



**MERCATO
INTERNAZIONALE
AUDIOVISIVO**

2026 | ROMA
OCTOBER 19►23

APA AND ANICA ANNOUNCE FIRST GUESTS AND UNVEIL NEW FORMAT FOR MIA 2026

**Marco Bassetti, Edward Berger, Anna Marsh, Jane Tranter and
Raj Singh feature at MIA 2026**

**Rome city centre becomes an urban district for the international
audiovisual industry**



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From left: M. Bassetti, J. Tranter, E. Berger, A. Marsh , R. Singh

*Edward Berger/Misan Harriman, Anna Marsh/Benjamin Decoin/CANAL+, Marco Bassetti, Jane Tranter e
Ray Singh/ Courtesy of Mia*



Rome, September 1st 2026 – **MIA | Mercato Internazionale Audiovisivo**, promoted by **ANICA** (Italian Association of Film, Audiovisual and Digital Industries), chaired by **Alessandro Usai**, and by **APA** (Italian Audiovisual Producers Association), chaired by **Chiara Sbarigia**, under the direction of **Gaia Tridente**, has revealed its first international guests.

Featuring in the prestigious and exclusive fireside chats at MIA 2026 are: **Marco Bassetti**, *Chief Executive Officer* of Banijay Entertainment; **Edward Berger**, director and producer of *Conclave* and *All Quiet on the Western Front*; **Anna Marsh**, *Deputy CEO* of CANAL+, *CEO* of STUDIOCANAL and *Chief Content Officer* of CANAL+ and **Jane Tranter**, *CEO & Co-Founder* of Bad Wolf. Tranter is the award-winning producer with credits including the internationally acclaimed hits *Industry*, *Succession* and *The Other Bennet Sister*.

Raj Singh, *co-founder and CEO* of Media Capital Technologies - MCT, an investor and leading figure in the international media and entertainment financing and investment landscape, is among the guests of the **European Investment Hub**, a new platform dedicated to exploring all financial tools supporting the audiovisual industry in Europe and internationally.

A new format, promoted by ANICA and APA, will transform the historic Via Veneto and Piazza Barberini into **an urban district dedicated to the international film and audiovisual industry**, encouraging the cross-over between creativity, industry, finance and innovation.

Palazzo Barberini: Culture at the heart of the Market

Palazzo Barberini confirms its role as MIA's institutional headquarters and one of the iconic symbols of the Market. A place steeped in history, designed to represent a true “*agora*” for the audiovisual sector, strengthening Rome and Italy's position as a leading European hub for the entire industry.

The Halls of Palazzo Barberini will host the programme's main institutional and strategic conferences. Among these, is a central role for the **European Investment Hub**, a new programme dedicated to financial instruments, investment and European policies supporting the growth of the audiovisual industry. The European Investment Hub will bring European institutions, public and private funds, banks, investors and international operators to Rome. In this context,



ANICA will present a study on the evolution of film consumption and APA will present the annual report on the audiovisual industry.

Hotel Westin Excelsior: the new Film & Drama Hub

Overlooking historic Via Veneto, the **Hotel Westin Excelsior joins the official MIA circuit for the first time, becoming a hub for Film & Drama activities.** Its spacious conference and meeting rooms will host pitching forums, showcases, panels and presentations dedicated to film and series, as well as professional meetings and networking activities for sales & buyers.

InterContinental Rome Ambasciatori Palace: the new Doc Hub

The InterContinental Rome Ambasciatori Palace, located on Via Veneto, **will host the new documentary hub.** A dedicated conference room, spaces for pitching and showcases, professional meetings and networking activities in the doc meeting lounge will make this venue the point of reference for professionals in the international documentary sector.

Hotel Sina Bernini Bristol: a hub dedicated to new animated series programmes

The Hotel Sina Bernini Bristol, located in Piazza Barberini, **further establishes itself as a reference point for the animation sector.** It will host new programmes dedicated to animated series, including **Animation Next** and the new **Gap Financing** tool, as well as specialist conferences, professional meetings and B2B sessions.

The hotel will also be the venue for certain closed-door activities of the Market. It will host strategic meetings of MIA's international partners, as well as the European Investment Hub's advisory, matchmaking and one-to-one meetings.

Grand Hotel Palace: networking, pitching and private meetings for MIA partners

The Grand Hotel Palace will be dedicated to closed-door business meetings, training programmes, private pitching sessions and discussion between international partners and professionals, offering an environment designed to facilitate networking.

Spaces Via Veneto: talent, IP and training



Among MIA's new satellite venues is **Spaces Via Veneto**, a partner of the event, which will host activities dedicated to talent development, the promotion of intellectual property and professional training, including **Unbox activities** - a project addressed to emerging filmmakers who, after shooting their short films, aspire to make a debut in cinema and series - **produced in partnership with Alice nella Città**.

W Rome: experiential networking at “CASA MIA”

W Rome joins MIA's hotel partners and will host CASA MIA, a vibrant meeting point for the Market's international community beyond the official programme. Every day, from 6:00 PM to 8:00 PM, CASA MIA will host networking events, offering a relaxed setting for informal conversations, new connections, and professional exchange.

MIA 2026 is organised with the support of the **Ministry of Foreign Affairs and International Cooperation**, **ICE - Agency for the Promotion Abroad and Internationalisation of Italian Companies**. It also receives contributions from **Creative Europe MEDIA** and the **Ministry of Culture**, and support from the **Rome Lazio Film Commission Foundation** and the **Lazio Region**.

For this edition, the event is held in collaboration with the **Department for Major Events, Sport, Tourism and Fashion of Roma Capitale**, and under the patronage of **Eurimages**, the Council of Europe's fund for the co-production, distribution, exhibition and digitalisation of European cinematographic works.