



**MERCATO
INTERNAZIONALE
AUDIOVISIVO**

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MIA | Mercato Internazionale Audiovisivo
Rome, October 6th-10th 2025, eleventh edition

ALL STORIES LEAD TO MIA

*Nearly 500 Projects from 81 Countries Across All 5 Continents
for the Co-Production Market. New Visual Identity.*

*New this year: Apollo Series, Book Adaptation Forum, Unbox for Short Film Talents,
MIA XR Showcase, Vertical A.I. Workshops, and UTA's Industry Insider Bootcamp.
The Advisory Boards and the program for theatrical distribution
with C EU SOON.*

Rome, September 11th 2025 - Following the success of its 2024 edition, which welcomed over 2,800 participants—marking a 10% increase compared to 2023—**MIA | Mercato Internazionale Audiovisivo** returns to Rome from **October 6 to 10, 2025**, for its eleventh edition, once again hosted in the historic venues of **Palazzo Barberini** and **Cinema Barberini**. Promoted by **ANICA** (Italian Association of Film, Audiovisual and Digital Industries) chaired by **Alessandro Usai**, and **APA** (Italian Audiovisual Producers Association) chaired by **Chiara Sbarigia**, and directed for the fourth consecutive year by **Gaia Tridente**, MIA reaffirms its role as Italy's leading marketplace and a key international hub for the global audiovisual industry.

MIA 2025 unveils a brand-new visual identity and a communication campaign with the claim **"All Stories Lead to MIA"**, a creative reinterpretation of Rome as the epicenter of the international audiovisual industry. Inspired by the iconic saying *"All roads lead to Rome"*, the campaign introduces a striking visual narrative that positions the Eternal City at the heart of a contemporary illustrated world—expanding from **Piazza Barberini**, the home of MIA in the very center of Rome, across all continents. The message highlights MIA as the place where stories are born, voices emerge, and projects take shape, making Rome the meeting point where the global audiovisual community gathers to shape the future.

This year, nearly **500 projects** from **81 countries across all continents** were submitted to the **Co-Production Market and Pitching Forum**. Of these, **62 projects** spanning **Animation, Documentary, Drama (TV series), and Film** will be showcased.

Among the main highlights of this edition is the **Book Adaptation Forum (BAF)**—a program dedicated to fostering collaboration between book publishing and the audiovisual industry, supported by the **Fondazione Roma Lazio Film Commission**—and **Apollo Series**, a new training initiative developed in partnership with **Series Mania Institute** and **Goteborg Film Festival TV Drama Vision**.

Further additions include **UNBOX | Short Film Days**, an industry event created in collaboration with *Alice nella Città* to spotlight emerging short-film talent, now officially part of the MIA program; **Vertical AI workshops** curated by **Largo.ai**, a leading platform applying artificial intelligence to the

audiovisual sector, organized with the support of **Creative Europe MEDIA**; and the **Industry Insider Bootcamp**, a unique training opportunity presented by **United Talent Agency (UTA)**.

The **MIA 2025 program**, designed to support the development, financing, co-production, circulation, and sales of audiovisual works across all formats and genres while promoting talent, offers a wide range of activities: from the **co-production market** to **content showcases**, **market screenings**, **networking sessions**, as well as **workshops**, **roundtables**, and **conferences** addressing key topics for the global audiovisual industry.

MIA stands out as a unique marketplace in the global audiovisual landscape, as it is not linked to a festival and remains the only industry event to embrace all audiovisual genres. Conceived as a curated event, MIA serves as a **strategic destination and B2B platform** for the international audiovisual ecosystem, offering dedicated spaces for **Animation, Doc & Factual, Drama (TV series), and Film**. Designed to meet the needs of different genres and formats—across theatrical distribution, television, and streaming platforms—MIA has become a key hub for discovering the potential of diverse narrative, production, and distribution models tailored to distinct audiences. A strong focus is also placed on the **latest technologies** applied to audiovisual production and storytelling. MIA continues to foster the growth of the audiovisual industry, with a particular emphasis on **innovation programs for the creative industries**, aimed at driving economic development, enhancing international competitiveness, and opening new global business opportunities. At its core, MIA proudly champions **Made in Italy audiovisual excellence**, positioning Italian talent and content at the center of international dynamics and opportunities, while reaffirming its role as a platform of excellence on the global stage.

CO-PRODUCTION MARKET & PITCHING FORUM

The MIA Co-Production Market & Pitching Forum stands as one of the most significant international events dedicated to the co-production of series, documentaries, films, and animated works for theatrical release, television, and streaming platforms. This year, nearly **500 projects** were submitted from **81 countries across all continents**. Out of these, 16 projects were selected for the Animation section, 15 for the Doc section, 15 for the Drama section, and 16 for the Film section, for a total of **62 projects**.

ANIMATION CO-PRODUCTION MARKET & PITCHING FORUM

The Animation Co-Production Market & Pitching Forum once again achieved outstanding results this year, expanding the number of countries represented and showcasing an ever-broader range of themes and creative voices. Submissions were reviewed by the **Selection Committee**, composed of: **Mounia Aram**, Founder & CEO of MA Company (France/Morocco); **Yago Fandiño Lousa**, Head of Children's Content-RTVE-Clan (Spain); **Roberto Genovesi**, Director of Rai Kids (Italy); **Alexis Hofmann**, Founder & CEO, Asphalt Jungle Productions (France); **David Levine**, Founder & CEO of Lightboat Media Ltd (UK); **Cecilia Padula**, VP Head Kids & Family Brands South Europe, Middle East & Africa, Paramount (Italy); and **Patricia Vasapollo**, Responsible Family & Fiction, HR/ARD (Germany).

The selection, comprising **7 feature films** and **9 TV series**, includes brand-new projects making their market debut at MIA, alongside projects that are not new to the market but have shown solid progress in their development and are now ready to be presented to a fresh audience of institutions and potential financial partners as they move closer to the production phase. Across all **16 selected projects**, there is a notably **strong and diverse female presence** within the creative and production teams, as well as a recurring focus on **powerful and contemporary themes**.

Three Italian projects are featured in the selection: one feature film and two animated series. **THE TREASURE OF THE WYRM (IL TESORO DEL BIGATTO)**, produced by the Italian company Small Boss in co-production with the Czech Republic, France, and Italy, and directed by Francesco Vecchi, takes us through the misty landscapes of the Po Valley on the journey of the old hermit Anselmo. **PROFUMINA**, by Caterina De Mata, Luca Di Cecca and Annalisa Corsi, produced by L&C S.r.l., follows

the adventures of a young skunk who doesn't stink. Finally, **ROC AND LOLA (ROC E LOLA)**, directed by Andrea Giro and produced by Primal Shape, is a TV series that reflects on overcoming differences to discover friendship and connection, and the power of building trust.

Among the **animated feature films**, this year's selection showcases high-caliber projects and acclaimed creative talents. Director Eléa Gobbe-Mévellec (*The Swallows of Kabul*) presents her new film **THE NORTHERN STAR (SERVEKA)**, produced by Hausboot and Les Films du Cygne (Czech Republic, France), a moving story of escape and redemption through the journey of a seventeen-year-old girl fleeing North Korea. Visionary filmmaker Miguel Llansó (*Crumbs, Infinite Summer, Jesus Chose You the Way to the Highway*) makes his animation debut with **MISSION NEW AFRICA**, a co-production by Lanzadera Films (France, Portugal, Spain), which reimagines Ethiopia amidst nuclear threats, impossible technologies, KGB chases and androids, all set to the electrifying backdrop of Ethio-jazz funk. **LIKE!**, directed by Nacho La Casa and produced by Spanish company Capitán Araña S.L., is a thrilling cyber adventure that brings together a 13-year-old girl's passion for football and the nightmare of phone hacking. **THE GOLDEN BUTTERFLY (ZLATNATA PEPERUTKA)**, directed by Goce Cvetanovski and produced by Makedonska Krepost in co-production with Argentina, Brazil, Colombia, North Macedonia, and Spain, takes audiences deep into the Colombian rainforest for the dazzling adventure of a group of friends. From Indonesia comes **FLY!**, directed by Tjia Kian Kok Pelix and produced by ArtCodeStory, a heartfelt coming-of-age tale set in the spirit world, following the journey of an eleven-year-old boy. Finally, **YAP YAP**, directed by Jens Møller and Solène Azernour and produced by the prestigious French company Autour de Minuit (co-produced with Denmark, France, Germany, and Sweden), tells the story of shy twelve-year-old Naa, who discovers an unexpected magical world hidden within her own city.

The **TV Series selection features 9 projects**, aimed at diverse audiences and creatively rich in content, structure, and technique. These are bold and surprising stories, emotionally powerful and resonating with today's most pressing themes. Two highly ambitious projects come from the United States: **ANCIENT CHINA OF MARS** by Andrew Leung, a concept designer who has contributed to major Disney and Marvel productions including *The Lion King, The Jungle Book, Black Panther, Spider-Man: Homecoming*, as well as *The Lord of the Rings: The Rings of Power, La La Land*, and many more. Produced by Snarky Elephant Productions (USA), this hybrid of science fiction and mockumentary blends tears and laughter, telling the story of a Chinese family forced to leave Earth in search of a better future. **ARGONAUTS**, by Simon Duric and Lee McQuade, produced by Echo Lake Entertainment (Northern Ireland, USA), transports viewers into a future where humanity has spread across the stars, colonizing new worlds. **DEEP WOODS. LOST AND FOUND**, produced by Rymanco Films (Canada, Cyprus) and directed by Jim Miller, follows a teenage girl who experiences life primarily through her phone—until she loses Wi-Fi and discovers a new way of facing reality. **ELECTRO ANDES**, by Nacho Malter and Damian Fernandez Gomez, produced by Argentine company Bellolandia, tells the story of twin siblings who, after losing their grandfather to a mining company, set out on a mission to sabotage it, unleashing the vengeful spirit of an ancient deity. In **IZZI'S SUPER FAN CLUB (O SUPER FÃ CLUBE DA IZZI)**, by Paulo Muppet and produced by Birdo (Brazil), 12-year-old Izzi creates a fan club for her favorite superhero team, *The Guardians of Hope*. **LEGENDS OF BULAN**, by Duru Azubuike and produced by Magic Carpet Studios (Nigeria), immerses audiences in Bulan, a world where humans, nature, and spirits coexist in perfect harmony through the power of Ubuntu. Finally, **THE REJECTS**, produced by Bonnie and Braw Cartùns (Canada, Irlanda del Nord), follows seven outcasts bound by destiny and prophecy, who must confront both their pasts and themselves.

DOC CO-PRODUCTION MARKET & PITCHING FORUM

The Doc Co-Production Market & Pitching Forum establishes itself as a showcase of exceptional value, presenting **15 projects in their world premiere**, works of rare originality and narrative power that exemplify outstanding creative vision. These are bold stories, capable of engaging with current affairs, memory, and imagination, while crossing genres and continents. Each title embodies high production quality and a distinctive authorial signature.

The selection is the result of the work of an **international committee** composed of: **Horia El Hadad**, Sr. Commissioning Producer, Al Jazeera English (Qatar); **Bjorn Jensen**, Creative Director & Founder, Ginger Foot Films (Germany); **Fabio Mancini**, Commissioning Editor, Rai Documentari (Italy); **Pamela Martinez**, International Sales Agent, Limonero Films (Spain); **Myriam Weil**, Head of Documentary, Federation Studios (France); and **Hiroshi Yokota**, Director and Producer, NHK Enterprises, INC (Japan).

The selected documentaries and series present innovative ideas and original perspectives, demonstrating how the language of the real today serves as a powerful tool for exploring society and contemporary history. The lineup includes **11 feature documentaries**, **2 TV one-offs**, and **2 docuseries**. Italy is represented by 6 projects, while the remaining titles are international co-productions involving a total of 14 countries, including **Ukraine** and **Lebanon**.

The selection unfolds as a true journey of world premieres, presenting stories that will come to light at MIA for the very first time. **BASEBALL ISLAND** (Netherlands, produced by New Ams Film Company, directed by Lyangelo Vasquez) unveils Curaçao's surprising passion for baseball; **BUILDING VENICE** (Italy, produced by EiE film, directed by Katia Bernardi) takes audiences into the hidden heart of the crafts that safeguard Venice; **CARETAKERS** (Germany/Hungary/USA, produced by OTHER FILMS, directed by Ambrus Hernadi) explores the lives of those who care for the elderly while moving across borders; **ENCOUNTER** (Germany/Peru, produced by Caral Filmproduktion, directed by Jose Chavez Boggio) reconstructs Peru's wounded memory through an intimate and familial gaze. The projects tackle crucial themes: identity and denied justice in **NON POTRÒ PIÙ SPOSARMI – THE SAD STORY OF PALMINA MARTINELLI** (Italy, produced by Salice Production, directed by Antonio Palumbo); Italian resilience and creativity in **THE MASERATI CHRONICLES** (Italy, produced by Cromo, directed by Edoardo Vojvoda); the social role of art in **REFLECTIONS OF GAUGUIN** (Finland, produced by Pig and Horse Productions, directed by Marton Jelinko) and **SOTTASS: THE POETRY OF THINGS** (Italy/USA, produced by Basement HQ, directed by Mattia Ramberti); and groundbreaking scientific discoveries reshaping our view of the past in **SPINOSAURUS: THE DINOSAUR THAT SWAM** (France, produced by 3L Pictures, directed by Grégory Maitre and Olivier Mercier). Nature also takes center stage with **PER SILENZIO E VENTO** (Italy, produced by Albolina Film, directed by Marco Zuin), set in the Alps. Docuseries such as **HIJACKED LIFE** (Lithuania/Estonia, produced by Make it Happen, directed by Andrius Lekavicius) weave together history and emotion across decades and continents. The geographical and thematic breadth is one of the program's great strengths: from Europe to Latin America, from the Middle East to Eastern Europe, the selection offers an authentic, layered portrait of contemporary society. Works such as **IMAN LE CAIRE** (France/Canada, produced by Beall Productions and Urbana, directed by Olivier Lemaire) and **EDITION 96** (Lebanon, produced by OOBconcept, directed by Ahmad Naboulsi) spotlight stories of courage and the struggle for civil rights; **THE LAWYER** (Poland, produced by MADANTS, directed by Maciej Bochniak) delves into the complexities of justice across Africa and Europe, while **TSYBLI** (Ukraine/Italy, produced by DYKHAI Production, directed by Lesya Kharchenko) tells a story of love that endures even in the most fragile places.

DRAMA CO-PRODUCTION MARKET & PITCHING FORUM

The 2025 Drama Co-Production Market & Pitching Forum will present the international audiovisual industry with a **selection of 15 series projects from 12 countries**.

The projects were evaluated by a selection committee composed of leading figures from the global audiovisual industry. From the USA: **Lauren Stein**, Executive Vice President & Head of Creative Affairs at Sony Pictures Television; and **Larry Grimaldi**, Senior Vice President of Creative Affairs and Original Movies at FOX Entertainment Studios. From France: **Leo Becker**, Head of International Originals and Co-Productions at Federation Studios; and **Manuel Alduy**, Head of Cinema and Young Adult &

International Fiction at France Télévisions. From Germany: **Jasmin Maeda**, SVP International Fiction Coproduction & Acquisition at ZDF. From the UK: **Steve Matthews**, Head of Scripted, Creative at Banijay; **Claire O'Brien**, Development Director of Global Scripted Series at Universal International Studios; and executive producer and former commissioner **Caroline Hollick**. From Norway: **Marianne Furevold-Boland**, Head of Drama at NRK. From Sweden: **Josefine Tengblad**, Co-Founder and Producer of Nordic Drama Queens; and **Marika Muselaers**, VP International Financing & Coproductions at Nordisk Film Group. From Finland: **Andrea Scarso**, Partner and Investment Director at IPR.VC. From Switzerland: **Claudia Bluemhuber**, CEO and Managing Partner at Silver Reel. From Spain: **Béatrice Nouh**, Head of Distribution and Coproductions at The Mediapro Studio. Finally, from Italy: **Maria Pia Ammirati**, Head of Drama at RAI; and **Elettra Canovi**, recently appointed Director of Scripted Content for HBO Max.

From France comes **RAGE**, produced by Manon Robillot and Laetitia Quentin de Gromard (Madelon Production), directed by the multi-award-winning Xavier Dolan, with scripts by Anais Topla, Mathieu Gouny, and Marc Herpoux. Set in early 1980s Paris, it explores the rise of the skinhead movement that gave birth to militant groups known as the skinhunters. From the Netherlands, two crime series: **HITLER'S HORSES: AN ARTHUR BRAND STORY**, produced by Femke Wolting (Submarine) and written by Ed McCardie, based on the true-life art investigations of the renowned Dutch detective; and **RED LIGHT EMPIRE / KONING VAN DE WALLEN**, produced by Leontine Petit and Tom van Blommestein (Lemming Film) and written by Tim Oliehoek, Michael Leendertse, and Sarah Offringa, telling the story of a Holocaust orphan determined to build an empire in Amsterdam's red-light district. From Palestine, **DYOUF (GUESTS)**, a dramedy series from the DFI Series Lab (MIA Drama partner), produced by May Jabareen (Philistine Films) and written by Saleh Saadi, follows Shadi as he returns to his Bedouin village in Palestine to help his mother manage a guesthouse. From the UK, two innovative shows: **PLUNDER**, produced by JT Wong (Three Tables Productions) and written by Chris Cornwell, a gripping thriller about an art thief on a mission to recover stolen Chinese treasures; and **WRITER'S RETREAT**, produced by Chiara Cardoso (Blackbox Multimedia) and written by Lindsay Shapero, set at a luxury retreat in Spain where the disappearance of a guest forces the owner to investigate the conflicting stories of a group of eccentric writers. From the Czech Republic, **THE LAST GODDESS / ŽÍTKOVSKÉ BOHYNĚ**, produced by Kateřina Černá, Pavel Strnad, and Petr Oukropec (Negativ Film Production) and written by Sára Zeithammerová and Hana Neničková, follows Dora, the last woman in a long line of healers, who must return to her village to protect her unborn daughter from an ancient curse. From Finland, two major series: **HUNTING FOR GHOSTS / POLKU PIMEYTEEN**, produced by Roope Lehtinen (Fire Monkey) and written by Mikko Pöllä, in which an introverted young man joins a far-right self-defense club and unexpectedly becomes part of a terrorist plot; and **DIRTY PLAY**, a Finnish-Norwegian co-production produced by Olli Haikka (Yellow Film & TV, Finland) and Gudny Hummelvoll (Hummelfilm, Norway), written by Josefiina Rautiainen and Paul Howard, following a young African footballer confronting exploitation and the dark side of sports. From Greece, **AÍNTA!**, produced by Andreas Zoupanos Kritikos (Faliero House Productions) and written by Kevin Zans Ansong and Stavros Pamballis, follows a Ghanaian-Greek rapper on a journey of self-discovery after meeting a blues producer. From Ireland, **THE ROARING BANSHEES**, produced by Paul Donovan (Deadpan Pictures) and written by John Morton and Peter McGann, is a female-led gangster story set in Prohibition-era Chicago, combining action, dark humor, and strong Irish identity. From Switzerland, **P26**, produced Azra Djurdjevic (Filmgerberei) e scritta da Fanny Nussbaumer, Pascal Glatz, Noëmi Steffen, Nicole Tobler, Ares Ceylan, tells the story of a suburban housewife recruited by a secret Swiss army unit in the 1980s. From Germany, a co-production with Italy: **CONNECTION LOST – THE STORY OF LIA OLIVETTI**, co-produced by Melina Voss (Unframed Productions, Germany), Tobias Timme (UFA Fiction, Germany), and Maria Grazia Saccà (Titanus Production, Italy), written by Melina Voss and Maja Costa, follows a young mathematical prodigy who inherits her deceased father's secret computer and his enemies. Finally, from Italy, two major series: **CASANOVA INVESTIGATES / LE INDAGINI DI GIACOMO CASANOVA**, produced by Massimo Del Frate (Banijay Studios Italy) and written by Peter Exacoustos, Magda Mangano, and Laura Nuti, a thriller inspired by the life of Giacomo Casanova in 18th-century Venice; and **CATERINA**, produced by

hope for his community by creating a revolutionary system to distill water from the sky, highlighting environmental innovation, sustainability, and resilience. **THE OLD GUN / СТАРА РУШНИЦЯ** by Egor Olesov (Ukraine, produced by Forecast Pictures and Heroes Creative Studio) draws inspiration from the French classic *Le Vieux Fusil*. The story follows surgeon Oleh, who loses his wife and daughter during the occupation of his village, reinterpreting the original through a contemporary Ukrainian lens, merging personal tragedy with national resilience. In **THREE TIMES JENNY** (France/Germany, produced by Tripode Productions and Weydemann Bros), inspired by her own experience as a former model, writer-director-actress Milena Doerst follows Jenny, a young model, from a summer job in Luxembourg to Paris Fashion Week and then to China, where she discovers a new form of inner freedom.

In addition to this selection, the Film Co-Production Market & Pitching Forum once again presents **WANNA TASTE IT?**, a section dedicated exclusively to Italian film projects in development. Conceived as a platform for launching and nurturing Italian industry talent, the section promotes networking and offers selected producers and directors business opportunities with international partners, as well as training and development through exchanges with experts, institutions, and support programs. This year, four projects were selected: **THE BLUE LINE / LA RIGA BLU** by Tomaso Mannoni (produced by Ombre Rosse and Lama Film); **THE BOUNDARY / IL CONFINE** by Federica Cellini (produced by Quoomoon and IBC Movie); **THE COLOUR OF DOUBT / IL COLORE DEL DUBBIO** by Ivan Gergolet (Italy/Slovenia, produced by Staragara I.T.); and **VIA DI BRAVETTA, 415** by Mounir Derbal (produced by Dorje Film).

THE BOOK ADAPTATION FORUM AND SHOOT THE BOOK: A BRIDGE BETWEEN BOOK PUBLISHING AND AUDIOVISUAL

MIA is set to launch an exciting new initiative: the **Book Adaptation Forum (BAF)**, a program designed to connect publishers, producers, literary agents, and audiovisual professionals with the goal of exploring and enhancing the fast-growing market for literary adaptations. BAF will bring to Rome a curated selection of unpublished novels for adaptation, while also creating opportunities for networking and international collaboration, with a forward-looking vision on the future of the global audiovisual market. Positioned within a highly relevant context for the cultural and creative industries, BAF aims to foster a new industrial initiative that promotes greater synergy between the publishing and audiovisual worlds. The project is made possible thanks to the key support of the **Fondazione Roma Lazio Film Commission**, one of the official sponsors of the event.

Under the umbrella of this new market initiative, and with the support and collaboration of the **Institut français Italia** and the **Ambassade de France**, MIA will also host **Shoot the Book! MIA Edition**, a market platform curated by the **Société civile des éditeurs de langue française (SCELFF)** and the **Institut français**. A delegation of French publishers will present a curated selection of **eight titles** from the year's most significant new releases, with audiovisual rights available for the international market.

Thanks to the **Book Adaptation Forum** and **Shoot the Book! MIA Edition**, and through the engagement of audiovisual producers from around the world, MIA aims to stimulate the adaptations market by strengthening collaboration between the literary and audiovisual sectors. The initiative creates a platform to facilitate the acquisition of intellectual property rights and the global distribution of works, contributing to sustainable and innovative development for the future of cultural creation and consumption, while offering new opportunities for both authors and the international audiovisual industry.

ADVISORY BOARDS

Also for this eleventh edition, the Advisory Boards of MIA's four sections are enriched by the presence of some of the most prominent figures in the international audiovisual industry, high-profile names that reaffirm the industry's support and engagement with the Market.

ANIMATION ADVISORY BOARD: this year as well, the Animation Advisory Board will be composed of leading international figures: **Roberto Genovesi**, Executive Director di Rai Kids (Italy); **Helen Juguet**, General Director, Ubisoft Film & Television (France); **Mounia Aram**, Founder & CEO, MA Company (France/Morocco); **Alexis Hofmann**, Founder & CEO, Asphalt Jungle Productions (France); **David Levine**, Founder & CEO, Lightboat Media (UK); **Cecilia Padula**, VP Head Kids & Family brands South Europe, Middle East & Africa, Paramount (Italy); **Yago Fandiño Lousa**, Head of Children's Content and Director of Clan TV, RTVE-Clan (Spain); **Patricia Vasapollo**, Head of Family & Fiction, HR/ARD (Germany); **Jinsu Shin**, Commissioning Editor, EBS - Korea Educational Broadcasting System (South Korea); **Pierre Siracusa**, Director of Animation, Children & Youth Department, France Télévisions (France); **Patricia Hidalgo**, Director of Children's & Education, BBC (UK).

DOC&FACTUAL ADVISORY BOARD: **Luigi Del Plavignano**, Director Rai Documentari, Rai (Italy); **Chiara Messineo**, Executive Producer and Director, (UK); **Cecilie Olsen**, SVP Global Content Acquisition Non-Scripted, ITV Studios (UK); **Mikael Österby**, Head of Factual SVT International, SVT (Sweden); **Fabrizio Zappi**, Director, Rai Cultura (Italy).

DRAMA ADVISORY BOARD: Once again this year, the Drama Advisory Board features a selection of key leaders in the audiovisual global industry. From the US **Katherine Pope**, President of Sony Pictures Television; from the UK **Steve Matthews**, Head of Scripted, Creative at Banijay and **Andrea Scrosati**, Group COO and CEO Continental Europe at Fremantle. From Northern Europe: **Jarmo Lampela**, Head of Drama at YLE (Finland), **Johanna Gardåre**, Head of Drama at SVT (Sweden), **Marianne Furevold-Boland**, Head of Drama at NRK (Norway) and **Henriette Marienlund**, Head of Drama at DR (Denmark). Alongside them, three names that represent the alliance between the major European broadcasters, namely **Jasmin Maeda** for Germany, the SVP International Fiction Co-production & Acquisition at ZDF; **Maria Pia Ammirati** for Italy, Head of Drama at RAI; **Manuel Alduy** for France, Head of Cinema and Young Adult & International Fiction at France Télévisions. Finally, from Italy, some of the major players in the industry such as **Daniele Cesarano**, Head of Drama at Mediaset and **Nils Hartmann**, Executive Vice President of Sky Studios.

FILM ADVISORY BOARD: **Jakob Abrahamsson**, CEO, NonStop Entertainment (Sweden); **Dyveke Bjørkly Graver**, Partner & Producer, Eye Eye Pictures (Norway); **Jacques-Henri Bronckart**, Producer, Versus Production (Belgium); **Paolo Del Brocco**, CEO, Rai Cinema (Italy); **Yana Georgieva**, Head of Sales, Bankside Films (UK); **Alexandra Lebret**, Partner, AXIO Capital (France); **Valeska Neu**, International Sales, Films Boutique (Germany); **Joseph Rouschop**, Producer, Tarantula (Belgium); **Yuji Sadai**, Founder & CEO di Bitters End e Producer (Japan); **Andrea Scarso**, Partner & Investment Director, IPR.VC (Finland); **Stefan Schmitz**, CEO, Avalon (Spain); **Rodrigo Teixeira**, Founder & Producer, RT Features (Brazil); **Rob Williams**, Content Strategy & Sales Executive (US). (more names TBC)

MIA BUYERS' CLUB AND C EU SOON: MIA'S PROGRAM FOR THEATRICAL DISTRIBUTION

The MIA Buyers' Club returns to MIA 2025, a dedicated program supporting film distribution, designed to address the challenges of theatrical release and position MIA as a marketplace for discovering new European films in the autumn calendar. The program includes **Comin'UP**, aimed at sales agents, where theatrical buyers are given exclusive previews of scenes, extracts, or teasers from films still in production and scheduled for release between December 2025 and 2026. To further support films and their theatrical distribution, **Market Screenings** are also back, ranging from world premieres to the latest titles showcased at major festivals.

Seven films have been selected for **C EU Soon**, the work-in-progress program dedicated to European films in production and post-production, seeking international distribution. The finalists of C EU SOON 2025 (including **three debut** feature films) were chosen by an international selection committee composed of **Karel Och**, artistic director of Karlovy Vary International Film Festival (Czech Republic), **Ola Byszuk**, Head of Sales and co-founder of Lucky Number (France), and **Ramiro Ledo Cordeiro**, CEO and Head of Acquisitions at L'Atalante Cinema (Spain). The selected films will be presented to an audience of sales agents, distributors, and industry professionals, followed by one-on-one meetings. The films are competing for the **Screen International Award**, which includes dedicated coverage of the winning film on Screen International.

This year's selection spans a variety of styles and genres, offering multiple perspectives on the search for identity: from the desire to forge connections to the discovery of unknown places and one's place in history; from ambition to the drive to push beyond one's limits, all against the backdrop of a society marked by uncertainty and contradictions. With **BEYOND THE MOUNTAINS OF ACROCERO** Laura Haby explores themes of escape, family dynamics, and homesickness through the journey of Eristina, a 19-year-old Albanian girl who sets sail toward an unknown man and a new life. Her voyage becomes a meditation on memory, youth, and the past she leaves behind. The film is produced by Efthymia Zymvragaki, whose *Lights Falls Vertical* was presented at C EU Soon in 2022 before premiering at IDFA. Produced by Wim Wenders' Road Movies and Swiss 8horses, **I'LL BE GONE IN JUNE** marks the feature debut of Katharina Rivilis. The film follows 16-year-old Franny, a German exchange student in search of freedom and the American Dream. Assigned to a small town in the New Mexico desert, her stay unfolds against the sudden outbreak of 9/11. As she navigates the vast desert and a shaken suburban America, she meets Elliot, an encounter that changes everything. But with her departure date looming, time is running out. **IL CILENO** by photographer, director, and screenwriter Sergio Castro San Martín, best known for *La Mujer de Barro* (Berlinale 2015), the documentary *El Negro*, and the Amazon Prime Chile original series *La Jauría* co-directed with Lucía Puenzo, is an Italy–Chile–Switzerland co-production. The project was presented at the MIA Film Co-Production Market in 2023. Set in 1976, the film follows Aldo, a former Chilean miner forced into exile that seeks refuge in Italy, only to find a country itself torn by political turmoil. In Turin, Aldo soon discovers that his skill in crafting bombs threatens to undermine his chances for a fresh start and a new life. Moving between documentaries and fiction, Valéry Rosier approaches **PARKINGS**, with an unmistakable mix of humanity and humor. On the French-Belgian border, three characters linger in a space between a past they cannot let go and a future they cannot yet grasp: Corinne, a former radio host, returns for Radio Bonheur's anniversary; Carlos, a taxi driver, hiding his fear of aging; and Tom, who cremates other people's pets but refuses to confront his own father's decline. Laura García Alonso makes her feature debut with **RUNNER**, an all-Spanish co-production from Distinto Films (*Deaf* by Eva Libertad, *The Odd-Job Men* by Neus Ballús), Dos Soles Media (*Romería* by Carla Simón, *Join Me For Breakfast* by Iván Morales) and Elastica Films (*Romería, Alcarràs* by Carla Simón, *Matria* by Álvaro Gago). The film follows Cris, an elite 800m runner preparing for the national championship. As the race approaches, the relentless pressure of competition and sky-high expectations take a toll on her mental health, forcing her to confront her vulnerabilities and learn how to heal and let go. Romanian actor, director, and screenwriter Valeriu Andriuta has already established himself with his short films and is widely recognized for his acting performances in Cristian Mungiu's *Occident* and *Beyond the Hills*. In **THE CIRCLE**, he follows Agachi, a young detective who is assigned what seems to be an easy first case. Determined to prove himself, Agachi approaches the investigation with diligence, only to discover that what first appeared to be an accidental death is, in fact, a murder. In **THE INCIDENT**, Tomasz Wolski, director, editor, and cinematographer of dozens of documentaries (with *1970* screened at more than 50 international festivals), weaves together the stories of three characters whose lives become intertwined after a car accident involving a teenage girl and a dog. The event forces three families to confront their deepest secrets and personal failures. Produced by Kijora Film, Atoms & Void and Cristian Mungiu's Mobra Films.

MIA STORIES: THE LATEST UPDATES TO THE INCUBATION PROGRAM FOR FILM AND SERIES PROJECTS

In collaboration with Italian and international partners, MIA is expanding its offerings with initiatives dedicated to the incubation of new projects. The program hosts **pitching sessions, showcases, and B2B meetings**, designed to give professionals the opportunity to discover new content and intellectual properties, while **promoting the visibility and circulation of emerging talent and stories**. These initiatives reinforce MIA's role as a strategic platform for connection and development within the international audiovisual industry.

SCENARI TRANSALPINI (TRANSALPINE SCENARIOS)

An initiative of the **Institut français Italia** in partnership with MIA and **Villa Medici**, in collaboration with **Cinecittà**, and supported by the **DGCA – Directorate General for Cinema and Audiovisual of the Italian Ministry of Culture** and the **CNC – Centre national du cinéma et de l'image animée**, the project fosters collaboration between the French and Italian audiovisual industries by supporting the development of new works. The following six projects have been selected for the 2025 edition: *The Clan of the Marseillais / Il Clan dei Marsigliesi*, produced by Giorgio Gucci and written by Alessandro Fabbri (Italy); *The White Queen / La regina bianca* by Sara Loffredi and Alberto Ostini (Italy); *Ex Tenebris Lux* by Giacomo Arrigoni (Italy); *La linea verde* by Elio and Chiara Cassaghi (France); *Lake Como* by Hanna Ladoul and Marco La Via (France); *O Sole Mio* by Marguerite and Thérèse Quadrelli (France).

APOLLO SERIES

Apollo Series is the new training program created by **Series Mania Institute** in partnership with MIA and **TV Drama Vision of the Göteborg Film Festival**. It's dedicated to supporting emerging European producers seeking to co-produce projects on a continental scale. The program aims to enhance the skills of ten European producers through targeted training on the legal, financial, and artistic dimensions of co-productions. By combining high-level workshops with exclusive access to leading industry platforms, Apollo Series provides participants with concrete tools and valuable networking opportunities with producers, broadcasters, and potential partners. The program will officially launch at MIA, then continue at TV Drama Vision during the Göteborg Film Festival (January 2026), and conclude at the Series Mania Forum in Lille (March 2026). At MIA, Apollo Series will feature two closed-door workshop days, followed by two days integrated into the industry activities of the Rome market.

The European producers and projects selected to take part in the first edition of Apollo Series are: Serena Alfieri (Italy) *Hallyu*; Anders Berg (Denmark) *The Acid Clinic*; Estephania Bonnett (Spain) *Alex Is Not Alex*; Evelin Penttilä (Estonia) *Business as Usual*; Jimm Garbis (Sweden) *Yani*; Steffen Gerdes (Germany) *The Strange Grimm*; Anna Gonchar (Ukraine) *Outlaw Educators*; Karoline Kunz (Germany) *Le Grand Cahier*; Marcian Lazar (Romania) *Bark*; Viktorija Rimkutė (Lituania) *Not That Kind of People*.

UNBOX | SHORT FILM DAYS

MIA strengthens its partnership with the **Alice nella città festival** by presenting a new edition of **UNBOX | Short Film Days**, an industry-focused event dedicated to short film professionals, now part of MIA's official program. Three days of pitching, conferences, workshops, and professional meetings create a platform for networking, mentoring, and guidance, designed to support emerging directors who, after short films, aspire to make their feature debut. Projects will be showcased during a pitching session, followed by B2B meetings. As an international reference platform for short films, UNBOX facilitates dialogue among film schools, academies, producers, distributors, and young directors, offering new opportunities for experimentation and collaboration. Under the motto "**The Talents of the Future**", the program includes three main initiatives: **UNBOX | Pitching** – public presentation of 6 debut feature projects by young Italian directors distinguished in the short film

circuit; **UNBOX | Academy** – designed to create a bridge between emerging talents across European cinema; **Stati Generali del Cortometraggio | Focus 2025** – dedicated to the crucial theme of short film financing.

INNOVATION FOR CREATIVE INDUSTRIES: MIA XR SHOWCASE AND EVENTS ON ARTIFICIAL INTELLIGENCE

The **MIA Creative Industries Innovation Program** annually explores future scenarios for content production through a wide range of initiatives, bringing together experts, professionals, and companies from the technology and audiovisual sectors. Its mission is to investigate and apply emerging technologies across every stage of the audiovisual production chain, from creation to final consumption.

This year, with the participation of **Creative Europe MEDIA Desk Italia**, the program introduces *Vertical AI*, a series of four workshops curated by **Largo.ai**, the Swiss-based leading platform in applying artificial intelligence to the audiovisual industry. Led by **Sami Arpa**, CEO and co-founder of Largo.ai and a pioneer in leveraging AI to support creators, producers, and distributors, the workshops will provide a concrete and strategic roadmap to explore the opportunities of artificial intelligence across the entire value chain: from production and development to distribution and marketing. With this initiative, MIA reaffirms its role as a hub of innovation, committed to strengthening the competitiveness and creative capacity of the European audiovisual industry.

The AI module program also features a workshop led by Canadian expert **Manuel Badel** on **Blockchain and AI**: ensuring traceability, authenticity, copyright protection, and automated management of digital rights.

MIA LABS

The **B2B Exchange | CEE Animation Lab**, organized in collaboration with **CEE Animation Workshop**, will return in 2025 for its third edition as a dedicated training and networking program for producers working in animation. With a strong focus on co-production, financing, and market strategies, the initiative offers selected participants the opportunity to engage with leading experts and established producers, receive tailored feedback on their projects, and deepen their understanding of both the European and Italian markets. Launched in 2022 with the support of **Creative Europe MEDIA**, the program aims to empower talents from countries with diverse production capacities, fostering the international circulation of audiovisual professionals and helping producers address new creative and business challenges while exploring innovative formats within the global audiovisual industry. **B2B Exchange | CEE Animation Lab** provides valuable insights into topics such as international co-productions, financing models, and the European market, featuring contributions from renowned professionals including **Alessandra Principini** (Fundraiser, Movimenti Production, Italy) and **Pablo Jordi** (Founder and Producer, Pikkukala, Finland/Spain). For its 2025 edition, the program received **32 applications from 19 countries worldwide**. Following a highly competitive selection process, **9 producers** from Italy, Ukraine, Czech Republic, Estonia, and Poland have been chosen to take part in the lab during the **MIA Market**. The program will be further enriched with the participation of guest lecturers and one-to-one sessions, offering an even broader platform for exchange and collaboration.

An extraordinary professional training opportunity returns with the **Industry Insider Bootcamp**: an exclusive Open Mic Session with Hollywood agent Charles Ferraro, partner at United Talent Agency (UTA). This unique event offers participants the chance to receive invaluable advice and direct insights from one of the industry's most respected experts, with immediate feedback on their ideas and projects. Through a hybrid and interactive format, the **Industry Insider Bootcamp** will guide participants through the dynamics of the film industry, covering key topics such as engaging international talent, presenting successful projects, and accessing the Hollywood market. The Open

Mic format allows attendees to ask real-time questions, deliver short pitches, and receive practical guidance from Ferraro. Beyond professional development, the event also provides a prime networking opportunity, a space to connect with fellow industry professionals, explore collaborations, and discover new opportunities in the international audiovisual market.

Founded in 2015 through a joint venture between **ANICA** (National Association of Cinematographic, Audiovisual and Digital Industries), chaired by Alessandro Usai, and **APA** (Audiovisual Producers Association), chaired by Chiara Sbarigia, and now directed for the fourth year by Gaia Tridente, **MIA | Mercato Internazionale Audiovisivo** has reached its eleventh edition. The event is organized with the support of the **Italian Ministry of Foreign Affairs and International Cooperation-ITA-Italian Trade Agency**. Additional support comes from **Creative Europe MEDIA**, the **Italian Ministry of Culture**, and the **Lazio Region**. Official sponsors are the **Fondazione Roma Lazio Film Commission** and **UniCredit**. For this edition, MIA also benefits from the patronage of **Eurimages**, the Council of Europe fund supporting co-production, distribution, exhibition, and digitization of European audiovisual works.

MIA takes place both in person and on the **MIADIGITAL** platform, enabling remote participation and offering the opportunity to revisit key events even after the conclusion of the Market.

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