

MIA Co-Production Market 2026 Structure and Rules

MIA | Mercato Internazionale Audiovisivo is a market event based in Italy at its twelfth edition in 2026 from October 19th to 23rd. MIA is widely recognized as an effective market platform where the international industry can find real partnering and financing opportunities for projects in development.

MIA 2026 Co-production Market is open to all audiovisual languages and formats, intended for theatrical distribution, television broadcasting and digital streaming. The market aims to facilitate, encourage and accelerate new business opportunities for the development and creation of new content on an international level.

The Co-production Market will select about 60 projects from all over the world, featuring tailored activities designed to foster the creation of a strategically targeted co-production, distribution, and acquisition ecosystem.

The Co-production Market will present the following strands of projects through targeted and dedicated Pitching Forums:

- Film Pitching Forum, open to:
 - Animated feature-length films, narrative and documentary (minimum length: 70'), containing animation for the 70% of their duration, intended for theatrical release and/or digital streaming)
 - Narrative live-action feature-length films (minimum length: 70'), intended for theatrical release and/or digital streaming)
- Doc Pitching Forum, open to:
 - Documentary feature-length films (minimum length: 70'), intended for theatrical release and/or digital streaming
 - Documentary series (episodic unscripted shows), intended for TV and digital streaming
 - Documentary one-off (maximum length: 52') intended for TV release and/or digital streaming
- Drama Pitching Forum, open to:
 - Fiction series (episodic scripted shows, mini-series and series), intended for TV and digital streaming

Animation Series' Gap Financing Market

MIA 2026 introduces a new tool exclusively dedicated to animated series, conceived as a new industry format aimed at projects already supported by broadcasters and partially financed. In this context, producers together with broadcasters will present animated series projects seeking international co-producers, co-financiers, and co-commissioners, to complete their financial structure and launch production. Through the introduction of the Animation Series' Gap Financing Market, MIA proposes an innovative model and a paradigm shift compared with other markets and traditional pitching forums.

Specific guidelines for the Animation Series' Gap Financing Market are published on the MIA website by June 2026.

Co-Production Market General Structure

The MIA Co-production Market 2026 is articulated in:

- Dedicated pitching forums designed to present the selected projects and find the right financial partners
- One-on-one meetings (pre-scheduled and scheduled on the spot) ensuing the forums' sessions

Selection

The Selection Committees, one for each specific strand of content, are composed of top industry experts who will review and evaluate all the submitted projects.

MIA asks selectors to take into consideration the core principles of the initiative in order to fully uphold freedom of artistic expression; represent cultural diversity and cooperation; foster creativity and nurture talent; and promote environmentally sustainable practices in audiovisual production.

Each selection committee member is asked to assess the projects according to the following evaluation criteria:

- Original and innovative concept
- Storytelling quality
- Narrative arch/key characters journey
- Potential for local production
- Potential for international production
- European Co-Production potential
- Artistic/Design value for animation
- Potential for commercial affairs
- Value of format rights/format potential
- Production value
- Track record of production company
- Pitch quality
- Gender balance (storyline)
- Diversity and inclusion potential (storyline)
- Gender/minority representation (creative/artistic team)
- Eco-production evaluation for the project (sustainability plans)
- Use of AI-generated Content

The official selection will be unveiled by September 2026.

Diversity and Inclusion Policy

MIA is committed to promoting diversity, inclusion, and gender equality 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 Co-Production Market, 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 Co-Production Market and Pitching Forum categories.

MIA Development Awards

MIA celebrates excellence in the audiovisual industry through the MIA Development Awards, presented across the main strands of the Co-production Market. The cash awards will recognize outstanding projects selected within the Pitching Forums.

For each category, MIA will appoint an international jury composed of industry experts, who will select one winning project to receive a dedicated development award.

The winners will be announced during the Awards Ceremony, which will take place in Rome on October 22nd, 2026.

Entry Conditions

Once a project has been selected, at least one representative must be present during the days of the MIA Co-production Market. Attending the public pitching forum and the one-to-one meetings is mandatory.

During MIA, the selected projects are presented by their producers/directors/authors (or by any other partner and delegate appointed by the right holders) to an audience of potential financial partners, including broadcasters and networks, producers, international sales and distributors, private and public funds, digital platforms, in specific open pitching sessions devoted to each category.

The submission of a project implies 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.

By applying, producers are also agreeing to be available for the full days of 19th to 23rd October 2026.

The signature on the filled entry form is considered proof that the signatory acknowledges and freely accepts all rules, regulations, and procedures, and all the committee decisions regarding the selection of the projects.

If the project is selected, the signatory formally commits themselves to present the project in MIA 2026; declares themselves as the sole and exclusive owner of all the rights related to the project, or guarantees that they have full permissions granted by all rights holders, to participate to MIA and therefore entitled to submit it to the market; guarantees that the submitted project does not infringe the rights of any third party.

By signing the entry form, the right holder agrees to indemnify and hold harmless MIA of and from any and all claims, liabilities, demands, damages, debts, costs, expenses, lawsuits, or judgments of any nature. In case the property of one project is held by multiple rights owners, the entry form must be signed by all of them.

Submission deadline:
Friday, July 10th 2026, 5 pm CEST

DOC CO-PRODUCTION MARKET 2026

Rules and Procedures

The **Doc Co-Production Market** is open to documentary projects (docuseries, TV one-off and feature-length documentary) intended for theatrical distribution, television broadcasting and digital streaming. The market aims to facilitate, encourage, and accelerate new business opportunities for the development

and creation of new content on an international level. The event and its activities are designed for producers, broadcasters, distributors, to get commissioning, financing and co-producing partners and explores the essential elements of successful scripted content.

1. ELIGIBILITY CRITERIA

Eligible projects for the Doc Co-Production Market must be international projects of outstanding artistic value with release and distribution potentials.

- **TV one-off** must have the potential for a maximum of 52' running time;
- **Docuseries** must have a minimum of 4 episodes per 52' max running time each;
- **Feature docs** must be over 70' running time.

Submitted projects can be in different stages of development, but **must not have entered in post-production yet**.

Funding in place is not required, but it will be considered as a preferential credit by the Selection Committee.

Projects **must not have been publicly pitched before MIA 2026**. If in doubt, applicants are encouraged to contact the MIA Doc & Factual Team, which, in consultation with the MIA Director, reserves the right to assess specific cases.

Only **main producers with a production company** can submit a new entry to the MIA DOC Pitching Forum 2026. All projects must be submitted, and no automatic selection, though derived from specific partnerships and agreements, can be claimed.

Projects of a blatantly pornographic nature or advocating violence and hate; against diversity and/or openly inciting a violation of human rights are not eligible.

2. SUBMISSION PROCEDURES

Submitting a project is free of charge. To be considered for pre-selection, projects must be entered within **July 10th, 2026, 5pm CEST**, using the registration form available [HERE](#).

All required documents must be provided before the deadline, and only completed submissions will be considered for selection.

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

3. MATERIALS REQUESTED

For each project submitted please be ready to upload on **MyMIA** website's online Entry Form, the following mandatory information and materials:

1. Logline of the proposal - max 300 characters including spaces
2. Long Synopsis - max 1000 characters including spaces
3. Treatment or Pitch Deck of the project
4. Financial plan and secured financing
5. Budget top-sheet
6. Director's statement about the project - max 1000 characters including spaces
7. Production Company Profile
8. Link to trailer or teaser with password if any - **projects without a trailer will not be taken into consideration** (English subtitles are required if the original language is not English.)

9. Projects pictures/artworks in high resolution (300dpi)
10. For series overview, please submit single episodic synopsis if available

Incomplete submissions will not be taken into consideration. Each project submission and all materials must be accompanied by the duly filled entry form. All written materials must be submitted in **English only**.

All submitted materials are used for pre-selection and selection purposes only and stored in the MIA archives. The materials will not be returned. In the event the project is invited to attend MIA, the provided materials/info will be used to update the MIA website, the Book of Projects, the MIA Digital Platform and for promotional purposes within our press, pr and publicity operations. Accepted file formats for upload: DOC - DOCX - PDF - JPG - GIF (MAX upload file size: 10MB)

AI-Generated Content Disclaimer. The Project Holder shall provide a detailed informative scheme if the content/pitchdeck/moodtrailer/artwork has been generated by an artificial intelligence (AI) model trained on a diverse range of data. MIA recommends consulting with appropriate experts, including legal advisors, copyright specialists, or industry professionals, to obtain specific information or guidance.

4. SELECTION

The MIA team thoroughly verifies that the submitted projects correctly fulfill all criteria for eligibility and that the submissions include all the materials required by our rules and regulations.

The Selection Committee, composed of top industry experts, will review all the projects shortlisted accessing all available information and files. The Selection Committee selects the final projects, taking into consideration the viability and quality of the plans as well as the track record/body of work of the producers and the authors/creators.

Once the project is selected, the submitters formally commit themselves to present the project at MIA 2026; declaring to be the sole and exclusive owner of all the rights related to the project, and therefore entitled to participate to the MIA co-production market or guaranteeing that as co-producers they have full permissions granted by all the rights holders to participate to MIA. The signatory will be responsible should any infringement of a third-party rights occur.

The list of selected projects will be announced by **September 2026**.

5. PARTICIPATION

The Doc Co-Production Market & Pitching Forum will take place during the MIA Market dates (October 19th to 23rd, 2026). Once a project has been selected, at least one representative must be available to represent the project at the live public pitch and the meeting sessions.

One-on-one pre-scheduled meetings will be set up prior to and ensuing the pitching sessions. A dedicated team will host and facilitate the meetings with the project holders. Meetings will be scheduled upon request. Participation guidelines will be sent to each project presenter.

For the live pitch producer will have 10 minutes each to:

- 7' max to pitch the project and screen a teaser or trailer
- 3' max for Q&A with the decision-makers

Guidelines will be sent to each project's presenter in advance. For further info please contact us:

mia.doc@miamarket.it

6. CREDITS

Finished film projects that have emerged from the 2026 Film Co-production Market's pitching forum and meetings, should mention MIA and/or display its logo in their credits. Preferably, the following sentence should be included in the credit list: "[Film/Series Title] has been presented at MIA." The MIA logo will be sent to the filmmakers or editors upon request.

7. MIA DEVELOPMENT AWARD

MIA celebrates excellence in the audiovisual industry through the MIA Development Awards, presented across the main strands of the Co-Production Market. The **cash awards** will recognize outstanding projects selected within the Pitching Forums.

For each category, MIA will appoint an international jury composed of industry experts, who will select one winning project to receive a dedicated development award.

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8. PROJECT HOLDER'S RESPONSIBILITY AND INDEMNIFICATION

The Project Holder is the sole 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 Project 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.

9. ACCEPTANCE OF THE RULES

The submission of a project implies the unconditional acceptance of the MIA CO-PRODUCTION MARKET & PITCHING FORUM RULES as well as the acceptance of all decisions taken by the selection committee and/or the Director which are final.

Please note that MIA is unable to provide detailed feedback on projects that are not selected.