

GREENLit

Official Rules & Participation Guidelines 2025

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.

DIVERSITY AND INCLUSION 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

GREENLit: THE DRAMA SHOWCASE

GREENLit is part of the Drama Division programme and aims to showcase the must-see newest international scripted TV and digital productions with a strong international appeal, that have received the final green light for the production or development from one (or multiple) linear broadcasters and/or digital platforms.

This session takes place during MIA 2025, 6th to 10th October, in Rome. Follow our future communications for the exact time and date of the session. GREENLit is open only to MIA industry accredited participants and the event is press restricted.

The Showcase's selection and schedule are conceived solely under the editorial vision of MIA. All editorial choices aim to highlight the contents while granting balance and genre diversification in the interest of industry audience fruition.

ELIGIBILITY CRITERIA

Eligible projects for GREENLit must be original international series of outstanding artistic value, upcoming titles at different stages of production that have been greenlit from one or multiple broadcasters/digital platforms and will be delivered by the end of 2025 and beyond. All genres are accepted.

Each submitted series project must meet the following eligibility requirements:

- The project must be a **scripted series**, with a consistent storyline and characters across episodes. Limited series are accepted.
- The show must be in **advanced development, currently in production, or already completed**, with delivery expected by the **end of 2025 or later**.
- The project must have received greenlight from **at least one broadcaster and/or digital platform**.

MATERIAL REQUESTED

The series can be presented through the screening of mood-reel, mood-board, mood-trailer, teaser, clip and excerpts. Any visual material should reflect the mood of the series. 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 show must be presented by the producers and accompanied by at least one talent (Writer/Creator/Director). The on-stage pitch must be in English (due to the international audience present at the event) and can be led by either the producer, talent, commissioning broadcaster/platform, international distributor or up to a maximum of three representatives.

SELECTION

To foster the circulation of international drama series projects and celebrate the virtuous circle created by the Drama Coproduction Market and Pitching Forum's annual scouting and selection activities, GREENLit 2025 will encourage and welcome the **submission of series**

that have previously participated in past editions of the Drama Pitching Forum, alongside projects submitted through the open call that have never been presented at MIA before.

The **selection process** is carried out by the editorial direction of MIA with the aim to shortlist **up to six international contents**, coming from different countries and presented by different broadcasters, platforms, talents and producers.

Through their participation at MIA, many shows have received a decisive boost towards production, completed their financing, or achieved other significant milestones in moving the series forward. This remains **the aim of GREENLit** and will guide its selection choices: to provide a platform to present the best high-end drama series soon to come.

DEADLINES

1. Submissions should be sent within **August 31st 2025**.
Once a title is invited to MIA, the producer should confirm participation within and no later than **September 8th 2025**.
2. All materials should be submitted within **September 18th 2025**, failing to do so will result in the exclusion from the official printed catalogue.

PRESS AND PROMOTION

The event itself is press restricted and only MIA official photographers will be allowed in the screening room. Do note that the only photos available will be the official photos of the event; in adherence to copyright policies taking photos or recording videos of the contents on screen will not be allowed.

All information published in the official MIA promotional material, daily programme schedules and MIA industry guide, are automatically gathered from the online GREENLit Entry Form filled out by the applicant.

Organisers shall not be held liable for inaccurate or missing information published in such material, originating from errors or omissions reported in the entry form.

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



Product's admission is upon invitation only. Participation implies acceptance of the present Rules and 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 on their behalf the online Entry Form.

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.

For further info please write to:

greenlit@miamarket.it