

## **Market Screenings & Comin'UP 2025 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 6<sup>th</sup> to 10<sup>th</sup> in Rome, Italy.

These guidelines relate to film screenings intended primarily for theatrical release and exclusively open to buyers. The MIA also offers the possibility of reserving slots for screenings for special event screenings open to larger audiences of MIA accredited participants and guests. For more information, please write to [mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it)

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.

### **2 General Provisions**

MIA offers Sales agents the opportunity to reserve:

- a) Comin'UP: slots (20') to present exclusive sneak-peeks of their films scheduled for release in 2026 (it can be trailers, scenes, excerpts). These presentations are upon invitation only. Buyers should reach out to the sales agents to get the invitations.
- b) Market Screenings: slots (120') to screen completed films, open to all buyers accredited at MIA 2025.

### 3 Eligibility

Comin'UP slots are devoted to showing scenes (clips, teasers, excerpts, or trailers) of new films, scheduled to be released in 2026 or later, and not screened before MIA 2025 (including national releases, festivals, markets, showcases).

The following completed films are eligible for screenings:

- a) long feature films (whose running time is equal or above 60 minutes at least).
- b) films produced after June 2024.

The following films are not eligible:

- a) Films available on streaming platforms.
- b) Films that have been screened at international festivals, showcases and markets, and/or released in theatres, and/or available on streaming platforms, Pay per View, TV before August 2025.
- c) films that infringe a copyright or break international regulations concerning the ownership of intellectual property.
- d) films of a blatantly pornographic nature, or those which advocate violence or openly incite violation of human rights.

In accepting applications for screenings, the MIA reserves the right to give priority to films with world, international and/or market premiere at the MIA.

### 4 Programming

In programming the screenings, MIA reserves the right to give priority to films with world, international and/or market premiere at the MIA.

Screening of completed films and Comin'UP slots are available in limited number. All requests will be processed on a first-come-first-served basis.

The decision on the acceptance and final programming relies upon the director of MIA.

A maximum of one screening will be scheduled for each completed film.

Comin'UP can be scheduled twice, upon slots availability.

Comin'UP sessions (20-minute slots) are scheduled consecutively in blocks of presentations (totaling 80 or 120 minutes) during mornings.

Sales agents are required to provide all materials on DCP, including content, titles, and logos, as well as a detailed schedule indicating the order of presentations.

Although scheduling requests from participants will be held in the utmost consideration, MIA reserves the right to set screening schedules (dates, times, venues) as it deems fit best.

Final decisions regarding the screening schedule are at the sole discretion of the MIA Director.

## **5 Submitter's Responsibility and Indemnification**

The Sales agent is the sole responsible for ensuring compliance with applicable laws and rights related to the use of the content, including presentation to MIA.

In any case, MIA cannot be responsible for any consequence arising from the use of the presented content, and the sales agent, by presenting the content, accept to indemnify and hold harmless MIA and the RTI from any prejudice may origin from the content and its presentation, including any damages, errors, or violations of third-party rights.

## **6 Film entries**

Sales companies requesting screenings slots should be accredited to MIA. Priority will be given to sales companies that have booked a stand/table at MIA 2025.

Submitters presenting films and contents at MIA must be entitled to do so by holding all the relevant and reserved rights to represent the films/contents, and they must guarantee that they have been legitimately authorized to submit the audiovisual contents to MIA.

Having read and accepted the present guidelines, all parties submitting a film to MIA shall 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 of the submitted titles, or group of titles at MIA.

Contents to be screened at MIA should be submitted using the official online entry form available online ([www.miamarket.it](http://www.miamarket.it)), which must be duly completed, signed, and sent via email to [mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it) no later than **Friday, September 5th 2025 (by 5 pm CEST)**

Submissions arriving after the deadline (September 5, 2025) will be considered based on the screening slots still available (if any).

During the film entry process, sales agents may choose to reserve slots for Comin'UP and/or completed films.

Films whose original language is not in English shall have English subtitles. MIA does not cover expenses for subtitles.

MIA will send written confirmation (by email) of the reservation, scheduling and fees of the slots; only following this written confirmation Comin'UP and or screenings can be considered officially part of the MIA program.

MIA cannot be held responsible for delays or cancellations of the screenings/presentations if the technical data requested for programming and provided by the submitters are incomplete or inaccurate.

Slots are confirmed to companies who are in arrears with the MIA only after payment of the debt previously contracted.

### **7 Screening rooms, support, screening Fees**

Screenings and Comin'UP are held at Cinema Barberini (P.za Barberini, 24/26). Comin'UP sessions are held at Barberini 3 (77 seats). Screenings are held at Barberini 2 (20 seats) Barberini 3 (77 seats) and Barberini 7 (36 seats). Screening rooms tech info are available upon request.

#### Screenings timetable

October 7: 11:30 am – 8:00 pm

October 8: 2:00 pm – 8:00 pm

October 9: 12:00 pm – 8:00 pm

October 10: 9:00 am – 3:00 pm

#### Comin'UP timetable

October 7<sup>th</sup>: from 10:00 to 11:30

October 8<sup>th</sup>: from 9:00 to 11:30

October 9<sup>th</sup>: from 9:00 to 12:00

The accepted support is D-Cinema DCP.

Companies presenting contents at MIA are recommended to comply with the technical requirements and guidelines indicated by MIA, which will be forwarded by the Technical Department to all submitters.

MIA cannot be held responsible for delays or cancellations of the screenings/presentations if the technical data requested for programming and provided by the submitters are incomplete or inaccurate.

The fee for the Comin'UP (20' slot) is 300,00 Euros. The fee includes breakfast for the sales agents and their guests.

The following rates are applied for Screenings of completed films (120' slot):

Barberini 2 (20 seats): 600,00 euros.

Barberini 3 (77 seats): 900,00 euros.

Barberini 7 (36 seats): 800,00 euros.

Additional 20 minutes will be subject to an extra charge of 100.00 Euros. Above 140 minutes, the MIA invoices two consecutive full screening slots.

All prices are before VAT. VAT will be added for Italian companies according to the applicable rate in use on the date of payment. Foreign companies will be invoiced without VAT (if not applicable), and it will be their responsibility to comply with their local tax laws.

## **8 Payment**

Slots fees shall be paid in advance after receipt of the booking order. Invoices will be issued upon receipt of payments.

Fees can be paid by bank/wire transfer.

The deadline for payment is **Thursday, September 25th, 2025**.

If the booking order results non-paid within the deadline, MIA reserves the right to apply a late payment fee (up to + 10% of the total amount) and cancel the slot.

## **9 Cancellations**

Confirmed slots may only be cancelled by prior written notice sent by email ([mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it)).

Cancellations received by Monday, September 1<sup>st</sup> will be free of charge. From Tuesday, September the 2<sup>nd</sup> until Thursday, September 25th, 2025, 50% of the due fee will be charged. For any cancellation after this date MIA will be entitled to charge the full cost of the cancelled slot.

## **10 Access to screenings**

Access to the screenings is reserved for buyers accredited to MIA 25. The buyer status can be requested during the accreditation process, and it is assigned by the MIA based on the company's activity and the role of the accreditation applicant (see the accreditation regulations at [www.miamarket.it](http://www.miamarket.it)).

Press badge holders and non-buyers pass-holders are not admitted unless specifically requested by the company that booked the slot.

The Comin'UPs are only accessible by invitation of the sales agent, who must send to the MIA team the guest list 72 hours before the scheduled time of her/his slot.

People without a MIA accreditation will be admitted only if provided with an official invitation issued by MIA staff, upon request of the company presenting the film/promo reels. Requests of official invitations must reach MIA staff (email to [mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it)) at least 72 hours before the screening date. The MIA team will consider and possibly accept the request based on the rooms' capacity. Please note that access to screenings is prohibited to people under 18 even if they have an invitation.

The screenings attendees list is available to the company presenting the title a few hours after the end of the event (via email and on the sales agent company profile page on the MIA website).

Personnel stationed at the theatre entrance will be uniquely responsible for regulating the access of Buyer badge-holders. Any other operation involving the filtering of attendees (every other MIA badge, guests, etc.) must be handled directly by the entitled party (the company presenting the title at MIA).

Rights holders can restrict access to screenings of their films/promos at MIA by informing in writing the MIA staff (email: [mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it)).

The screening may be listed as:

- a. 'by invitation only' (title is displayed on the programs): admission to the screening room will be allowed only to professionals invited by the sales company that booked the slot. The sales company is responsible for providing the MIA staff with the lists of invited professionals at least 72 hours before the screening date. A delegate of the company should be present at the entrance of the screening room for allowing access to the invited professionals.
- b. 'private screening (no title displayed)': admission to the screening room will be allowed only to professionals invited by the sales company that booked the slot. The sales company is responsible for providing the MIA staff with the lists of invited professionals at least 72 hours before the screening date. A delegate of the company should be present at the entrance of the screening room for allowing access to the invited professionals.

To be listed accordingly in the communication materials and on the digital platform the request should reach the MIA staff by **Friday September 5<sup>th</sup> 2025**.

## 11 Publications

Once a film screening/Comin'UP has been officially admitted to MIA, the main info is included in the program on the website and on the digital platform. The title information published in the on/offline materials is automatically gathered from the online entry form filled out by the applicant. Please ensure to check all entered elements. The organizers shall not be held liable for inaccurate or missing information published in the materials.

Last-minute film/Comin'UP entries, (after the deadline, if accepted) will be listed on the MIA website and digital platform only.

Should submitters wish their titles not to be mentioned in the on/offline materials published by MIA (or otherwise just mentioned with restrictions concerning access to screening rooms), they must inform MIA market in writing (to [mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it)) as soon as possible and no later than September 5<sup>th</sup>, 2025. Any communication concerning screenings non-disclosure or access restrictions received after this date will be reported on the MIA online communication tools only.

Titles presented in the framework of the Comin'UP sessions are not disclosed. In the communication materials only the name of the sales agent company is mentioned.

## **12 Dispatch of Films**

Materials must reach MIA, at the sender's expense (costs of transport, including customs fees, insurance, the costs for return freight, and any other transfer expenses), no later than **Thursday, September 18<sup>th</sup> 2025**.

MIA suggests sending open dcp. In case of encrypted dcp, sales agents commit to provide the MIA with kdm for all servers in use (for technical check and for the official screenings), valid from September 18<sup>th</sup> until October the 10<sup>th</sup> 2025. Sales agents must also provide contacts of the laboratory responsible for the dcp and the issuance of the kdm (available 24/7).

Materials are checked upon arrival to make sure the DCP opens and plays in the servers. The technical check cannot be guaranteed for titles received after the deadline. The sales agent is responsible for sending materials that are checked and functioning.

In the event of a defective DCP, the MIA requires the sales company to send a new DCP (already properly tested and functioning). If time does not allow for this option, with the agreement of the sales company, the MIA may hand over the DCP to its technical department to attempt to repair it, without guaranteeing a successful outcome.

The RTI shall not be held responsible for any flaws, delays, or cancellations of screenings if materials arrive after September 18<sup>th</sup> 2025.

Submitters whose films reach the MIA premises after September 18<sup>th</sup> 2025, will be charged a late fee of 200 Euros per film.

The address of the MIA's film storage facility, along with the MIA's recommended shipping instructions and specific guidelines for DCP and video materials will be forwarded to the representative upon confirmation of the screening by MIA.

If materials do not reach MIA **at least four days before their programmed screening**, the MIA reserves the right to cancel the screening. In this case, the full cost of the screening will be charged to the submitter.

MIA shall not be held responsible for any delay in the return shipment of the materials if such a delay is incurred due to the inaccuracy or incompleteness of the print owner's instructions or insufficient notice provided of the above information.

### **13 Liability of Mia**

Shipment insurance expenses shall be borne by the subject that submitted the film to MIA.

MIA is responsible for the insurance and storage of the materials only while these are at MIA premises.

In case of loss or damage of a title carrier or copy during MIA (October 6-10, 2025), MIA will compensate the film representative for the cost of replacing the copy (or the damaged/lost part thereof), according to current lab rates.

Participants who send material for screenings/Comin'UP should commit to adopting quality standards for the presented formats. MIA cannot be held responsible for screening delays or cancellations caused by technically defective materials.

Any claims for damaged copies must be immediately notified in writing to the organization by email ([mia.cinema@miamarket.it](mailto:mia.cinema@miamarket.it)). Claims received after December 31<sup>st</sup>, 2025, shall not be taken into consideration.

### **14 Policy Diversity, Equity and Inclusion**

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.

Diversity and inclusion at MIA can be defined as:

- equal on-screen and off-screen representation of diversity in society;
- equal representation of diversity and inclusion in the stories presented among the Co-Production Market and Pitching Forum categories;
- equal representation of diversity and inclusion in panels composition;
- equal representation of diversity and inclusion in content showcases.



MIA endorses and supports creative, financial, artistic and social, cultural and ethic criteria for each project and talent selected for MIA 2025 official programme. MIA aims to fully achieve the freedom of artistic expression, to represent cultural diversity and cooperation, to foster creativity and nurture talent as well as to promote environmentally sustainable practices in audiovisual production.