



## **MIA | Mercato Internazionale Audiovisivo**

Rome, October 19th–23rd, 2026

### **ANIMATION NEXT: ITALY**

Export-Oriented Showcase of Italian Animated Series

Submission deadline: August 31st 2026, 5:00 PM CEST

#### **Regulation and Participation Guidelines**

**MIA | Mercato Internazionale Audiovisivo** is a brand and a project produced by a Temporary Business Association established with APA SERVICE Srl and ANICA. At its 12th edition in 2026, MIA runs from October 19th to 23rd in Rome, Italy.

MIA is one of the leading audiovisual markets worldwide, bringing together the global film, drama, documentary, animation, and entertainment industries in a unique international business and networking platform held annually in Italy.

Designed as a strategic hub for co-production, financing, distribution, and content development, MIA connects producers, distributors, buyers, broadcasters, streamers, investors, institutions, and creative talents from across the world. Through an extensive program of co-production forums, works-in-progress presentations, buyers' activities, conferences, panels, and curated networking events, MIA creates concrete business opportunities and fosters international partnerships at every stage of the audiovisual value chain.

The next edition of **MIA | Mercato Internazionale Audiovisivo** 2026 launches ANIMATION NEXT showcase.

1. **MISSION:** ANIMATION NEXT is an export oriented international showcase designed to promote the value of local animated series with strong international circulation, distribution, and partnership potential. The initiative aims to facilitate networking between Italian producers and international broadcasters, streamers, distributors, and other industry stakeholders attending MIA | Mercato Internazionale Audiovisivo. The initiative has been created to strengthen the international competitiveness and export capacity of Italian animation, focusing on:
  - a. International Promotion
  - b. Sales/Distribution Opportunities
  - c. Broadcaster/Streamer Exposure
  - d. Market Positioning
  - e. Partnerships for rollout
2. **DEFINITIONS:**
  - a. **Project:** any animated series project meeting the eligibility requirements set out under Section 3 of these Regulations and Participation Guidelines.





Optional materials may include full episodes, additional visual assets, pressbook, or different promotional materials. Applications in a language different from English, including Italian, may not be taken into consideration.

**6. SELECTION PROCESS:**

- a. MIA will treat all submitted materials as confidential and use them solely for evaluation, selection, and market-related promotional purposes.
- b. After submission, the MIA team will verify the eligibility and completeness of applications and may request additional information from Applicants.
- c. Eligible Projects will be reviewed by the Selection Committee.
- d. Projects will be evaluated according to the following criteria: storytelling quality; artistic and visual excellence; market readiness; international appeal; commercial potential; contribution to the diversity and strength of Italian animation; audience and multiplatform strategy.
- e. During the selection process, MIA may take into consideration a balanced representation of genres, target audiences, techniques, production companies, and regional diversity within the Italian animation industry.
- f. MIA will not provide detailed feedback on projects that are not selected.

**7. OFFICIAL SELECTION AND PARTICIPATION:**

- a. The official selection will be announced by September 2026. Selected Projects will receive market accreditation according to the organisation's participation policy.
- b. Each selected project will be granted 2 participants' badges and hotel accommodation for one delegate, according to the organisation's availability.
- c. If the Project is selected, one representative must be available to attend the event and participate in scheduled meetings and activities, including:
  - 1 Onboarding session
  - 2 Presentation Session in English
  - 3 One to One Meetings in English
- d. All presentations and materials must be in English.

**8. CREDITS:**

- a. Finished or released projects selected for ANIMATION NEXT: ITALY are encouraged to mention their participation in MIA | Mercato Internazionale Audiovisivo in their promotional materials and credits where appropriate.
- b. Suggested wording: "[Project Title] has been presented at MIA | Mercato Internazionale Audiovisivo - Animation Next: Italy showcase."
- c. The MIA logo will be provided upon request.

**9. PRESS AND PROMOTION:**

- a. Access to Animation Next presentations may be restricted according to MIA's accreditation policies.
- b. All information published in MIA promotional materials, programmes, and industry guides will be collected from the official submission forms completed by the Applicants.
- c. Production companies are encouraged to use MIA as a platform to promote their Projects through press activities, interviews, round tables, and dedicated promotional initiatives.

**10. APPLICANT RESPONSIBILITY AND INDEMNIFICATION:**

- a. The Applicant is solely responsible for ensuring compliance with applicable laws and rights related to the submitted content, including submission to MIA | Mercato Internazionale Audiovisivo.



- b. In any case, MIA | Mercato Internazionale Audiovisivo shall not be held responsible for any consequences arising from the submission of a Project.
  - c. By submitting a Project, the Applicant agrees to indemnify and hold harmless MIA | Mercato Internazionale Audiovisivo and the RTI from any prejudice may origin from the Project and its submission, including any damages, claims, liabilities, error, or violation third party rights arising from the submitted Project or its participation in the event.
  - d. The submission of a Project implies the unconditional acceptance of these Regulations and of all decisions taken by MIA | Mercato Internazionale Audiovisivo, which shall be considered final.
  - e. If the Project is selected, the Applicant formally commits to presenting the Project during MIA | Mercato Internazionale Audiovisivo 2026 and to participating in the activities related to the event.
  - f. The Applicant further declares to be the owner of all rights or guarantees having obtained all necessary authorizations from the relevant rights holders to participate in MIA | Mercato Internazionale Audiovisivo and submit the Project to the event.
  - g. The Applicant guarantees that the submitted Project does not infringe upon the rights of any third party.
  - h. By submitting a Project to MIA | Mercato Internazionale Audiovisivo, the Applicant acknowledges that all information related to the project has been provided truthfully and accurately.
- 11. ACCEPTANCE OF THE REGULATION:** The submission of a project implies the unconditional acceptance of the MIA | Mercato Internazionale Audiovisivo - Animation Next Regulations and Procedures, as well as the acceptance of all decisions taken by the selection committee and/or the Director of the event, which are final.
- 12. DIVERSITY AND INCLUSION:** 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 | Mercato Internazionale Audiovisivo, 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 Animation Next program.
- 13. AI CONTENT DISCLAIMER:** The Project Holder shall provide detailed information if any of the content included in the submission 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.

For further information, please contact: [animation@miamarket.it](mailto:animation@miamarket.it).