

6. CREDITS

Finished film projects that have emerged from the 2025 Animation Co-production Market's pitching forum and meetings, should mention MIA and/or display its logo in their credits. Preferably, the following sentence should be included in the credit list: "[Film Title] has been presented at MIA." The MIA logo will be sent to the filmmakers or editors upon request.

7. MIA DEVELOPMENT AWARDS

MIA honors the audiovisual industry with the MIA Development Awards, which will be assigned in the 4 competition categories of the Co-Production Market, with 4 prizes for the selected projects presented in the Pitching Forums for Animation, Documentary, Drama, and Film.

MIA will appoint a Jury of Experts for the Animation category of the award. The jury will select one winning project, which will receive a cash prize of €5,000.00.



The winner will be announced during the Awards Ceremony, to be held in Rome on October 10, 2025.

8. PROJECT HOLDER'S RESPONSIBILITY AND INDEMNIFICATION

The Project Holder is the sole responsible for ensuring compliance with applicable laws and rights related to the use of the content, including submission to MIA. In any case, MIA cannot be responsible for any consequence arising from the use of the submitted Project, and the Project Holders by submitting it accept to indemnify and hold harmless MIA and the RTI from any prejudice may origin from the Project and its submission, including any damages, errors, or violations of third-party rights.

9. ACCEPTANCE OF THE RULES

The submission of a project implies the unconditional acceptance of the **MIA CO PRODUCTION MARKET & PITCHING FORUM RULES AND PROCEDURES** as well as the acceptance of all decisions taken by the Selection Committee, which are final.

Please note that MIA is unable to provide detailed feedback on projects that are not selected.

For further info, get in touch!
animationcopro@miamarket.it
