



AnyShow International Animation Showcase

Official Rules & Participation Guidelines 2025

MIA | Mercato Internazionale Audiovisivo (International Audiovisual Market) is a market event based in Italy at its **eleventh edition in 2025 from October 6th to 10th**. A hotbed of discussion, debate, and confrontation among the most important international executives, MIA is a destination for the global film and audiovisual ecosystem, conceived as a curated market, a physical and digital space for feature-length films (fiction, animation and documentary), as well for series (drama, documentary, factual and animation).

Today, MIA is the most important industry event in Italy and is one of the must-attend international events focused on co-production, financing strategies and models, sales and distribution of works, and content showcase, and is an effective platform for talents and projects circulation.

MIA was established in 2015 and has grown thanks to the consolidated joint venture between **ANICA** (Associazione Nazionale Industrie Cinematografiche Audiovisive e Digitali) and **APA** (Associazione Produttori Audiovisivi). It is supported by the **Ministry of Foreign Affairs and International Cooperation – ITA Italian Trade Agency**. It is co-financed by Creative Europe MEDIA, the Ministry of Culture, the Ministry of Enterprises and Made in Italy and the Lazio Region. It is also supported by the official sponsor Unicredit and other prestigious private sponsors.

AnyShow aims to promote the value of animated content through a pitching showcase open to animated audiovisual products of every format and from every country of the world, celebrating and enhancing international talents and presenting to the market some of the best animated titles yet to be released.

DIVERSITY AND INCLUSION

MIA is committed to promoting diversity, inclusion, and gender equality in its activities and throughout the audiovisual industry. This is in line with the principles of equality and cultural diversity and the need to ensure that the industry and its contents are representative of society.

MIA's Animation Division defines diversity and inclusion as the accurate representation of the diversity and inclusion present in society, both on-screen and behind the scenes.

MISSION

AnyShow, part of the MIA Animation Division, is an **international showcase** dedicated to **all television or digital formats, techniques, genres of animation** at the **stages of advanced development, production, post-production or completed** but not yet broadcasted / streamed or publicly presented, and is open to creative talent, animation studios and distribution companies alike from all over the globe.

AnyShow is an exclusive appointment for producers and creators of high-end television, digital and theatrical content to pitch and promote their projects to potential buyers, executive producers, commissioners, television networks, streaming platforms, and other stakeholders of the entertainment industry attending MIA 2025.

During the session, a project representative will be invited to present its IP in a closed event dedicated to research for gap financing and sales opportunities, showcasing visual excerpts and preview materials, possibly accompanied by a talent (animators/ creators/ directors/ cast), and/or a commissioner or financier (up to a maximum of three participants on stage).

AnyShow is open **only** to projects that have already received a greenlight to enter production, more specifically to projects that can demonstrate a) **at least one funding or financial partner** b) one or more broadcasters and/or a digital platform;

or are in any case recipients of a proven financial backing for production

or are about to conclude production financing and are sure to be completed / delivered from the last quarter of 2025 ahead (in the near future).

ELIGIBILITY CRITERIA

AnyShow features high-end animated projects of all genres, produced and/or co-produced by one or multiple production companies and with international partners on-board, in the following formats:

- Animated feature films (documentaries and fiction alike)
- Animated TV (or digital platforms, web) series
- Animated TV (or digital platforms, web) special/stand alone

Projects which were never presented in a previous or similar market event in the same year, prior to MIA (6 to 10, October 2025), will be considered with priority.

In the case of projects that have already been submitted to other market events or industry initiatives, or in the event that a project was selected to take part in other market events or industry initiatives during the selection period, eligible applicants should inform MIA's Division via email animationshowcase@miamarket.it.

REQUIRED MATERIALS

The project can be presented through the screening of audiovisual materials (mood-reel, mood-board, mood-trailer, teaser, clip and excerpts) that should reflect the mood of the film or series. Applicant must provide:

- Link to mood-reel or mood-board;
- Link to concept-trailer / teaser and/or excerpts;
- Main Artwork, stills and/or visual previs;

Video will be produced by the submitter and the material presented must have English subtitles. Together with the video/visual material the total time for each title presentation should be no longer than 7 / 10 minutes.

Each presentation must be led by the producer accompanied by one talent (Writer/Creator/Director) and commissioning broadcaster/platform, international distributor or up to a maximum of three representatives. The pitch will be held in English and all submitted and presented materials must be in English. In the case the presentation includes audiovisual material spoken in languages other than English, selected participants must provide MIA with a copy of such audiovisual material already subtitled in English.

Once an official invitation has been received from MIA and accepted, the final pitching materials shall be received by MIA's Animation Division in the form of a PowerPoint slideshow presentation with separated video files in high-quality (full HD, 2K, 4K). will be required ahead for testing, to be received within **Thursday, July 10th**.

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.

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.

DEADLINES

1. Submissions should be sent no later than **Thursday July 10th, 2025, 5pm CEST** by filling out the dedicated online entry form.
2. Once received an official invitation from MIA, the producer must confirm participation and contextually send all the proportional material required for publication no later than **Monday September 1st, 2025**. Promotional materials received after this date are not guaranteed to be included into the official printed catalogue of the event - distributed on-site only.

PRESS AND PROMOTION

The entry to AnyShow is restricted to press badge holders and MIA's official photographers only are allowed to enter the screening theatre and the only photos available for the event will be the official photos, to be used exclusively for promotional purposes of the Market's event. In compliance to the copyright policies and regulation, taking photos and/or recording videos of any content on screen is forbidden.

All information published in the official MIA promotional material, daily programme schedules and MIA industry guide, are **automatically gathered from the online Entry Form filled out by the applicant**. The MIA organisers shall not be held liable for inaccurate or missing information published in such material,



originating from errors or commissions reported in the entry form. It is advised to fill the submission form in the most accurate way possible.

Production companies are welcome to consider MIA as a platform to showcase their products; therefore, it is encouraged to ask the organisers to arrange dedicated press junkets or round tables or to issue press releases and promotional material as part of their marketing and/or advertising strategies.

PARTICIPATION

Only invited projects can take part in the showcase. Invited projects hereby commit their presence in Rome to accompany the pitching session. The participation implies the full acceptance of the present Rules & Participation guidelines.

Producers must guarantee and acknowledge under their responsibility to be the owner of the copyright or any other intellectual property on the work and/or to have been granted by each owner of the copyright or any other intellectual property on the work full power to sign the online Entry Form on their behalf.

Producers shall undertake to exempt MIA | Mercato Internazionale Audiovisivo from any claim and liability to any third party which may arise from the abuse or lack of power to sign the online Entry Form.

MIA's Direction withholds the right to settle all cases not provided for in these regulations, as well as to admit exceptions from these regulations for special cases. For any disputes on the interpretation of individual articles of the Regulations, MIA's internal decision shall prevail.

For further info and queries about the eligibility please write to: anyshow@miamarket.it