

MIA 2025

Accreditations Rules

1. INTRODUCTION

MIA | Mercato Internazionale Audiovisivo (hereafter called 'MIA') is a brand and a project promoted by ANICA (Associazione Nazionale Industrie Cinematografiche, Audiovisive e Digitali) and APA (Associazione Produttori Audiovisivi).

APA Service and ANICA organize MIA 2025 through a Temporary Grouping of Companies (hereafter called 'RTI'), with the support of The Ministry of Foreign Affairs and International Cooperation - ICE Agency, and is supported by Creative Europe MEDIA, with the contribution of the Ministry of Culture, the Ministry of Enterprises and Made in Italy, the Lazio Region, and supported by the official sponsor Unicredit and other prestigious private sponsors.

MIA is considered one of the main international market events dedicated to audiovisual professionals. Its eleventh edition will take place in Rome from the **6th to the 10th of October 2025** and on the MIA Digital platform, offering five days of specific programs, featuring dedicated pitching forums, showcases, networking events, conferences, workshops and talks, aimed at strengthening relationships among industry professionals and promoting new collaboration agreements.

These Regulations govern admission to MIA, the issuance of accreditation and the QR code, as well as passwords for the MIA Digital platform, and entry to MIA's physical locations.

The request for accreditation implies the acceptance of this Regulation. Any violation will justify the withdrawal of the login credentials.

The Director of MIA has the right to resolve all cases not provided for by these Regulations, as well as to make exceptions to the Regulations in specific and justified cases. In the event of any disputes regarding the interpretation of individual articles of the Regulations, the original Italian-written text shall prevail.

The present Regulations do not constitute a public offer, and the receipt of applications to participate in MIA is in no way binding for the organizing RTI. It does not entail any obligation towards the interested parties and/or participants, nor can it be considered to establish any right to receive a service from the RTI.

Diversity, Equity, and Inclusion Policy

MIA is committed to promoting diversity, inclusion, and gender equality in its activities and throughout the entire 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 offered by it are representative of society. MIA supports and promotes creative, financial, artistic, social, cultural, and ethical criteria for every project and talent selected for the official program of the event. MIA supports artistic freedom of expression, the representation of cultural diversity, and cooperation. It aims to promote creativity and the

valorization of talents, as well as to promote environmentally sustainable audiovisual production practices.

2. ACCREDITATIONS

MIA accreditation is reserved for professionals actively working in the audiovisual industry, whose main activities are:

- Archive
- Broadcaster
- Data and Analytics
- Distribution
- Festival and Market Organization
- Film Commission
- Audiovisual Promotion Institute
- Institution (Cultural, Governmental, Educational, University etc.)
- Law Firm/Legal Affairs
- Post-Production
- Publicity and Marketing
- PR Agency
- Press and Media Outlet
- Film/Audiovisual Fund
- Private Investment Firm
- Financial Institution
- Free lance
- Production
- Publishing
- International Sales
- IPTV
- Streaming Platform
- Talent Agency
- Technology and Innovation
- Technical industry
- Theatrical Exhibition
- Theatrical Distribution
- Trade Association
- Training and Education Organization
- Video Game Development
- VFX
- XR

All applicants must demonstrate a verifiable professional role within one of these categories to be considered for accreditation.

Relevant Industry Professionals who can request an accreditation:

- Animator/Illustrator
- Art Director
- Audience Analyst
- Buyer
- Commissioning Editor
- Consultant
- Content Curator
- Creative Producer
- Director
- Development Executive
- Legal Affairs/Lawyer
- Executive Producer
- Business Affairs/Finance Manager
- Festival Programmer
- Video Games Designer
- International Sales Agent
- Journalist
- Literary Agent
- Marketing Manager
- Publicist
- Media Investment Manager
- Post-Production Manager
- PR Manager
- Producer
- Professor / Researcher
- Script Editor
- Publisher
- IP Manager
- Talent Agent
- Casting Director
- Technology Officer / Innovation Lead
- Trade Association Representative
- Training Coordinator
- VFX Artist
- VFX Supervisor
- XR/Immersive Content Creator
- Writer
- Graduate and postgraduate student

Graduate and postgraduate Students

Students attending university-level courses related to the audiovisual industry can be admitted on an exceptional basis. Students will only be able to apply for the specific “Student” accreditation, whose availability will be regulated at the MIA Director's discretion to ensure regular access and participation in the events. Access to panels and other events will be granted based on the venue capacity, with priority given to Industry accreditations. Students shall complete the accreditation form and provide evidence of their enrollment in an undergraduate or master's course related to the audiovisual industry.

3. ACCREDITATION REQUEST

It is necessary to apply for the accreditation to participate in the activities of MIA within the period and in the manner stipulated by these Regulations.

Accreditation can be requested through the online form on www.miamarket.it. The form must be completed in its entirety and sent, including the documents requested therein. Incomplete accreditation requests or requests not complying with this methodology will not be considered. People under 18 years of age are not allowed to participate. Exceptions must be requested to the MIA Director with adequate motives. The Director will decide at its sole and unquestionable discretion.

Accreditation requests will be evaluated and processed on a first-come, first-served basis. Confirmation of acceptance will be sent via email by RTI or by the MIA Accreditation Office.

Accreditation is strictly personal and non-transferable. Each applicant may request only one accreditation and must indicate a single professional category. If the accreditation or access credentials are used by anyone other than the registered holder, both will be revoked and permanently confiscated.

Submitting the accreditation request form does not guarantee admission to MIA. While RTI is committed to giving each application the utmost attention, the final decision regarding admission and the issuance of accreditation, according to the criteria outlined herein, rests solely with the unquestionable discretion of the Director of MIA.

The accreditation is valid for the entire duration of MIA. The accreditation must be shown upon request to personnel in all the areas where the activities of MIA take place.

Upon confirmation of the accreditation's purchase, the participant will automatically receive personal credentials to access the area reserved for the MIA Digital platform and their personal area.

4. BADGE TYPES AND FEES

Accreditation fees for MIA vary based on the date of payment and the type of access requested. Reduced rates are available for participants who register in advance of the market dates, while higher fees apply to late registrations, subject to availability.

During MIA, it is possible to request daily accreditations; however, daily access to the MIA Digital platform is not available. The issuance of daily accreditations is subject to the same terms and conditions outlined in these Accreditation Regulations and is, in all cases, subject to availability.

Types of accreditations:

- **INDUSTRY PRO:** Full access to all MIA activities and locations from October 6 to 10, 2025. Full access to the online market on the MIA Digital platform and to exclusive content until November 30, 2025. Access to all content on the MIA Digital platform, on-demand panel broadcasts, the Who's Coming, and related services, until November 30, 2025. Activities by invitation and initiatives reserved for buyers, which will be explicitly marked in the official MIA program, are excluded.
- **INDUSTRY EXHIBITOR:** This badge grants all the rights associated with the INDUSTRY PRO category. In addition, this category offers a unique opportunity for professionals attending with booths, reserved tables, and "umbrella stands". Full access to all MIA activities and locations from October 6 to 10, 2025. Full access to the online market on the MIA Digital platform and to exclusive content until November 30, 2025. Access to all content on the MIA Digital platform, on-demand panel broadcasts, the Who's Coming, and related services, until November 30, 2025. Activities by invitation and initiatives reserved for buyers, which will be explicitly marked in the official MIA program, are excluded.
- **INDUSTRY BUYER:** This badge grants all the rights associated with the INDUSTRY PRO category. In addition, this category offers a unique opportunity for Theatrical Buyers. The Buyer's badge grants exclusive access to MIA's Buyers Club (Market Screenings and the Comin'UP program). This program primarily showcases films intended for theatrical release. The Buyer badge cannot be purchased but can be requested during the accreditation process. The badge is assigned by MIA based on the professional activity of the registrant. Buyers (Theatrical, TV, Streaming) can request accreditation in the registration form, specifying their field of activity and uploading the required documents for verification by MIA. Access to all content on the MIA Digital platform, on-demand panel broadcasts, the Who's Coming, and related services is available until November 30, 2025.
- **INDUSTRY DIGITAL:** The Digital badge grants full access to the online market on the MIA Digital platform and to exclusive content until November 30, 2025. Access includes all content on the MIA Digital platform, on-demand panel broadcasts, the Who's Coming, and related services until November 30, 2025. Activities by invitation and initiatives reserved for buyers, which will be explicitly marked in the official MIA program, are excluded. The request for Industry Digital accreditation will be available only during the Regular and Late tariff periods, with a fixed cost equivalent to the Early Bird rate.
- **TALK:** Access to all MIA conferences (excluding the Co-Production Market & Pitching Forum, the Content Showcase, and activities of the Buyers' Club, training labs, and closed-door sessions), either in person or on-demand on the MIA Digital platform. Partial access to the content available on the MIA Digital platform, on-demand panel broadcasts, the Who's Coming, and related services until November 30, 2025. The professional category of Researchers and

University Professors may only request this type of accreditation. Please note that, due to the high volume of attendance, access to panels will be prioritized for all INDUSTRY BADGE holders

- **DAILY:** Full access to all MIA activities in Rome for a single day. No access to the online market on the MIA Digital platform.
- **PRESS:** Reserved for journalists, press, and PR agencies. Provides access to all conferences (excluding the Co-Production Market & Pitching Forum, the Content Showcase, and activities of the Buyers' Club) and press conferences. Access to online sessions (on-demand, excluding the Co-Production Market & Pitching Forum, the Content Showcase, and activities of the Buyers' Club) on the MIA Digital platform until November 30, 2025.
- **STUDENTS:** Reserved for students enrolled in undergraduate and master's courses related to the audiovisual industry. Provides access to all conferences (excluding the Co-Production Market & Pitching Forum, the Content Showcase, and activities of the Buyers' Club). No access to the online market on the MIA Digital platform.

FEES

All fees are exclusive of VAT. The listed fees are valid for the period specified and detailed below.

INDUSTRY BADGES:

EARLY BIRD: Valid from the accreditation opening date until **September 7th, 2025**, for €250.00 + VAT.

REGULAR: Valid from **September 8th to September 29th, 2025**, for €350.00 + VAT.

LATE: Valid from **September 30th to October 9th, 2025**, for €400.00€ + VAT.

INDUSTRY DIGITAL: Valid from **September 8th to October 9th, 2025**, for €250.00€ + VAT.

DAILY: Valid only and exclusively during MIA dates (**October 6th to 10th, 2025**). This badge can only be purchased on-site. Accreditations requested during the market will be verified within 24 hours before confirmation of issuance and will incur a cost of €200.00 + VAT.

TALK BADGE:

TALK: Valid only during the regular rate from **September 8th to September 29th, 2025**, for €150.00€ + VAT.

Last Minute Requests. All on-site accreditation requests are subject to verification and checks, including after the conclusion of the event. Should the MIA Management or Accreditation Office identify

any discrepancies or false information in the accreditation application, they reserve the right to request payment of the applicable fee or any outstanding balance related to the accreditation issued during the event.

Company Discount. If the same company requests the purchase of accreditations for groups of its employees, a 20% discount is provided for every 5 accreditations purchased (valid only for Industry accreditations and only for Regular and Late rates). These requests can benefit from the discount only if submitted via a specific email to accreditation@miamarket.it, specifying the names of the individuals to be accredited.

The listed fees are exclusive of VAT and include a percentage for Co2 compensation calculation.

Sustainability Policy. As part of the sustainability policy adopted by MIA, a percentage of the revenue will be allocated to offset CO2 emissions.

Fondazione Cinema per Roma/Rome Film Fest. As part of the agreement with Fondazione Cinema per Roma for the 2024 edition of the Rome Film Fest, MIA will offer a €10.00 discount to holders of the professional accreditation from the Rome Film Fest, subject to the submission of the required documentation to the accreditation office. For more information: accreditation@miamarket.it

Payment. The date of completion for the accreditation purchase will vary depending on the chosen payment method: for PayPal and credit card, the day following the payment, subject to successful completion; for bank transfers, 7 days after the payment, subject to successful completion. Once the purchase is completed, APA Service srl will issue an invoice according to the procedures and terms prescribed by the current legislation in Italy as of the date of purchase completion.

The applicable rate will be that in effect at the time of payment, not the rate in effect at the time of the accreditation request. Payment for the Early Bird accreditation must be made by September 7th, 2025. Payment for the Regular accreditation must be made by September 29th, 2025. The Late accreditation can be paid in advance by October 9th, 2025, or on-site with a credit/debit card. If the purchase is not completed in real time via the MIA website, the MIA administrative office will send a payment deadline by which the fee must be settled. All deadlines refer to the CEST timezone. The printed/digital Book of Companies will not include those accredited with the Late rate, but their information will be available on the MIA Digital platform under the Who's Coming section. Payment for the Industry Digital accreditation can be made by the deadlines for the Late rates. The Daily accreditation can only be purchased on-site with a credit/debit card. Cash payments are not accepted.

The details for an advance payment will be provided in the accreditation confirmation letter sent by MIA. The invoice for the accreditation payment will be sent to the address provided by the participants in the registration form. Participants will appear on the MIA digital platform only after the payment has been made.

Accreditation will be granted to individuals and/or companies that have an outstanding debt with MIA only after said debt has been settled.

Accreditation requests from professionals who, in the previous editions of MIA, failed to collect their badge(s) and settle their accreditation without providing written cancellation notice to the organization (see point 5 'Cancellations') will be accepted only if paid in advance (online payment with credit card or bank transfer), according to the instructions and deadlines described in the accreditation confirmation letter. For more information, please contact the MIA staff at accreditation@miamarket.it.

Any requests for name changes on the accreditation must be communicated in writing via email to accreditation@miamarket.it by September 15, 2025; the change will be confirmed in writing (via email) by the MIA organization. Requests for name changes received after the above-mentioned date will not be considered.

Press accreditations are granted and validated by MIA. To apply for press accreditation, please complete the online form and send a confirmation email to press@miamarket.it.

5. BADGE

Badges are strictly personal and non-transferable; therefore, they must be collected in person (or by a representative with a written delegation and a copy of the identity documents of both the delegate and the accredited individual) at the Accreditation Desk, upon presentation of the identity document indicated in the accreditation form and a copy of the confirmation letter of registration. The accreditation office will send the QR Code needed to collect the badge at the designated desks. Access credentials for the MIA Digital platform will be sent automatically and are to be considered strictly personal. Access to MIA locations and the MIA Digital Platform will be recorded.

6. TERMS OF CANCELLATION

It is possible to cancel participation in MIA at any time.

Il rimborso dell'importo eventualmente già versato potrà essere ottenuto solo se la richiesta di cancellazione perverrà per iscritto all'indirizzo accreditation@miamarket.it entro il 15 settembre 2025. Dopo tale data, l'organizzazione sarà autorizzata a trattenere l'intero importo versato; il badge digitale rimarrà disponibile a nome della persona accreditata.

7. PUBLICATION OF DATA

When the accreditation request to MIA succeeds, applicants' personal and contact information will be published in the materials produced by MIA and on the MIA Digital platform.

During the registration, each participant may request that personal data provided shall not be mentioned in communication materials (printed and digital) and on the MIA Digital Platform (restricted access area). To do so, participants shall communicate their request in the accreditation form.

Online publication of information can be modified up until the closing date of MIA. Until then, any accredited individual can request the removal of their data from the participant lists published on the

MIA Digital platform (restricted access area) by informing the MIA staff (please contact accreditation@miamarket.it). Data that has been requested for removal will no longer be published on MIA Digital; however, if the request is made after the publication of printed materials, the data cannot be removed from the Book of Companies and other printed materials. MIA Digital may offer a scheduling system through the platform for appointments between participants using an internal notification system, respecting participant permissions for data sharing. The MIA staff will address such data limitations or exclusions within 24 hours of receiving the participant's written request.

MIA management assumes no responsibility for the completeness or accuracy of the data and information that may be included in communication materials. However, if such issues are not due to inaccuracies and/or omissions in the accreditation request forms completed by participants, MIA management will make every effort to promptly correct any online information.

Participants in MIA consent to being filmed and/or photographed during the event without receiving any compensation for the use of their images and/or recordings. Photos and footage taken during the event are owned by the RTI and may be uploaded to the official channels of RTI and/or MIA (e.g., YouTube, Instagram, Facebook, Twitter, website, etc.) and/or by the media present at the event, and used for promotional purposes, including for future events.

8. INFORMATION UNDER THE GENERAL DATA PROTECTION REGULATION (EU Reg. 2016/679)

APA SERVICE S.r.l., headquartered in Rome, Via Sabotino, 2A, VAT number 13238121001, lead company of the Temporary Grouping of Companies formed with ANICA (Associazione Nazionale Industrie Cinematografiche Audiovisive e Digitali), by virtue of special mandate conferred by means of a private writing dated December 21, 2023, notarized in signatures by Notary Dr. Barbara Galea, rep. Nos. 6338, racc. No. 3777, as the data controller appointed pursuant to Art. 28 RGPD, informs pursuant to articles 13 and 14 of the RGPD, that the co-processors of the data processing in relation to the activities useful for the organization and management of MIA are Anica Servizi Srl, based in Rome, Viale Regina Margherita 286, 00198, VAT number 05007041006, and APA - Associazione Produttori Audiovisivi, based in Via Sabotino, 2A - 00195 Roma, VAT Number 04803391004 (the latter jointly defined, "the Holders"). The processing operations will relate to personal data communicated in connection with accreditation requests and in any case subsequently communicated or made available during or by reason of participation in MIA. These include, in particular but not limited to, those useful for following up on accreditation requests, contacting industry professionals, responding to requests from interested parties, enabling networking operations among accreditors, organizing the market, events and logistics also supporting accreditors and their possible guests, sending communications pertinent to MIA and its future editions, as well as relating to the Holders' institutional activities and similar events that each Holder may organize in the future.

The personal data processed are those requested in the appropriate forms available, and also include a passport photo in JPEG format. Providing this data is optional; however, if the data subject does not provide the data marked with an asterisk on the form, it will not be possible to complete the

accreditation process or ensure the provision of services and participation in the events and all opportunities offered by MIA. Regarding services related to hospitality and logistics, the data subjects may also communicate the personal data of any guests or companions to the Holders or the data processors; they guarantee to be authorized to do so and to have made the information contained herein available to them as well.

Personal data is provided by the data subject or by another party duly authorized by the data subject, and the act of providing such data constitutes consent, where necessary for certain specific operations, to the processing under the terms described herein. By completing the accreditation requests, the data subjects expressly consent to the processing of their personal data for the purposes and in the manner indicated in the Regulations and in this information notice. Should accreditation requests be submitted by parties other than the data subjects, those providing the personal data of the accredited individuals declare that they are acting with the consent of the data subjects and expressly authorize the Holders to process the data; therefore, they assume all responsibility regarding the legitimacy and accuracy of the data provided and, in this regard, indemnify the Holders.

The processing of data will be carried out mainly through computerized procedures and, when necessary, in paper format, always in a manner that ensures accuracy, lawfulness, transparency, and security.

The personal data of the data subjects is accessible by MIA staff members, as well as by the employees and collaborators of each Holder and manager, authorized to access them for the purposes described. Furthermore, the data may be disseminated through publication in the restricted-access section of the website www.miamarket.it. If the data subject wishes to prevent or limit the dissemination of their data, they may follow the instructions outlined in Article 6 of these Regulations. Additionally, the personal data provided will be communicated to third parties exclusively in connection with the provision of services related to participation in MIA; by way of example but not limited to: transmission of participant lists for any market screenings to the respective representatives of the screened films; transmission of videolibrary viewing reports (offline and online) to the rightful owners (respective representatives of the viewed films); transmission of personal data of applicants to embassies if a visa is required, as well as to hotels and/or hospitality managers for the purpose of organizing the stay of the invited participant; transmission of data of representatives of films requesting market screenings to MIA's technical partners for the organization of screenings and conditional access; technical control of materials and uploading of file titles for the videolibrary if implemented; transmission of contact details of participants in the participant lists (online and offline) to all accredited participants at MIA; transmission of data of accredited participants at MIA to all MIA media partners to disseminate news concerning MIA.

It is noted that the Holders may be required to communicate the processed personal data to authorities when required by law. Additionally, pursuant to Article 7 of the Accreditation Regulations, the personal data of accredited individuals, in addition to being published on printed materials, will also be accessible in the restricted area by other individuals accredited for the same edition of MIA.

The personal data communicated with the accreditation requests will be stored and processed for purposes related to the MIA as long as the Holders intend to organize it periodically. The data subjects have the right to request access to their data, its rectification, or even deletion from the Holders, as well as to object to the processing. Furthermore, accredited individuals have the right to withdraw their consent to the publication of their data as provided in Article 7 of these Regulations. In such a case,

their data will no longer be accessible to other accredited individuals in the dedicated section of the official MIA website and, if the withdrawal is timely, will not be published in the Industry Guide. Under no circumstances can the withdrawal of consent prejudice the lawfulness of the processing carried out before the withdrawal. In this regard, it is noted that the Holders may be entitled, even in the event of consent withdrawal, to continue processing when conditions apply, for example, when necessary for the legitimate interest of the Holders or third parties, which includes the organization and management of the MIA (pursuant to Article 7 of the GDPR).

In the process of streamlining communications sent as part of the processing, the Holders may implement a filtering process, including automated filters, to select communications that may be of greater interest to the recipient and avoid the mass sending of generic information. This profiling has no other consequences or purposes.

Should the Holders appoint one or more data processors, their contact details will be made available on the website www.miamarket.it. The essential content of the agreement between the Holders, pursuant to Article 7 of the GDPR, can be consulted at the premises of the Holders.

Each data subject may exercise their rights by contacting the Holders at privacy@miamarket.it. If necessary, the data subject also has the right to lodge a complaint with a supervisory authority; the Italian authority can be contacted here www.garanteprivacy.it.

The notice on personal data processing may be subject to changes to comply with new legal provisions or changes in data processing policies. Each updated version of the notice will be made available on the website www.miamarket.it. Data subjects are therefore invited to periodically check the indicated website to stay properly informed or to obtain the contact details of any data processors that may be appointed later.