

C EU Soon | Guidelines

1. Governance and Organizational Structure of MIA

MIA | Mercato Internazionale Audiovisivo, is a brand and a project produced by a Temporary Business Association established with APA SERVICE Srl and ANICA. APA SERVICE Srl, headquartered in Rome, Via Sabotino n. 2A, C.F. and P.IVA 13238121001, is the lead company of the Temporary Business Association established with ANICA (National Association of Cinematographic, Audiovisual and Digital Industries), by virtue of a special mandate conferred by private writing on December 21, 2023, rep no. 6338, rec. no. 3777, authenticated by Notary Barbara Galea (hereinafter also referred to as RTI) ANICA SERVIZI (then the lead), together with APA (formerly APT), has received a mandate from the Ministry of Economic Development since 2015 to develop a new internationalization tool called MIA | Mercato Internazionale Audiovisivo (hereinafter also simply "MIA"). The Temporary Business Association (RTI Committee) has appointed Gaia Tridente, PhD, as Director of the 2025 edition of MIA (hereinafter referred to as the "MIA Director"), entrusting her with responsibility for the editorial, managerial, and organizational aspects of the market.

At its eleventh edition in 2025, MIA runs from October 6th to 10th in Rome, Italy.

2. General Provisions

MIA | Mercato Internazionale Audiovisivo is a market platform devoted to the entire audiovisual industry (Film, Drama, Doc, Factual, Animation content) mainly focused on co-production, screenings, work-in progress presentations, panels, meetings and networking opportunities within the Italian and International Audiovisual Industry. MIA is widely recognized as an effective market platform where the international industry can find real partnering, financing and distribution opportunities for projects in development, production, post-production and completed.

C EU Soon is an initiative devoted to highlighting and discovering up to ten European films in advanced production or post-production in a special session exclusively open to sales agents, distributors, producers and festival programmers with the aim of supporting their completion and enhancing their international distribution prospects.

Each film will be presented with a clip/rough cut (10 minutes max) and a live pitch by the producer or director. A session of one-on-one meetings (pre-scheduled and scheduled on the spot) will be organized after the public presentation.

3. DEI Policy

MIA is committed to promoting diversity, equity and inclusion 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, 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 Showcase categories.

4. Eligibility Criteria

Eligible titles are:

- 1) fiction long feature films with international market potential intended for theatrical release in production or post-production (not completed yet as of October 6-10, 2025).
- 2) European (100% European, European majoritarian and minoritarian co-productions. *'European'* refers to any of the 47 member states of the Council of Europe).
- 3) Films whose principal photography started after June 2024.
- 4) Films looking for distribution and international distribution.

Non-eligible titles are:

- 1) completed films that have been already presented at festivals, markets, industry events or/and have been submitted to previous editions of C EU Soon, and/or have been already theatrically released or made available on digital streaming platforms by October 2025.
- 2) films of a blatantly pornographic nature, or those which advocate violence or openly incite racism and/or violation of human rights.

Please advise MIA staff in writing (f.palleschi@miamarket.it):

- If the title has been already presented at other 'work in progress' initiatives or industry events.
- If the title is selected at other 'work in progress' initiatives or industry events, after the submission to the C EU Soon.

In case of participation in other 'work in progress' initiatives or industry events, submission to the C EU Soon should be discussed with the MIA team.

5. 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.

6. Submission and requested materials.

The submission of a film and the signature of the entry form 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.

Having read and accepted the present guidelines, and signed the form, all parties submitting a film to C EU Soon declare and guarantee that they possess all reserved rights in the film and likewise they undertake to indemnify and hold harmless MIA and its entitled parties from any present or future claim from, and any liability towards, third parties that could arise from the screening and presentation of the submitted title at C EU Soon.

The signature on the entry form releases and indemnifies MIA from any and every claim for damages; on the contrary, MIA shall have right to compensation for damages and expenses arising from any claim pertaining to the submitted films.

Submitting a film is free of charge.

All submissions and materials must be received by **July 16th, 2025** (no later than 5 p.m. CEST) through the official film entry forms.

Submissions should be written in English.

For each film submitted please be ready to upload on the MyMIA website's online Entry Form, the following mandatory materials (in addition to the film info such as; title; shooting format; status, language/subtitles; expected length; genre; director, producer; year and country/ies of production; cast & credits):

- Logline and Synopsis.
- Long synopsis or treatment (max 8 pp.).
- Director's profile.
- Director's filmography (titles, year of production and a brief Festival/Awards history for each title)
- A link (vimeo, wetransfer, etc) with excerpts or scenes of the film for the selection committee (min length: 10', max length: 30 minutes). If the Original version is not English, the excerpts must be subtitled in English.
- a link with previous films or shorts by the director in the original language with English subtitles.

The links and passwords (if protected) can either be uploaded directly in the submission form or sent via email to mia.cinema@miamarket.it, clearly referencing the C EU Soon application and the film title in the subject line.

Non-expirable links are preferred. However, if the video is only available for a limited time, please ensure that the link does not expire before September 10th, 2025.

- A film still (jpeg or tiff format, high resolution, min. 300 DPI, horizontal format);
- Any other English-language material that will contribute to a better understanding of the filmmaker's work and/or of the film would be welcome.

Submissions must be presented according to these guidelines and by the indicated deadlines. Only submissions made through the official C EU Soon entry forms will be taken into consideration. The film entry form is available on the website www.miamarket.it (upon registration to the MIA restricted access area).

Incomplete submissions will not be considered for selection.

The entry form duly filled in all its parts and signed must be sent via email to:

mia.cinema@miamarket.it

All submitted materials are used for pre-selection and selection purposes only and kept in MIA's archives. In the event the film is selected, they will be used for the update of the MIA website as well as the Industry Catalogue, and for publicity purposes regarding the 2025 Edition.

Accepted file formats for upload: DOC - DOCX - PDF - JPG - GIF (MAX upload file size: 10MB)

Please note that it is VERY IMPORTANT to provide the full information on the form. If a film is selected to participate, this form – and its attachments - becomes its entry in the materials made available to the attendees, who will choose the films they wish to meet based also on 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 film to participate is made; and (2) it is the basis upon which the attending industry players will determine if they wish to meet the film representatives.

7. Selection criteria

The MIA Film Team verifies that the submitted titles fulfil the eligibility criteria and that submissions include all requested materials according to these rules and guidelines.

The Selection Committee selects the final participating films, taking into consideration the international market potential, viability and quality of the titles and preserving inclusivity and gender balance.

Films that have not been shown in other work-in-progress sessions will be given priority in the final selection.

The list of selected titles will be announced by mid-September 2025.

Please note that detailed feedback is not available for projects that are not selected

8. Participation

Participation is upon invitation only, upon selection of the submitted film.

The acceptance of the invitation by the representatives of the film means that they cannot withdraw their film from the program.

Once a film has been selected, at least one representative commits to be available during the days devoted to the C EU Soon Program for the presentation and meetings.

Attending the public pitching session and the one-to-one meetings, in whichever form – physical, digital, hybrid - they will be taking place, is mandatory.

We remind you that, if the title is selected, one or more scenes of the film subtitled in English (max length: 10 minutes) are required. The deadline to provide the MIA staff with the video material is **September 18th, 2025**.

The presentation is in English.

After the disclosure of the selection the MIA team makes the film information available to the attendees to gather potential interests and requests and pre-arrange the meetings accordingly during the event.

All participants receive their agenda and all related material prior to the event.

9. Credits

Completed films that have been selected in C EU Soon, 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.

10. Acceptance of the Rules

The submission of a film implies the unconditional acceptance of the present guidelines as well as the acceptance of all decisions taken by the Selection Committee, and/or the Director which are final.

The MIA Director reserves the right to settle all disputes not explicitly set forth in these regulations, and to waive the provisions of the regulations only in specific cases.

MIA reserves the right to change these terms and conditions at any time without prior notice.