



## International Factual Forum

### Rules and Participation Guidelines 2025

**MIA | Mercato Internazionale Audiovisivo** (International Audiovisual Market) is one of the main international market events dedicated to the audiovisual industry. Its ninth edition will take place in Rome from October 6th to October 10th, 2025, at Cinema Barberini and Palazzo Barberini, spanning five days with a rich program that includes pitching forums, showcases, networking events, conferences, workshops, and meetings aimed at strengthening relationships among industry professionals and promoting new collaboration agreements.

MIA is a strategic international market event, established in 2015, organized by ANICA (National Association of Audiovisual, Cinematic, and Digital Industries) and APA (Association of Audiovisual Producers), who combine their expertise to create the largest audiovisual market in Italy.

MIA attracts global players, collaborating to deliver a program of excellence and is made possible through the support of national and European institutions. It is funded by the Ministry of Foreign Affairs and International Cooperation – ITA Agency, supported by Creative Europe MEDIA, co-funded by the Ministry of Culture, the Ministry of Enterprises and Made in Italy, and the Lazio Region.

MIA is the first Italian market that brings together all the segments of the audiovisual industry (Film | Drama | Doc & Factual | Animation). MIA Doc & Factual aims to promote the value of original factual formats through the International Factual Forum, an event that celebrates and enhances talents and international formats, where some of the best titles produced in the last year will be screened.

#### **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.

For the International Factual Forum, diversity and inclusion can be defined as the accurate representation of the diversity and inclusion present in society, both on-screen and behind the scenes.

#### **MISSION**

The International Factual Forum is an event designed for international producers who own 100% of a format and intend to present it during a public session at MIA, open to other producers, broadcasters, and platforms, for potential acquisition and/or commissioning.

The International Factual Forum serves to enable television or digital content producers to present and promote their ideas for factual formats and programs to potential buyers, executive producers, television networks, streaming platforms, and other key figures in the entertainment industry attending MIA 2025.

Producers can use this event to showcase innovative and original ideas for new television **formats** or **factual programs**. These ideas may cover various genres, as listed below, and our event aims to be a high-level showcase entirely dedicated to presenting these creative proposals.

Our goal is to attract the attention of other producers and decision-makers, such as television networks, streaming platforms, and other potential buyers who are often in search of new interesting and

successful content to enrich their programming. It is also a way to develop networking and collaborations. In fact, producers can meet other industry professionals at MIA, create synergies, find potential production partners, and build valuable relationships for the future development of their projects. In addition to funding opportunities, an important set of advantages offered by our event lies in providing promotion and visibility to the format. This can lead to further opportunities in the future or attract the attention of other networks or platforms.

## **ELIGIBILITY**

The challenge of categorizing factual genres compels us to adopt existing models used by international vendors. As a result, the following definitions are drawn from the Anglo-Saxon market.

The registered formats must fall into one of the following categories:

**Brand-Driven Format:** This category is aimed at formats that owe their existence to a brand or an advertiser who played a crucial role in creating the format.

**Factual Entertainment Format:** It concerns formats shot outdoors where there is no competition but an exploration of a slice of life, to delve into certain aspects of it or to entertain.

**Multi-platform Format:** These are formats that involve other means of communication in the storytelling.

**Reality Format:** In this category, there are no elements of competition. The formats in this category can be shot in a documentary style, following a main character in what we perceive as "real life."

The International Factual Forum is reserved only for formats that have already been produced, with at least one pilot, or have already aired for at least one season.

A premiere status is a preferred but not a mandatory requirement.

The following are not eligible:

- Formats already sold abroad in more than two territories
- Titles of a clearly pornographic nature
- Titles that endorse violence or openly incite the violation of human rights.

In the case of titles that have already been submitted to other initiatives dedicated to post-production formats or market events, the eligible parties must inform the MIA staff in advance via email ([mia.factual@miamarket.it](mailto:mia.factual@miamarket.it)). Even if the title is selected for other initiatives or industry events after the registration for the International Factual Forum, the applicant must inform MIA in writing ([mia.factual@miamarket.it](mailto:mia.factual@miamarket.it)). If the participant plans to take part in other initiatives or industry events, registration for the International Factual Forum can be done after providing information and obtaining approval from the Manager of the Doc & Factual section of MIA.

## **REGISTRATION AND REQUIRED MATERIALS**

Producers, sales agents, or other parties registering titles at MIA must possess the necessary rights to represent the said titles, and it is their responsibility to ensure they are legitimately authorized to register with MIA.



By accepting this regulation, the parties requesting admission of the format to MIA guarantee that they have lawful enjoyment of the rights to the title, indemnifying the TGC and its successors from any action or claim by third parties regarding the format presented at MIA.

In addition to the format information (title; shooting format; status, language/subtitles; genre; director, producer, seller; year and country/countries of production; cast & credit), applicants must provide:

- Synopsis (max. 600 characters);
- Director's and/or author's biography;
- A link (Vimeo with password if any) to the factual trailer **with English subtitles**;
- A scene photo (JPEG or TIFF format, high resolution, horizontal orientation).

**The registration materials must be presented in English.**

Registration can only be made exclusively through the [MyMia platform](#).

**Applications and materials must be submitted to MIA no later than August 10th, 2025** through the form provided by the MIA staff. Incomplete registrations will not be considered.

#### **SELECTION CRITERIA**

The eligibility of titles and the completeness of materials, as required in this regulation, will be verified by the MIA Doc & Factual team.

The Director of MIA and the Doc & Factual team will select the formats that will participate, taking into account the quality and international circulation potential.

The list of selected formats will be announced in **September 2025**.

#### **PARTICIPATION**

Participation entails the acceptance of these regulations and the decisions made by the Director of MIA, whose judgment is final and cannot be contested.

Each participant screens a **trailer** or **teaser** of up to **2 minutes with English subtitles**. The technical specifications and timelines for the video will be communicated at a later time.

Following the screening, there will be a **presentation** by the producer and/or the sales agent, the director, or the author, lasting up to **3 minutes**. The presentation will be in English.

By signing the registration forms, the applicant signatory declares that they freely accept all the points of this regulation and the decisions of the MIA Director regarding the selection of titles.

The confirmation given by the format representative implies that the title cannot be withdrawn from the program.

The information about the format will be published in the catalog and on the website, and it will be automatically extracted from the online registration form completed by the applicants themselves. MIA assumes no responsibility for inaccuracies or incompleteness of the data and information provided, if these are due to inaccuracies and/or omissions contained in the said forms.



The MIA Director has the right to resolve all cases not covered by this regulation, as well as to make exceptions to the regulation in particular cases.

For further information, please send an email to the following address: [mia.factual@miamarket.it](mailto:mia.factual@miamarket.it).