



**MERCATO
INTERNAZIONALE
AUDIOVISIVO**

2025 | **ROMA**
OCTOBER 6-10

MIA PRESENTS ITS ELEVENTH EDITION

Over 80 events and 100 titles presented.

Highlights from the program, new features, and the most anticipated guests.

Rome, October 6th, 2025 - Il **MIA | Mercato Internazionale Audiovisivo** returns to Rome from October 6 to 10, this eleventh edition will take place in its historic venues: Palazzo Barberini and Cinema Barberini. The Market - 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 by Gaia Tridente - reaffirms its role as Italy's leading hub for the international audiovisual industry, with **over 80 events** including panels, conferences, research presentations, seminars, workshops and training sessions, keynote speeches, roundtables, and networking opportunities.

This year, around **500 projects** were submitted for the Co-Production Market and Pitching Forum. Of these, **62 will be presented** across Animation, Documentary, Drama (serial content), and Feature Film. In addition, **44 titles** have been selected for the 5 showcases dedicated to animation, documentaries, TV formats, and series. Altogether, **more than 100 projects** will be featured in MIA's official sections, excluding the additional selection of titles that will be unveiled in this edition's new programs.

MIA 2025 unveils a **new visual identity** under the claim "**All Stories Lead to MIA**", a concept that frames Rome as the creative epicenter of the international audiovisual industry. Inspired by the popular saying "All roads lead to Rome," the new graphic design presents the Eternal City at the heart of an illustrated world radiating from the Barberini district - where MIA takes place - outwards to every continent. From MIA, stories are born, voices emerge, and projects take shape, establishing Rome as the meeting point where the international audiovisual community gathers to shape the future.

Among this year's new features are the **Book Adaptation Forum (BAF)**, a program dedicated to fostering collaboration between the publishing and audiovisual industries, made possible with the support of Fondazione Roma Lazio Film Commission, and **Apollo Series**, a new training initiative developed by Series Mania Institute in partnership with MIA and Göteborg Film Festival TV Drama Vision. Also debuting is **UNBOX | Short Film Days**, organized in collaboration with Alice nella Città, which highlights emerging short film talents and, starting this year, becomes part of MIA's official program. **Vertical AI workshops** will provide a full immersion into artificial intelligence applications, with closed-door sessions dedicated to the entire production and distribution chain. **MIA LAB**, the festival's dedicated platform for training, networking, and international knowledge exchange among audiovisual professionals, will once again play a central role. Through targeted activities such as the **Industry Insiders Bootcamp** and programs developed in collaboration with international partners, including ACE Producers, MIA LAB supports the growth of a new generation of talent while strengthening the dialogue between industry, creativity, and the market. The program is further enriched by the **B2B Exchange**, a platform for dialogue and collaboration that opens new

opportunities for development and co-production. This year's focus is on professionals from the animation sector, in partnership with CEE Animation Forum.

Among the most significant events are the presentation of the **7th Report on the Italian audiovisual industry** by APA, and the **16th edition of ANICA's "Sala e Salotto"** ("Theatre and Living Room") report presented in a panel titled **Audiovisual audience: attendance, profiles, and frequency in theatres**.

Other notable panels and discussions include **From Invisible Talents to a New Standard for Audiovisual Diversification: DiversiFind One Year After Launch**, which will explore how diversity is not only a cultural value but also a strategic driver of competitiveness in the audiovisual sector; and **Animpact: A Common European Approach to Sustainable Animation**, which will introduce the new certification guidelines for sustainability in the production of animated films and series.

As for initiatives led by European institutions, for the fourth consecutive year, and in collaboration with the **European Broadcasting Union (EBU)**, MIA will host the **EBU Fiction Experts Plenary Meeting**. Thanks to the coordination work of EBU TV, MIA once again becomes the "home" for exchange among editorial and industry leaders from Europe's key broadcasters, including France TV, ZDF, RAI, YLE, NRK, DR, and SVT. This framework is further enriched by an initiative from the **European Producers Club (EPC)**, which will organize at MIA a meeting of the **Heads of Drama**, an informal exchange between broadcasters and independent producers focused on the most pressing topics in the industry. For the first time, MIA will also host an exclusive summit titled **The Children's Pubcasters Meeting**, dedicated to animation and youth programming within European public service broadcasting. Participants will include BBC, HR/ARD, France Télévisions, RTVE, and RAI. Following this closed-door session, a roundtable will be held open to accredited industry professionals.

The **Lazio Region**, through its implementing body **Lazio Innova**, and the **Rome Chamber of Commerce**, with the support of its **Special Agency for Development and Territory**, are promoting the participation of 12 Lazio-based SMEs developing audiovisual works to be presented at MIA. This initiative falls within the framework of the joint agreement for participation in trade fairs, aimed at supporting the internationalization of local enterprises. The **Lazio Pitching Forum** will also feature dedicated networking sessions, masterclasses, and meetings with potential international buyers.

Among the most anticipated guests are: Italian best seller author **Erri De Luca**, featured in the biographical documentary *Fish Don't Close Their Eyes / I pesci non chiudono gli occhi*, selected for the *Italians Doc It Better* showcase; **Thom Zimny**, award-winning director and long-time collaborator of Bruce Springsteen, known for his documentaries on Springsteen, Willie Nelson, and Sylvester Stallone, who will deliver a keynote speech; **Helene Juguet**, Managing Director of Ubisoft Film & Television; **Theodor Ushev**, Oscar-nominated animation director; **Andrew Leung**, U.S. director and concept designer (*The Lion King*, *The Jungle Book*, *Black Panther*, *Spider-Man: Homecoming*, *The Lord of the Rings: The Rings of Power*, *La La Land*); **Anna Taganov**, Head of Children's Content & Programming Strategy at BBC, who will deliver a keynote speech; **Rodrigo Teixeira**, producer of *I'm Still Here* by Walter Salle, winner of the 2025 Academy Award for Best International Film; and **Katherine Pope**, President of Sony Pictures Television.

Regarding the awards, which will be presented during the closing ceremony of MIA 2025, **a new prize makes its debut: the Sony Pictures Television Award** for the best drama project selected within the Drama Co-Production Market & Pitching Forum. Returning awards include the **MIA Development Awards**, recognizing the best projects from the Co-Production Market; the **Paramount New Stories Award**, presented this year to a factual entertainment project; the **Women in Film and Television Italia-WIFTMI Award**, honoring the project with the greatest potential in promoting gender equality and inclusion; the **GEDI Visual Award**, awarded to one of the titles selected for the *Italians Doc It Better* showcase; and the **Screen International Award**, presented to a film selected for the *CEU Soon* showcase.

Chiara Sbarigia, President of APA declared: “Today more than ever, Italian producers are called upon to compete in global markets, where the playing field of competitiveness is defined by creative and productive quality, as well as by the capacity for content innovation. Over the past decade, the national audiovisual sector has undergone a structural leap forward, focusing on content capable of reaching diverse audiences while at the same time enhancing its own cultural roots. APA’s mission remains to support and promote this excellence, helping to build images and tools that strengthen companies’ competitiveness and create new opportunities for emerging talent. When we established MIA 11 years ago, this was the goal we had in mind, and we hope it will continue to accompany the qualitative growth of audiovisual enterprises.

Alessandro Usai, President of ANICA declared: “This eleventh edition of MIA represents a particularly significant moment for me: it is my first time at the Market as President of ANICA, and I am proud to accompany the Italian audiovisual industry to an event that is now recognized as a strategic international platform. MIA is a unique place, capable of connecting talents, stories, and projects from all over the world, creating new opportunities for growth and collaboration. In a complex and competitive global context, MIA’s ability to innovate and anticipate changes in the sector makes it an essential point of reference. ANICA will continue to firmly support this path, which enhances Made in Italy and strengthens Italy’s role as a creative and production hub at the center of international dynamics.”

Gaia Tridente, Director of MIA declared: “MIA | Mercato Internazionale Audiovisivo presents its 2025 edition designed to provide concrete tools for industry professionals: more targeted networking, highly curated matchmaking sessions, new pitching forums, and executive training programs. In a global landscape marked by major transformations, shifting financial balances, fragmented audiences, redefined windows, and technological advances, MIA chooses to move forward, strengthening its role as an industrial accelerator and international meeting point. Alongside its core activities, the 2025 program introduces dedicated focuses on sustainability and the applications of AI across the entire creative and production chain, and launches a new market program for literary adaptations, aimed at connecting publishers, agencies, and producers. The goal is to expand the pool of stories and intellectual properties, turning ideas and talent into market-ready projects through immediately deployable expertise and effective relationships. MIA is not just a curated market: it is a cultural infrastructure where projects grow from their embryonic stage into works for cinema, television, and digital platforms. By fostering exchanges and connections, MIA generates both industrial and cultural value and reinforces Italy’s role as a European and international hub of creativity.”

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.

Media Partners for this edition are: Box Office Italia, Business Doc Europe, C21, Cineuropa, Deadline, Ecran Total, European Animation Journal, Fortune Italia Entertainment, Italy for Movies, Tivù Italia, Le

Film Français, Prensario International, Rai Radiotelevisione Italiana, Screen Daily, Señal News, The Hollywood Reporter, Variety, World Screen.

The full program of MIA 2025 is available on the website www.miamarket.it