



MIA | Mercato Internazionale Audiovisivo

ANIMATION SERIES GAP FINANCING MARKET

Structure and Rules

MIA | Mercato Internazionale Audiovisivo is a market event based in Italy holding 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.

In 2026, MIA 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 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, launching the first gap financing market for animated series at a global level.

Co-Production & Gap Financing Market General Structure

The MIA Co-production & Gap Financing 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) following the forum 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 Selection Committee members 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.

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 is representative 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 within the Co-Production Market and Content Showcase 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 MIA. 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 also agree to be available for the full period from October 19th to 23rd, 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 to presenting the project at MIA 2026; declares to be 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 in 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 ownership of a project is held by multiple rights owners, the entry form must be signed by all of them.

**Submission deadline:
Friday, July 31st 2026, 5 pm CEST**

ANIMATION SERIES GAP FINANCING MARKET

Rules and Procedures

1. MISSION

The Animation Series Gap Financing Market is designed to support animated series projects that have achieved editorial validation and substantial financing commitments and are seeking to complete their financing structure. This initiative is aimed at facilitating and accelerating the financing stage of animated series, contributing to the strengthening of the sector and stimulating networking between creators, producers, studios, commissioners, distributors, and investors at a global level.

2. DEFINITIONS

- a. **Project:** any animated series project that meets the eligibility requirements set out under Section 3 (Eligibility) of the present Regulations and Procedures.
- b. **Commissioner:** any entity actively investing in and commissioning audiovisual content within the sector, including but not limited to broadcasters, television networks, streaming platforms, digital media services, and other distribution platforms participating in the financing, commissioning, acquisition, or development of audiovisual projects.
- c. **Applicant:** the production company, project holder or the individual acting on behalf of the production company submitting the Project to the Animation Series Gap Financing Market and authorized to represent the Project and all relevant rights holders for the purposes of participation in MIA.

3. ELIGIBILITY

- a. Eligible projects for the Animation Series Gap Financing Market are animated series projects from all countries, intended for all target audiences, that have secured, or can provide evidence of committed financing covering, at least 70% of the total production budget at the time of submission.
- b. Projects should have completed the creative and financial development necessary to support a production financing strategy.
- c. Eligible projects must contain animated scenes representing at least 70% of the overall running time.
- d. Projects must be submitted by a production company and must demonstrate the interest of at least one Commissioner through a Letter of Interest, development agreement, commissioning agreement, deal memo, term sheet, or other documentation deemed acceptable by MIA.
- e. Financial plans must reflect the secured financing percentage and may include commissioning investments, tax incentives, local or regional funding, private investment, producer investment, pre-sales, distributors' minimum guarantees, co-production commitments, or other confirmed sources of financing intended for audiovisual production.
- f. Projects must still be seeking completion financing and strategic partners.



- g. Projects must still be in development and must not have entered full production before MIA 2026.
- h. Projects containing pornographic content, advocating violence, inciting racism, hate speech, or violating human rights principles are not eligible.

4. SUBMISSIONS

- a. Submitting a project is free of charge.
- b. To be considered for pre-selection, submission must include all mandatory materials submitted through the **MyMIA platform** by **July 31st, 2026**.
- c. By submitting a project, it is the responsibility of the applicant to include **truthful, correct, and complete information**.
- d. Applicants, or their representatives, agree to be available to attend **MIA | Mercato Internazionale Audiovisivo** in Rome from **October 19th to 23rd, 2026**.
- e. The submission of a project implies the unconditional acceptance of these Regulations and Procedures and of all decisions taken by the Selection Committee, which are final.
- f. Incomplete applications may not be taken into consideration.
- g. Applicants must disclose in the Project Pitch Deck Cover whether the material includes AI-generated content.

5. **REQUIRED MATERIAL:** All submissions must include the following **mandatory attachments*** (in English, max 10mb per single attachment, .pdf files):

- a. **Pitch Deck** with evidence of:
 - i. title, target, format, technique, production companies and commissioner, logline;
 - ii. Concept, Character descriptions, Season Story Arc, Episodic structure, Episode outlines (minimum of 5 episodes),
 - iii. Distribution, Marketing & Multiplatform Strategy,
 - iv. Production Company Profile,
 - v. Director / Authors / Key Creative Bios,
 - vi. main character design, background elements, and further graphic elements. (Use of AI must be disclosed in the project)
- b. **Budget** topsheet with a country split in case of co-production, percentage of production per each co-producing country and evidence of the cost per minute;
- c. **Financing plan** including breakdown of secured and expected financing (%), and evidence of the gap financing;
- d. **Production** Schedule including expected delivery of episodes (per year);
- e. **Commissioner's letter (Letter of Interest or other proof of commissioner interest might be accepted)**
- f. 1 artwork with no logos in two layouts (horizontal 1920x1080px and squared 1080px x 1080px, minimum resolution 300 dpi) to be published on the book of project and on MIA's website and social networks in case of selection;
- g. **To complete the registration process, Applicants must sign and return by email the PDF Report automatically generated upon submission. Submissions not accompanied by the signed PDF Report will be considered incomplete and cannot be accepted.**

Optional material may include **Full Scripts and Link to Teaser/Trailer or Animation Test**.

All submitted materials are used for pre-selection and selection purposes only and stored in the MIA archives. In the event the project is invited to attend MIA, the provided materials/information 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)

NOTE: Please note that it is VERY IMPORTANT to provide the full information on the form. If a project is selected to participate, this form – and its attachments - becomes its entry in the confidential project book for the invited industry delegates, who will choose the project(s) they wish to meet on the basis of 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 project to participate is made; and (2) it is the basis upon which the attending industry players will determine if they wish to meet the project.

6. SELECTION PROCESS

- a. MIA will treat all submitted materials as confidential and use them solely for evaluation, selection, and market-related promotional purposes. All submitted materials will be stored in the MIA archives. If the project is selected, the elements listed under points 5.a.i and 5.f will be published on MIA's website as well as on the Industry Guide and Book of Projects distributed among MIA's attendees and badge holders, and used for promotional purposes.
- b. After project submission, the MIA team verifies eligibility and completeness of information and may request further information from applicants.
- c. If all information is complete, the Pre-Selection Committee reviews Projects.
- d. Project will be evaluated according to:
 - i. Originality and innovation of the concept
 - ii. Storytelling and visual quality
 - iii. International co-production and market potential
 - iv. Financing plan structure and strength of the attached Commissioner's commitment
 - v. Budget sustainability
 - vi. Diversity and inclusion potential
 - vii. During the selection process, MIA may take into consideration a balanced representation of countries, cultures, animation techniques, target audiences, and production models.
 - viii. The Selection Committee will also consider the project's audience strategy and its potential to expand across multiple platforms and territories.
- e. MIA will not provide detailed feedback on projects that are not selected.
- f. **Applicants may be requested to provide evidence supporting the secured financing declared in the financing plan.**

7. OFFICIAL SELECTION AND PARTICIPATION

- a. The official selection will be announced by September 2026.
- b. Each project will be granted 2 participants badges and hotel accommodation for one delegate, according to the organization'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:
 - i. Onboarding session
 - ii. Pitching Session in English
 - iii. One-to-One Meetings in English
- d. Once a project is selected, the submitters formally commit to presenting the project at MIA 2026; declaring that they are the sole and exclusive owner of all the rights related to the project, and therefore entitled to participate in the MIA co-production market or guaranteeing that as co-producers they have full



permissions granted by all the rights holders to participate in MIA. The signatory will be responsible should any infringement of third-party rights occur.

8. CREDITS

- a. Finished projects resulting from participation in the Animation Series Gap Financing Market should mention MIA | Mercato Internazionale Audiovisivo in their credits. Suggested wording: “[Project Title] was presented at the MIA Animation Series Gap Financing Market.” The MIA logo will be provided upon request.

9. MIA DEVELOPMENT AWARD

- a. MIA celebrates excellence in the audiovisual industry through the MIA Development Awards, presented across the main strands of the Co-Production & Gap Financing Markets. 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, to be held in Rome on October 22nd, 2026.

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.
- b. In any case, MIA shall not be held responsible for any consequences arising from the submission of a Project. By submitting a Project, the Applicant agrees to indemnify and hold harmless MIA and the RTI from any prejudice that may originate 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 Market.
- c. The submission of a Project implies the unconditional acceptance of these Regulations and of all decisions taken by the Selection Committee, which shall be considered final.
- d. 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 Animation Series Gap Financing Market.
- e. The Applicant further declares that they are the owner of all rights or guarantees having obtained all necessary authorizations from the relevant rights holders to participate in MIA and submit the Project to the Market.
- f. The Applicant guarantees that the submitted Project does not infringe upon the rights of any third party.
- g. By submitting a Project to the Animation Series Gap Financing Market, the Applicant acknowledges that all information regarding financing commitments, attached Commissioners, partners, and secured budget portions has been provided truthfully and accurately.

11. ACCEPTANCE OF THE REGULATION: The submission of a project implies the unconditional acceptance of the MIA ANIMATION SERIES GAP FINANCING MARKET 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. 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 any further information, please contact: animation@miamarket.it