

BOOK ADAPTATION FORUM | Guidelines

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 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").

At its eleventh edition in 2025, MIA runs from October 6th to 10th in Rome, Italy.

General Provisions

MIA | Mercato Internazionale Audiovisivo is a market platform devoted to the entire audiovisual industry (Film, Drama, Doc, Factual, Animation content), mainly focused on co-production, screenings, work-in-progress presentations, panels, meetings, and networking opportunities within the Italian and International Audiovisual Industry. MIA is widely recognized as an effective market platform where the international industry can find real partnering, financing, and distribution opportunities for projects in development, production, post-production and completed.

The **Book Adaptation Forum** (hereinafter also simply "BAF") is a new programme set within a highly relevant context for the cultural and creative industries, with the aim of developing a new industrial initiative that fosters synergy between the publishing and audiovisual sectors. This event represents a unique opportunity to deeply explore copyright and the circulation of literary works, placing at its core the need to protect and enhance the rights of authors and publishers. Thanks to the involvement of audiovisual producers from around the world, MIA, through the BAF, aims to stimulate the adaptation market by strengthening collaboration between professionals from both the literary and audiovisual fields. It creates a platform to support the protection of intellectual property rights and the global distribution of works. With this initiative, MIA intends to contribute to a sustainable and innovative development of cultural creation and consumption, offering new opportunities for authors and the audiovisual industry on an international scale.

The Book Adaptation Forum is made possible thanks to the support of **Fondazione Film Commission Roma Lazio**, among the official sponsors of MIA 2025.

What MIA Offers to Participating Publishers and Agencies

MIA will select 10 books to be invited to BAF.

The BAF is structured around the following **activities**:



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- Dedicated pitching sessions to present the selected titles (2 days of presentations held in the Conference Room at Palazzo Barberini)
- One-to-one meetings (both pre-scheduled and arranged on-site)
- Panels and conferences
- Networking events

Thanks to the support of the **Fondazione Roma Lazio Film Commission**, the MIA provides selected publishing houses and literary agencies participating in the Book Adaptation Forum with the following benefits:

BAF | B2B Area at Palazzo Barberini

A dedicated area within Palazzo Barberini is reserved for the selected and invited publishers/literary agencies. This space will host professional meetings at reserved and brandable desks, providing a strategic and visible hub for networking and market exchange.

BAF | Meeting Agenda Coordination: Publishers & Producers

With the support of a dedicated team of experts, MIA will facilitate and organize one-to-one meetings between publishers and producers. This service will ensure an efficient and tailored matchmaking process, enabling smooth and productive business interactions for all participants.

BAF | Hospitality & Accreditation

Each selected title will be invited to attend MIA with the following benefits:

- Accommodation for one representative per selected book's representative
- 1 complimentary Industry Pro accreditation per selected book's representative

BAF | Networking Opportunities

Participants will be invited to take part in official networking events and activities organized within the framework of MIA, offering unique occasions to connect with key players of the audiovisual industry.

BAF | Website & Digital Platform

MIA will host a dedicated section for the Book Adaptation Forum on its official website. Additionally, within MIA's digital platform—accessible exclusively to accredited professionals, each selected title will have its own dedicated profile page, ensuring high visibility within the international market.

Collateral Editorial Projects on Literary Adaptations Organized by MIA and Third Party

Shoot the Book! MIA Edition

Under the umbrella of this new market program, MIA offers a dedicated platform for literary French adaptations curated by the *Société civile des éditeurs de langue française* (SCELF), with the support and collaboration of *Institut*

français Italia and the *Ambassade de France*. A delegation of French publishers will present a selection of 8 French books drawn from some of the year's most prominent new releases, whose audiovisual rights are available for the international market.

Panels on Literary Adaptation at MIA

Given the growing relevance of adaptations, MIA has long been committed to organizing panels specifically dedicated to this theme, typically explored from the perspective of producers and authors

BAF Eligibility Criteria

Eligible titles are:

- 1) New Books for Fall 2025 – Just Published or Coming in October/November
- 2) Books with strong potential for screen adaptation (film or TV series)

Non-eligible titles are:

- 1) Books that have already been presented at festivals, markets or industry events.
- 2) Books for which the audiovisual rights have already been optioned.
- 3) Books of a blatantly pornographic nature, or those which advocate violence or openly incite racism and/or violation of human rights.

Please advise MIA staff in writing (baf@miamarket.it):

- If the title has already been presented at other industry events.
- If the title is selected at other industry events, after the submission to the Book Adaptation Forum

Right Holder's Responsibility and Indemnification

The Right Holder is solely 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 Right 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.

Submission and requested materials.

The submission of a book and the signature of the BAF entry form imply the unconditional acceptance of the present rules and regulations as well as the acceptance of all decisions taken by the Selection Committee, which are final.

Having read and accepted the present guidelines, and signed the form, all parties submitting a book to Book Adaptation Forum declare and guarantee that they possess all reserved rights of the book 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 and presentation of the submitted title at C EU Soon.

The signature on the entry form releases and indemnifies MIA from any and every claim for damages; on the contrary, MIA shall have the right to compensation for damages and expenses arising from any claim pertaining to the submitted books.

Submitting a book is free of charge.

All submissions and materials must be received by **September 11th, 2025** (no later than 5 p.m. CEST) through the official book entry forms.

Submissions should be written in English.

For each book submitted, please be ready to upload on the online Entry Form, the following mandatory materials:

- Fill out the BAF Entry Form
- Link to Book excerpt (max 3 pages).
- Publisher or literary agency's profile.
- Author's profile

Submissions must be presented according to these guidelines and by the indicated deadlines. Only submissions made through the official BAF entry forms will be taken into consideration. The BAF entry form is available on the website [Book Adaptation Forum](#)

Incomplete submissions will not be considered for selection.

The entry form duly filled in all its parts and signed must be sent via email to: baf@miamarket.it

All submitted materials are used for pre-selection and selection purposes only and kept in MIA's archives. In the event the book is selected, they will be used to update the MIA website as well as the Industry Catalogue, and for publicity purposes regarding the 2025 Edition.

Accepted file formats for upload: PDF (MAX upload file size: 10MB)

Please note that it is VERY IMPORTANT to provide the full information on the form. If a book is selected to participate, this form – and its attachments - becomes its entry in the materials made available to the attendees, who will choose the films they wish to meet based also on that entry. So, the application form is a crucial document that serves two important functions: (1) it is the basis upon which the decision to select a book to participate is made; and (2) it is the basis upon which the attending industry players will determine if they wish to meet the film representatives.

Selection criteria

The MIA BAF Team verifies that the submitted titles meet the eligibility criteria and that submissions include all requested materials under these rules and guidelines.

The Selection Committee selects the final participating books, taking into consideration the international market potential, viability and quality of the titles and preserving inclusivity and gender balance.
The list of selected titles will be announced by mid-September 2025.

Please note that detailed feedback is not available for books that are not selected

Participation

Participation is by invitation only, upon selection of the submitted book

The acceptance of the invitation by the representatives of the book means that they cannot withdraw their book from the program.

Once a book has been selected, at least one representative commits to be available during the days devoted to the BAF Program for the presentation and meetings.

Attending the public pitching session and the one-to-one meetings, in whichever form – physical, digital, or hybrid - they will be taking place, is mandatory.

The presentation is in English.

After the disclosure of the selection, the MIA team makes the book information available to the attendees to gather potential interests and requests and pre-arrange the meetings accordingly during the event.

All participants receive their agenda and all related material prior to the event.

MIA DEI 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.

Acceptance of the Rules

The submission of a book implies the unconditional acceptance of the present guidelines as well as the acceptance of all decisions taken by the Selection Committee, and/or the Director which are final.

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.



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