



MIA 2025

Co-Production Market and Pitching Forum

Structure and Rules

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 in order to fully achieve the freedom of artistic expression; to represent cultural diversity and cooperation; to foster creativity, and nurture talent; 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:

- Original and innovative concept
- Storytelling quality
- Narrative arch/key characters journey
- Potential for local production
- Potential for international production
- European Co-Production potential
- Artistic/Design value for animation
- Potential for commercial affairs
- Value of format rights/format potential
- Production value
- Track record of production company
- Pitch quality
- Gender balance (storyline)
- Diversity and inclusion potential (storyline)
- Gender/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 for the full days of 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

FILM CO-PRODUCTION MARKET & PITCHING FORUM 2025

Rules and Procedures

The Film Co-production Market & Pitching Forum is an effective market platform with a selected portfolio of projects and international industry delegates where to find real opportunities for development and financing, presenting a session of public pitching and organizing pre-scheduled one-to-one meetings for the selected projects' representatives.

1. Eligibility Criteria

Eligible projects for the Film Co-production Market & Pitching Forum must be international projects of outstanding artistic value for a feature film (fiction), with minimum length of 70 minutes, intended for theatrical release and/or digital streaming, accompanied by a provisional budget and a full script.

The submitted projects can be in different stages of development, but they must be new or recent and not have explored all the possible avenues of financing yet.

The projects must not have started shooting 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 Film 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.

For the sixth year, with the intent of shining a light on the emerging, freshest Italian content, a spin-off called Wanna Taste IT? will be devoted to Italian feature film projects at an earlier stage of development, accepting submissions from projects at subject/treatment stage (no full script needed). More info and specific rules and guidelines [HERE](#)

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 pdf report automatically received via email upon submission completion must be signed on the last page and sent via email to:
filmcopro@miamarket.it

Applications can only be submitted to more than one edition when specifically invited to do so.

3. Materials Requested

For each project submitted please be ready to upload on the MyMIA website's online Entry Form, the following mandatory materials:

- The previous work(s) by the director of the project (short/long - feature/documentary films) in the original language with English subtitles; such materials must be made available online on a streaming platform (such as Vimeo) or sent through a file sharing system (such as Wetransfer). These materials will be made available only to the Selection Committee and team and for selection purposes only.
- Complete biography and filmography of the director of the project.
- The project for the new full-length feature film.

The project must include:

1. Detailed synopsis (max 1200 characters including spaces)
2. Subject or treatment

3. Script fully developed
4. Director's statement on the project (no max number of characters)
5. The name of the attached producer and a profile of their production company
6. Budget topsheet
7. Financial plan

Optional attachments (mandatory in case of selection):

- Project's Audiovisual Moodboard
- Project's picture/artwork in high resolution (300dpi)

Any other English-language material that will contribute to a better understanding of the filmmaker's work and/or of the project would be highly recommended. Incomplete submissions will not be taken into consideration. Each project submission and all materials must be accompanied by the duly filled entry form. All written materials must be submitted in English only.

All submitted materials are used for pre-selection and selection purposes only and stored in the MIA archives. The materials will not be returned. In the event the project is invited to attend MIA, the provided materials/info will be used to update the MIA website, the *Book of Projects*, the MIA Digital Platform and for promotional purposes within our press, pr and publicity operations. Accepted file formats for upload: DOC - DOCX - PDF - JPG - GIF (MAX upload file size: 10MB)

NOTE: Please note that it is VERY IMPORTANT to provide the full information on the form. If a project is selected to participate, this form – and its attachments - becomes its entry in the confidential project book for the invited industry delegates, who will choose the project(s) they wish to meet on the basis of that entry. So, the application form is a crucial document that serves two important functions: (1) it is the basis upon which the decision to select a project to participate is made; and (2) it is the basis upon which the attending industry players will determine if they wish to meet the project.

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

The MIA team thoroughly verifies that the submitted projects correctly fulfill 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, taking into consideration the 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 project at MIA 2025; declaring to be the sole and exclusive owner of all the rights related to the project, and therefore entitled to participate to the MIA co-production market or guaranteeing that as co-producers they have full permissions granted by all the rights holders to participate to MIA. The signatory will be responsible should any infringement of a third-party rights occur.

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

5. Participation

The Film Co-Production Market & Pitching Forum will take place during the MIA dates (October 6th to 10th, 2025). Once a project has been selected, at least one representative must be available to represent the project at the public pitch and the meeting sessions, in whichever form – physical, digital, hybrid - they will be taking place.

One-on-one pre-scheduled meetings will be set up prior to and ensuing the pitching sessions. A dedicated team will host and facilitate the meetings with the project holders. Meetings will be scheduled upon request. Participation guidelines will be sent to each project presenter.

For further info please contact us: filmcopro@miamarket.it

6. Credits

Finished film projects that have emerged from the 2025 Film 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 Film 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 as well as the acceptance of all decisions taken by the selection committee and/or the Director which are final.

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