

Agenda MIA 2026

MONDAY OCTOBER 19th

PALAZZO BARBERINI, Via delle Quattro Fontane 13

9:00 am – 10:00 am	Sala Pietro Da Cortona • European Investment Hub REGISTRATION AND WELCOME COFFEE
10:00 am – 10:30 am	Sala Pietro Da Cortona • European Investment Hub WELCOME AND INSTITUTIONAL OPENING Opening remarks introducing the objectives and strategic framework of the European Investment Hub. Speakers: Chiara Sbarigia President, APA Alessandro Usai President, ANICA
10:00 am – 1:00 pm	Sala Pietro Da Cortona • European Investment Hub OPENING FRAMEWORK. EUROPEAN FINANCING TOOLS AND STRATEGIC PERSPECTIVES  The morning agenda features institutional remarks by European Investment Hub key partners. Institutional remarks: European Commission, European Investment Fund, CineRegio, Ministero della Cultura, Eurimages Funds - The Council of Europe, Italian Trade Agency.

THE WESTIN EXCELSIOR ROMA, Via Vittorio Veneto 125

9:30 am – 6:30 pm	Sala Campidoglio • Buyers' Club SALES AND BUYERS MEETING LOUNGE
9:30 am – 6:30 pm	Sala Boncompagni • Hosted Programs LAZIO PITCHING FORUM ONE-ON-ONE MEETINGS

**2:00 pm
– 3:00 pm**

Sala Giardino D'Inverno • Talk

FIRESIDE CHAT WITH EDWARD BERGER

Is it possible to preserve creative independence when working on large-scale films for a global audience? Writer, director, and producer Edward Berger has built an international career capable of combining a strong auteur vision with highly ambitious productions. Following the worldwide success of *All Quiet on the Western Front* (2022), produced and directed for Netflix and winner of four Academy Awards, Berger directed *Conclave* (2024), his first English-language feature film. In this conversation, he retraces his creative journey, exploring the relationship between artistic freedom, international-scale production, and the ability to reach a wide audience without sacrificing a personal voice.

Speaker:

Edward Berger | Director, Founder of Nine Hours (Germany)

Moderator:

Lorenzo De Maio | President, De Maio Entertainment (US)

**3:00 pm
– 4:30 pm**

Sala Trianon • Hosted Programs

LAZIO PITCHING FORUM

Lazio Region, in collaboration with Lazio Innova and the Rome Chamber of Commerce, and with the support of Azienda Speciale Sviluppo e Territorio is promoting an initiative to support the internationalization of local small and medium-sized enterprises (SMEs) developing audiovisual products.

Take part in this incredible session to witness the presentation of their projects at the 12th edition of MIA!

SELECTED PROJECTS:

Call Me Back In Time (Viola Film)
Fish & Chips (Emma Film)
Costa Cavea (LSPG)
Crazy Flower (Ring Film)
The Man Without A Past (Eurofilm)
Lia Pipitone - I'll See You Live (The Piranesi Experience)
Natur Boy (Elsinore Film)
Mediterranean Adventures (Light & Color)
Poor Us (Woody Film)
Inside The Wolf (A Little Confidence)
The Last Children (Amartia Film)
Fuoristagione (Ulalà Film)

**3:30 pm
– 5:00 pm**

Sala Giardino D'Inverno • Talk

FIRESIDE CHAT WITH MARCO BASSETTI

What does it mean today to be a 'European champion' in an increasingly competitive global content market? As CEO of Banijay Entertainment, the world's largest independent studio, Marco Bassetti brings a broad perspective on the group's recent transformation and the transformations reshaping the audiovisual industry at-large. From consolidation, rights retention and content cut-through to preserving margins and driving diversification, the conversation will explore how scale, the capacity to invest and effectively monetise creativity can strengthen a European player's position on the global stage.

Speaker:

Marco Bassetti | Chief Executive Officer, Banijay Entertainment (UK)

Moderator:

Marco Chimenz | Producer, Strategic Consultant, MIA | Mercato Internazionale Audiovisivo (Italy)

5:30 pm – 6:30 pm	Sala Giardino D’Inverno • Talk CAN EXCELLENCE SURVIVE THE MAINSTREAM? As the audiovisual industry becomes increasingly driven by scale, accessibility and the need to reach broad audiences, what does this mean for creative freedom? This conversation brings together leading producers to explore whether there is still room for bold, distinctive storytelling within an increasingly broad mainstream, and how producers can continue to protect original voices and make space for projects that challenge audience expectations. Speakers: Belén Atienza Producer, Suspense Entertainment SL (Spain) Fernando Bovaira Producer, Mod Producciones (Spain) Domingo Corral Producer and Owner, Good Day Productions (Spain) María Zamora Producer, Elastica Films (Spain) Moderator: Andrea Occhipinti CEO & Founder, Lucky Red (Italy)
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SINA BERNINI BRISTOL - Autograph Collection, Piazza Barberini 23

2:00 pm – 3:30 pm	Sala Apollo e Dafne • Talk AUDIENCE ENGAGEMENT: UNDERSTANDING GEN ALPHA & GEN Z As audience habits continue to evolve across platforms, understanding how younger generations discover, consume and engage with content has become essential for producers, broadcasters, streamers and distributors alike. This session explores how Gen Alpha and Gen Z navigate an increasingly fragmented media landscape, examining the role of streaming platforms, social media, gaming ecosystems and community-driven engagement. Speakers: Jules Borkent Paramount EVP, Content & Network Strategy, Nickelodeon Kids & Family (US) Chapman Maddox Development Executive, BBC Studios (UK)		
3:00 pm 4:00 pm	Sala Enea • European Investment Hub <i>Press Conference</i> ITALY–FRANCE: A NEW DIALOGUE ON EUROPEAN AUDIOVISUAL POLICY MIA will provide the setting for the Directorate General for Cinema and Audiovisual of the Italian Ministry of Culture and the CNC – Centre national du cinéma et de l’image animée to officially launch a new Italian-French expert group dedicated to European policies for the film and audiovisual sectors, established within the framework of the Cooperation Programme signed by the two countries’ Ministries of Culture in Antibes on 25 June. The initiative marks a new phase in cooperation between Italy and France on key European policy priorities and on strategies to support the development and strengthen the competitiveness of their respective film and audiovisual industries.		
4:00 pm – 6:00 pm	Sala Apollo e Dafne • European Investment Hub <i>Round Table</i> DEEP-DIVE ROUNDTABLES: EUROPEAN CO-PRODUCTION FUNDS Participation is upon registration only. <table border="0"> <tr> <td data-bbox="357 1543 909 1961"> France National and International Co-Productions Hosted by: Rachel Cordier, Nathalie Bremond ALCA – Région Nouvelle-Aquitaine; Rémi Bergues, Joanna Gallardo Paris Region Film & Audiovisual Fund / Film Paris Region; Godefroy Vujcic Pictanovo – Région Hauts-de-France; Spain: Regional Funds and Minority Co-Productions Hosted by: Victoria Fernandez Andalusian Film Fund Mar Izquierdo Pombar Basque Government Film Fund Laia Boixader Balcells ICEC – Institut Català de les Empreses Culturals Italy: Regional Production and Co-Production Funds Hosted by: Alessandro Gropplero, Samantha Faccio Fondo Audiovisivo FVG </td><td data-bbox="909 1543 1466 1961"> Nordic Film Centres and Regional Development Hosted by: Terje Nymark Arctic Film Norway Lisa Nyed Film i Skåne Elin Kristensen Midnorsk Film Anund Austenå Viken Filmsenter Belgium and the Netherlands: Economic and Regional Funds Hosted by: Katrien Maes Screen Flanders Philippe Pierquin Wallimage Hilde de Vries Friesland Film Fund UK and Ireland Hosted by: Lee Walters Ffilm Cymru Wales </td></tr> </table>	France National and International Co-Productions Hosted by: Rachel Cordier, Nathalie Bremond ALCA – Région Nouvelle-Aquitaine; Rémi Bergues, Joanna Gallardo Paris Region Film & Audiovisual Fund / Film Paris Region; Godefroy Vujcic Pictanovo – Région Hauts-de-France; Spain: Regional Funds and Minority Co-Productions Hosted by: Victoria Fernandez Andalusian Film Fund Mar Izquierdo Pombar Basque Government Film Fund Laia Boixader Balcells ICEC – Institut Català de les Empreses Culturals Italy: Regional Production and Co-Production Funds Hosted by: Alessandro Gropplero, Samantha Faccio Fondo Audiovisivo FVG	Nordic Film Centres and Regional Development Hosted by: Terje Nymark Arctic Film Norway Lisa Nyed Film i Skåne Elin Kristensen Midnorsk Film Anund Austenå Viken Filmsenter Belgium and the Netherlands: Economic and Regional Funds Hosted by: Katrien Maes Screen Flanders Philippe Pierquin Wallimage Hilde de Vries Friesland Film Fund UK and Ireland Hosted by: Lee Walters Ffilm Cymru Wales
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Renate Ranzi | IDM Südtirol – Alto Adige

Germany: Comprehensive Regional Funding

Hosted by:

Marion Wagner | HessenFilm

Dana Messerschmidt | MDM – Mitteldeutsche Medienförderung

Nicola Jones | MOIN – Hamburg Schleswig-Holstein

Meike Götz | Nordmedia

Nordic Investment and Top Financing

Hosted by:

Cathrine Persson | Arctic Film Norway Invest

Mikael Fellenius, Tomas Eskilsson | Film i Väst

Arild Halvorsen | Filminvest Norge

Fridrik H. Mar | Oslo Filmfond

Gar O'Brien | WRAP Fund

Daniela Kirchner | Film London

Gar O'Brien | WRAP Fund

Switzerland

Hosted by:

Marie-Lou Pahud | Cinéforum

Hercli Bundi | Zürcher Filmstiftung

Central and Eastern Europe

Hosted by:

Anne Krupiarz | Krakow Regional Film Fund

Juraté Pazikaitė | Vilnius Film Fund

Roma Lazio Film Commission

Apulia Film Commission

INTERCONTINENTAL ROME AMBASCIATORI PALACE, Via Vittorio Veneto 62

9:30 am
– 4:30 pm

Charlie's Rooftop • Co-Production Market

DOC MEETINGS

Free Networking

5:00 pm
– 6:30 pm

Cameo Events Room • Talk

SCORE (R)EVOLUTION. HOW MUSIC SHAPES REALITY: FROM DOCUMENTARY TRUTH TO CINEMATIC MYTHMAKING

From major musical biopics and documentaries exploring the lives of artists, to soundtracks that become narratives in their own right, music is today one of the most powerful storytelling tools—and, crucially, a massive success at the box office and on streaming platforms. SCORE (R)Evolution brings together some of the most influential figures shaping how music is integrated into film, series, and documentaries. A highly creative dialogue among those who compose it, direct it, film it, and tell its story.

Speakers:

Sophia Dilley | EVP, Concord Records (US)

Pippo Mezzapesa | Director (Italy)

Ginevra Nervi | Composer (Italy)

Colm O'Callaghan | Group Head of Specialist Factual Content, RTÉ (Ireland)

Piotta | Rapper and Music Producer (Italy)

Federico Zampaglione | Singer and Director (Italy)

Moderator:

Marco Spagnoli | Head of Doc Content, MIA | Mercato Internazionale Audiovisivo (Italy)

GRAND HOTEL PALACE, Via Vittorio Veneto 70

9:00 am
– 6:30 pm

Sala Conferenze • Hosted Programs

APOLLO SERIES WORKSHOP - SESSION #1

Closed-door session

SPACES VIA VENETO, Via Vittorio Veneto 54b

9:30 am
– 6:30 pm

Hosted Programs

UNBOX - TRAINING SESSION & WORKGROUP
Closed-door session

W HOTEL ROME, Via Liguria 26

6:00 pm
– 7:00 pm

Rooftop Terrace • Networking Hub

CASA MIA

The MIA Industry Lounge at W Rome

A dedicated meeting and networking space for the MIA international community, CASA MIA brings together industry professionals, partners and guests in an informal setting at W Rome, in the heart of the MIA district. A place to meet, connect and continue conversations beyond the official programme.

EXTRA MIA / BUYERS SCREENINGS

Industry Buyer pass holders will be able to attend the Rome Film Fest and Alice Nella Città screenings at:

Auditorium Parco della Musica Ennio Morricone (Rome Film Festival - Press & MIA Buyers Screenings)

Auditorium MAXXI (Rome Film Festival - Press & MIA Buyers Screenings)

Cinema 4Fontane (Alice Nella Città - selected Screenings for MIA Buyers)

Teatro Sistina (Alice Nella Città - selected Screenings for MIA Buyers)

Agenda MIA 2026

TUESDAY OCTOBER 20th

PALAZZO BARBERINI, Via delle Quattro Fontane 13

9:00 am – 10:00 am	Sala Pietro Da Cortona • European Investment Hub REGISTRATION AND WELCOME COFFEE
10:00 am – 11:00 am	Sala Pietro Da Cortona • European Investment Hub GLOBAL FILM FINANCE: UNLOCKING ITALY'S POTENTIAL Bringing together leaders who sit at the nexus of the global film market, this session explores the structural trends shaping the future of film and the active role the Italian film industry can play in it. This panel assembles the full chain, from the capital that funds a production to the distributor who monetizes it. The conversation looks at where money for film is coming from, how to bridge the disconnect between the cost and value of films, and where Italy can sit and benefit in the overall structure. Speakers: Raj Singh CEO, MCT Media Capital Technologies - Credit Solutions (US) Roeg Sutherland Co-Head of Media Finance, CAA Media Finance (US) Stephen Saltzman Partner & Head of the International Entertainment Group, FieldFisher (UK)

10.30 am
– 12.30 pm

Sala Meetings • European Investment Hub

ROUNDTABLES: TOOLS IN PRACTICE

Participation is upon registration only.

The European Investment Hub Roundtables are designed as small-scale, highly interactive sessions providing direct access to leading players in audiovisual financing, investment and business development.

Each 50-minute roundtable is hosted by one company and brings together a maximum of 8 participants, including the host(s). Participation is reserved for accredited professionals and is subject to prior registration.

Registration for the Roundtables will open on October 8th. MIA accredited professionals will receive a dedicated registration form allowing them to apply for the sessions they are interested in attending. Due to the limited capacity of each table, participation will be subject to availability.

Rather than following a traditional panel or presentation format, each session is conceived as an informal, moderated conversation. The host will briefly introduce their company, activities, areas of interest and approach to working with the audiovisual industry. Participants will then have the opportunity to introduce themselves and their companies, raise questions, discuss their current needs and explore areas of potential collaboration.

Depending on the profile of each host, conversations may address different aspects of the financing and investment landscape — including private credit, gap and bridge financing, equity and co-investment, production financing, access to capital, alternative funding models and new forms of collaboration between audiovisual companies and external partners.

The limited number of participants is intended to encourage open exchange, practical discussion and meaningful professional connections, allowing producers to gain first-hand insight into how different industry players operate and creating opportunities for follow-up conversations and potential partnerships beyond the session.

Table n. 1: Hosted by Barbara Tonelli | **Coficinè**

Table n. 2: Hosted by Charlie Kemball | **Head Gear Films**

Table n. 3: Hosted by Raymond van der Kaaij | **Lief Entertainment**

Table n. 4: Hosted by **MCT Credit Solutions**

Table n. 5: Hosted by Dominique Malet | **Cofiloisirs**

Table n. 6: Hosted by Peter Dakich | **CAA MEDIA FINANCE**

11:00 am
– 12:00 pm

Sala Pietro Da Cortona • European Investment Hub

EQUITY & GROWTH CAPITAL: INVESTING IN CREATIVITY, IP AND LONG-TERM VALUE

As financing models evolve, equity capital is becoming an increasingly important driver of growth across the audiovisual industry. Alongside traditional financing sources, equity investors are supporting ambitious productions, scalable slates and intellectual property strategies, while enabling companies to strengthen their market position and unlock new opportunities for international expansion.

This session brings together leading investment funds, media finance advisors and industry executives to explore how equity is reshaping the financing landscape. From project and slate investments to strategic partnerships and corporate growth, the discussion will examine what investors look for, how creative businesses can become investment-ready, and why long-term value creation is becoming as important as financing individual productions.

Speakers:

Christopher Woodrow | Founder and Chairman, Media Capital Technologies (US)

Celine Dornier | Content Executive, IPR.VC (Finland)

Alexandra Lebreton | Partner, AXIO Capital, Together Fund (France)

12:00 pm
– 1:00 pm

Sala Pietro Da Cortona • European Investment Hub

NEW CAPITAL, NEW OPPORTUNITIES

As the audiovisual industry looks for new sources of capital and more flexible financing solutions, new players and investment models are emerging to meet the evolving needs of producers. In this exclusive session at MIA, MCT Credit Solutions will unveil a new venture designed to expand financing opportunities for the audiovisual sector. The presentation will offer a first look at the vision behind the initiative, the opportunity it aims to address, and its potential role within a rapidly evolving financing landscape.

Speaker:

Raj Singh | CEO, MCT Media Capital Technologies - Credit Solutions (US)

3:00 pm – 4:00 pm	Sala Pietro Da Cortona • European Investment Hub THE LAST MILE: HOW PROJECTS REACH FINANCIAL CLOSE Bringing together leading lenders, financial advisors and financing specialists from across Europe, this session will explore how audiovisual projects move from a financing plan to financial close. Speakers will share practical perspectives on structuring finance, combining different sources of funding and debt, and navigating the final steps required to bring a project over the line. The discussion will offer producers insights into how different financing partners work together and what it takes to make a project financeable in today's increasingly sophisticated market. Speakers: Charlie Kemball Head of Acquisition & Packaging, Head Gear Films (UK) Silvia Laj CEO, Coficiné (France) Patricia Spa Partner, Culture CAP7 (Spain) Moderator: Sebastian Vibes Founder, Green Screen (Spain)
3.30 pm – 5.30 pm	Sala Meetings • European Investment Hub ADVISORY & ONE-ON-ONE MEETINGS Participation is upon registration only. The European Investment Hub will offer a series of Advisory Meetings, designed as individual one-on-one meetings between EIH participants and selected financing, investment and industry partners. These meetings provide an opportunity for professionals to discuss specific projects, companies, financing needs or potential areas of collaboration directly with participating EIH partners and to receive tailored information and guidance based on their individual interests and objectives. Unlike the Roundtables, Advisory Meetings do not require advance registration through a dedicated booking system. EIH participants will be able to request a meeting directly on-site during the Market, subject to the availability of each partner, or contact the relevant company by email to arrange an appointment. The format is intentionally flexible, allowing conversations to develop around the specific needs of each participant and facilitating direct connections and potential follow-up opportunities beyond MIA. Table n. 1: Hosted by Alessia Sonaglioni Eurimages Table n. 2: Hosted by MEDIA Desk Table n. 6: Hosted by Walid Said MCT Capital Tech Table n. 3: Hosted by Carlotta Roveri Head Gear Films Table n. 4: Hosted by EIT Culture & Creativity
4:00 pm – 5:00 pm	Sala Pietro Da Cortona • European Investment Hub BRANDS AS NEW FINANCING PARTNERS Brands are increasingly acting as real producing and financing partners in the film industry, marking a significant shift in, and a new part of, the business model. Brands are looking to support auteur filmmakers and high-culture projects as part of their brand identity, aiming to tap into new audiences. Speakers: Arvand Khosravi Senior Vice President & Head of Scripted Television Strategy, Fifth Season (US) Margo Mars Founder and CEO, Lief Entertainment Company (UK) Juliet Fairbairn Entertainment Marketing Specialist, former Global Head of Brand Partnerships, JLR (Jaguar Land Rover) (UK) More speakers TBA Moderator: Joe Utichi Writer & Journalist (UK)
5:00 pm – 5:30 pm	Sala Pietro Da Cortona • European Investment Hub PRESENTATION Speakers TBA

5:30 pm – 6:30 pm	Sala Pietro Da Cortona • European Investment Hub VIDEO GAMES AND MONETIZING FILM IP IN DIFFERENT WAYS The conversation would explore questions around IP ownership and valuation, licensing and strategic partnerships, financing cross-media expansion, audience development and the business models that allow an IP to grow beyond its original medium. Above all, we would like to understand when a game, film or series stops being considered a single piece of content and begins to be conceived as the foundation of a broader IP business. Speakers: Daniele Azara Chief Creative Officer, Stormind (Italy) Alex Coulombe CEO, Agile Lens (US) Other speakers TBA Moderator: Zoltan Batho G. Producer & Educator, Cradle - Breda University of Applied Sciences (Netherlands)
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THE WESTIN EXCELSIOR ROMA, Via Vittorio Veneto 125

9:30 am – 1:00 pm	Sala Giardino D'Inverno • Co-Production Market FILM PITCHING FORUM  Session 1 & Session 2 SELECTED PROJECTS: ABOUT LOVE & SEPTEMBER LAWS ADEM AND THE OTHERS AFTER THE NIGHT ALL THE SOFTNESS IN THE WORLD BLUE SOUVENIR THE CASE OF E.E. GODA GUARDIAN LITTLE GIRL BLUES (small break) THE LOST SONS OF NADA MALICA MANCERA THE MARCH OF THE SUNFLOWERS MARYAM & VARTO NÆCKEN SURFACE TENSION THE TIME BENDER THE VILLAGE IN THE WOODS
9:30 am – 6:30 pm	Sala Campidoglio • Buyers' Club SALES AND BUYERS MEETING LOUNGE
9:30 am – 3:00 pm	Sala Vinorum • Book Adaptation Forum BOOK ADAPTATION FORUM MEETINGS Publishers' Area
9:30 am – 6:30 pm	Sala Boncompagni • Hosted Programs LAZIO PITCHING FORUM MEETINGS

10:30 am – 11:30 pm	Sala Trianon • Talk FROM MARKET DEMAND TO NEW STANDARD: HOW CAN WE TURN DIVERSITY INTO OPPORTUNITY? LEARN, FIND, CHECK: THREE MOVES THAT CREATE REAL VALUE FOR THE INDUSTRY. How Can We Improve Set Culture and the Competitiveness of Productions: leading industry players share tools and solutions for crews together with DiversiFind. Speakers: Francesca Vecchioni President, Diversity Foundation (Italy) Chiara Sbarigia President, APA (Italy) Others TBC
12:00 pm – 1:00 pm	Sala Trianon • Talk CAN REGULATION STRENGTHEN INDEPENDENT PRODUCERS? Bringing together producers and representatives of Europe's leading producer organisations, this panel will examine how the evolving regulatory framework can help create a more sustainable and competitive independent production ecosystem. From the protection and retention of IP rights to terms of trade, investment obligations and producers' ability to build long-term company value, the discussion will explore which policy measures can genuinely improve the position of independent producers in their relationships with broadcasters, platforms and other market players. Speakers: Julie-Jeanne Regnault Managing Director, EPC (Belgium) Anthony Muldoon President, CEPI (Belgium) Carlotta Calori Co-Owner & Producer, Indigo Film (Italy) Moderator: Tim Dams European editor, Screen International (UK)
2:00 pm – 6:30 pm	Sala Pincio • Co-Production Market FILM MEETINGS
2:00 pm – 6:30 pm	Sala Fori • Co-Production Market FILM MEETINGS
2:30 pm – 3:30 pm	Sala Giardino D'Inverno • Talk THE BAD WOLF: IN CONVERSATION WITH JANE TRANTER A conversation with Jane Tranter, one of the most influential figures in contemporary television, reflecting on a career that has helped redefine British and international drama. From her years leading drama commissioning at the BBC to the founding of Bad Wolf and the success of acclaimed series such as Succession, His Dark Materials, Industry and Doctor Who, this fireside chat will explore her creative and entrepreneurial vision, the future of premium television, and the new challenges shaping the global audiovisual industry. Speaker: Jane Tranter, CEO & Co-Founder, Bad Wolf (UK) Moderator: Paolo Ciccarelli, Head of Drama Content, MIA Mercato Internazionale Audiovisivo (Italy)
2:30 pm – 3:10 pm	Sala Trianon • Buyers' Club COMIN' UP SESSIONS Vision Distribution
3:30 pm – 6:30 pm	Sala Vinorum • Co-Production Market DRAMA CO-PRODUCTION MEETINGS

4:00 pm
– 6:00 pm

Sala Giardino D'Inverno • Work In Progress

C EU SOON



Film titles:

A GOD WITHOUT DANCE
ANOTHER ONE, MAYBE. BUT NOT THIS ONE DESECHABLE
DIATRIBE
FOLK PLAY
FROM DUST TO DUST
HEIRLOOM
I WILL FIND YOU
KARMIC KNOT
OFF-SEASON
STARSEED
THE SEAL MOTHER

4:30 pm
– 5:30 pm

Sala Trianon • Talk

HOW TO NAVIGATE CHALLENGES AND OPPORTUNITIES IN INTERNATIONAL FILM AND TV

Bringing together leading figures from production, talent agencies and international packaging, the panel explores how a creative idea can be transformed into a film or series capable of attracting talent, partners, financing and audiences beyond national borders. The speakers will discuss the increasingly strategic role of alliances built from the earliest stages of a project: from identifying the right talent and shaping the creative package to structuring financing and positioning a project for the international market.

Speakers:

Andrea Calderwood | Potboiler (UK)
Daniel Campos Pavoncelli | Partner and Producer, Indiana Productions (ITALY)
Anthony Mestriner | Casarotto & Partners (UK)
Lorenzo De Maio | President, De Maio Ent. (US)

SINA BERNINI BRISTOL - Autograph Collection, Piazza Barberini 23

9:30 am
– 1:30 pm

Sala David • Hosted Programs

Scenari Transalpini

Session 1 & 2

10:00 am – 12:30 pm	Sala Apollo e Dafne • Gap Financing Market <u>ANIMATION SERIES GAP FINANCING MARKET</u>  Selected animation series with significant financing already secured present their projects to an international panel of broadcasters, distributors, investors and commissioning executives. Through this new initiative, MIA aims to facilitate final-stage financing discussions and help projects complete their financing structure before entering production.
11:00 am – 6:30 pm	Sala Enea • Hosted Programs EUROPEAN BROADCASTING UNION - HEAD OF DRAMA ASSEMBLY Closed-door session
2:00 pm – 4:00 pm	Sala David • Meetings DECISION MAKERS MEETINGS - ANIMATION SERIES Pre-scheduled one-on-one meetings between Decision Makers and project holders of titles selected at the Animation Series Gap Financing Market.
5.00 pm – 6.30 pm	Sala Apollo e Dafne • Animation Series Programs DISTRIBUTION STRATEGIES: THE FUTURE OF ANIMATION DISTRIBUTION As the animation marketplace continues to evolve, producers face new challenges in securing distribution, audience reach and international visibility. This session explores emerging business models, changing buyer behaviour and the evolving role of broadcasters, streamers and independent distributors in bringing animated series to global audiences. Speakers: Nele De Wilde CCO Audiovisual & Music - Member of the Board of Directors, Peyo Company Diego Ibáñez Belaustegui Chief Brand Officer, DeAPlaneta Entertainment Nicola Andrews VP, Sales and Acquisitions - Kids, Family & YA, Blue Ant Media Monica Levy Co-Chief of Distribution, Federation Studios

INTERCONTINENTAL ROME AMBASCIATORI PALACE, Via Vittorio Veneto 62

9:30 am – 4:30 pm	Charlie's Rooftop • Co-Production Market DOC MEETINGS Free Networking
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10:00 am
– 12:00 pm

Cameo Events Room • Co-Production Market

DOC PITCHING FORUM



Session 1

The 2026 Doc Co-Production Market stands out as an exceptional showcase, hosting the world premieres of 11 feature documentaries, 2 docuseries and 2 TV one-offs from 11 countries: Finland, France, Germany, Italy, Lithuania, Nigeria, the Netherlands, the United Kingdom, the United States, Sweden and Ukraine.

Selected Projects for the Doc-Co Production Market:

Aftershock
Bleaching Nemo
Ciao, Italia!
Echoes of Tomorrow - A Visionary Investigation of a Forgotten Inventor
GET THE F**K OUT
Jago: The Last Masterpiece
The Last Winner
Loving Ika
Music of Chance
Polo
Porn to Die
Six Million Managers
The Things I Wasn't Taught
TRIFOLAO: Money, Poison, Truffle
The Win

2:00 pm
– 4:00 pm

Cameo Events Room • Co-Production Market

DOC PITCHING FORUM



Session 2

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Music of Chance
Polo
Porn to Die
Six Million Managers
The Things I Wasn't Taught
TRIFOLAO: Money, Poison, Truffle
The Win

5:00 pm
– 6:00 pm

Cameo Events Room • Talk

FIRESIDE CHAT WITH KIM LONGINOTTO

A conversation with Kim Longinotto, one of the most influential and uncompromising documentary filmmakers of our time, who for over four decades has portrayed the lives of women around the world with a deeply empathetic, independent, and politically engaged perspective. From rebellious performers in Japan and activists fighting FGM in Kenya to female judges in Cameroon and photographers confronting the Sicilian Mafia, Longinotto has created a body of work that breaks silences, exposes injustice and gives visibility and dignity to voices too often unheard. This intimate fireside chat will explore her distinctive filmmaking approach, the experiences and convictions that have shaped her career, her latest film Dalton's Dream, and the book she is currently writing about her extraordinary life and work behind the camera.

Speaker:

Kim Longinotto

Moderator:

Marco Spagnoli | Head of Doc Content, MIA | Mercato Internazionale Audiovisivo (Italy)

GRAND HOTEL PALACE, Via Vittorio Veneto 70

9:30 pm
– 6:30 pm

Sala Conferenze • Hosted Programs

APOLLO SERIES WORKSHOP - SESSION #2

Closed-door session

SPACES VIA VENETO, Via Vittorio Veneto 54b

9:30 am
– 6:30 pm

Hosted Programs

UNBOX - TRAINING SESSION & WORKGROUP
Closed-door session

W HOTEL ROME, Via Liguria 26

6:00 pm
– 7:00 pm

Rooftop Terrace • Networking Hub

CASA MIA

The MIA Industry Lounge in collaboration with W Rome

A dedicated meeting and networking space for the MIA international community, CASA MIA brings together industry professionals, partners and guests in an informal setting at W Rome, in the heart of the MIA district. A place to meet, connect and continue conversations beyond the official programme.

EXTRA MIA / BUYERS SCREENINGS

Industry Buyer pass holders will be able to attend the Rome Film Fest and Alice Nella Città screenings at:

Auditorium Parco della Musica Ennio Morricone (Rome Film Festival - Press & MIA Buyers Screenings)

Auditorium MAXXI (Rome Film Festival - Press & MIA Buyers Screenings)

Cinema 4Fontane (Alice Nella Città - selected Screenings for MIA Buyers)

Teatro Sistina (Alice Nella Città - selected Screenings for MIA Buyers)

Agenda MIA 2026

WEDNESDAY OCTOBER 21st

PALAZZO BARBERINI, Via delle Quattro Fontane 13

10:30 am – 1:30 pm	Sala Pietro Da Cortona • Talk - HOSTED APA - 8TH REPORT On October 21st at 11:00 AM, the President of APA, Chiara Sbarigia, presents the 8th REPORT ON NATIONAL AUDIOVISUAL PRODUCTION, a fundamental tool that provides a snapshot of the economic and employment values and the current trends for 2025-2026. Following this, a meeting with the main protagonists of the sector to discuss the theme of production quality.
2:00 pm – 6:00 pm	Sala Del Trono • Hosted Programs SUSTAINABILITY DAY - GREEN FILM LAB START OF THE OPEN SESSION & WELCOME HOW DID I START TO BE SUSTAINABLE ON SET GREEN FILM Presentation POLICY AND ACTION PLAN FOR GREEN FILMING IN Italy WHO IS A SUSTAINABLE MANAGER? LOCAL CASE STUDY
4:30 pm – 6:30 pm	Sala Pietro Da Cortona • Talk Master in Serial Fiction Writing Diploma Ceremony MIA hosts the Diploma Ceremony of the Master in Serial Fiction Writing, organised by the Italian Centre for Advanced Studies in Radio and Television Journalism in Perugia, in collaboration with Rai – Radiotelevisione Italiana / Rai Fiction, and with the support of APA – Italian Audiovisual Producers Association. The programme trains a new generation of editors and screenwriters for medium- and long-form series, with a focus on the relationship between writing, designed-to-cost production models, directing and editing.

THE WESTIN EXCELSIOR ROMA, Via Vittorio Veneto 125

9:30 am – 6:30 pm	Sala Campidoglio • Buyers' Club SALES AND BUYERS MEETING LOUNGE
9:30 am – 6:30 pm	Sala Boncompagni • Hosted Programs LAZIO PITCHING FORUM ONE-ON-ONE MEETINGS
9:30 am – 1:30 pm	Sala Vinorum • Co-Production Market DRAMA CO-PRODUCTION ONE-ON-ONE MEETINGS
9:30 am – 6:00 pm	Sala Pincio • Co-Production Market and C EU Soon FILM CO-PRODUCTION ONE-ON-ONE MEETINGS
9:30 am – 6:00 pm	Sala Fori • Co-Production Market and C EU Soon FILM CO-PRODUCTION ONE-ON-ONE MEETINGS

11:00 pm – 12:00 pm	Sala Giardino D’Inverno • Talk FEAR NOT: HOW HORROR IS REWRITING THE FILM MARKET From low-budget breakout hits to global cultural phenomena, horror is reshaping the film market. This panel explores how bold concepts, distinctive authorial visions, engaged fan communities and innovative distribution strategies have transformed a genre once dismissed as B-movie exploitation into a powerful meeting point between creative risk, popular storytelling and box-office success. Speakers: Roberto De Feo Director and Screenwriter (Italy) Rachael Labes Manager, Acquisitions & Productions, IFC Shudder (US) Peter Kuplowsky Programmer, Midnight Madness Section, Toronto International Film Festival; Producer & Writer (Canada) Andrea Romeo Chief Executive Officer, I Wonder Pictures (Italy)
11:30 am – 1:30 pm	Sala Trianon • Special Programs SCENARI TRANSALPINI Session 3
2:00 pm – 3:15 pm	Sala Giardino D’Inverno • Co-Production Market <u>DRAMA PITCHING FORUM</u>  The Drama Co-production Market & Pitching Forum 2026 will present to the international audiovisual industry a selection of 18 series projects from 17 countries: Australia, Belgium, Croatia, Denmark, Finland, France, Greece, Iceland, Italy, Luxembourg, Norway, Panama, Poland, Spain, Sweden, UK, USA. Selected Projects: BURNTIME (Scotland) CRIMINAL CLASS (Australia) DAY TRAITORS (Denmark) DISQUALIFIED (Finland, Norway, Sweden) FORTEL (Poland) MONSTERS' SHRINK (UK, France, Italy) RESTORATION (France) REYKJAVÍK NOIR (Iceland) SCHOOL OF THE AMERICAS (Panama, US, Spain) SHERLOCK NORTH (Finland, US) SIROCCO (UK, Greece) THE INHERITANCE (Belgium) THE MAKING OF A TERRORIST (Sweden) THE MANY LIVES OF MISS K (UK) TRIBES (France) ULYSSES MOORE (Luxembourg) VOLCANIC (Croatia, Iceland) WANDA (Italy)
2:00 pm – 5:00 pm	Sala Vinorum • Book Adaptation Forum BOOK ADAPTATION FORUM ONE-ON-ONE MEETINGS

3:00 pm – 5:30 pm	Sala Trianon • Buyers' Club COMIN' UP SESSIONS 3.00 pm True Colors 3.30 pm Rai Cinema International 4.00 pm Piperplay 4.30 pm Fandango Sales 5.00 pm Minerva Pictures 5.30 pm Studio 100 Film Feature Film Slate 2026–2030
4:00 pm – 5:30 pm	Sala Giardino D'Inverno • Work In Progress GREENLit GREENLit is MIA's showcase dedicated to the most anticipated international scripted series for television and streaming platforms, offering an exclusive opportunity to discover high-profile scripted titles from around the world.
5:30 pm – 6:00 pm	Sala Giardino D'Inverno • Talk FIRESIDE CHAT WITH ANNA MARSH As the audiovisual landscape continues to evolve, a new European studio model is taking shape — one that combines production, financing, distribution and IP management to build global success from European stories. At the forefront of this transformation, STUDIOCANAL is developing an integrated approach that brings together scale and international reach with a strong connection to Europe's creative ecosystems, talent and storytelling. In this fireside chat, Anna Marsh will discuss how this model can strengthen Europe's ability to compete in a global marketplace: from IP ownership and long-term value creation to the balance between creative ambition and financial sustainability, and the challenge of turning locally rooted stories into content with worldwide appeal. Speaker: Anna Marsh Deputy CEO of CANAL+, CEO of STUDIOCANAL and Chief Content Officer of CANAL+ (France) Moderator: Gaia Tridente Director, MIA Mercato Internazionale Audiovisivo (Italy)
5:30 am – 6:00 pm	Sala Vinorum • Co-Production Market DRAMA CO-PRODUCTION ONE-ON-ONE MEETINGS
6:30 pm – 8:30 pm	Sala Giardino D'Inverno • Special Event NETFLIX - BECOMING MAESTRE <i>Upon invitation Only</i>

SINA BERNINI BRISTOL - Autograph Collection, Piazza Barberini 23

9:30 am – 12:30 pm	Sala Apollo e Dafne • Gap Financing Market ANIMATION SERIES GAP FINANCING MARKET  MIA / Animation Series Gap Financing Market Selected animation series with significant financing already secured present their projects to an international panel of broadcasters, distributors, investors and commissioning executives. Through this new initiative, MIA aims to facilitate final-stage financing discussions and help projects complete their financing structure before entering production. Second session of project presentations.
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9:30 am – 12:30 pm	Sala Enea • Hosted Programs EUROPEAN BROADCASTING UNION – FICTION ASSEMBLY Closed-door session
9:30 am – 1:00 pm	Sala David • Hosted Programs COFFEE WITH ACE - TBC Participation is upon registration only
2:30 pm – 7:30 pm	Sala David • Hosted Programs B2B EXCHANGE CEE ANIMATION
3.30 pm – 4.30 pm	Sala Apollo e Dafne • Animation Series Programs CHILDREN'S PUBCASTERS MEETING Following a closed-door meeting, participating public broadcasters share key insights, common priorities and strategic reflections on the future of children's content, highlighting opportunities for collaboration across the international market.
4.30 pm – 6.30 pm	Sala Enea • Animation Series Programs DECISION MAKERS - ANIMATION SERIES Pre-scheduled one-to-one meetings between Decision Makers and project holders of titles selected at the Animation Series Gap Financing Market.

INTERCONTINENTAL ROME AMBASCIATORI PALACE, Via Vittorio Veneto 62

10:00 am – 12:30 am	Cameo Events Room • Talk THE FUTURE OF ENTERTAINMENT From broadcast formats to streaming originals, immersive experiences and creator-led entertainment, the boundaries of unscripted content are rapidly disappearing. As audiences become more fragmented and participatory, entertainment brands are evolving into multi-platform ecosystems capable of generating value far beyond the screen. Are we witnessing the birth of a new entertainment ecosystem—where television, streaming, social media and live experiences are no longer separate industries, but different expressions of the same global IP?
10:00 am – 1:00 pm 2.00 pm – 4.30 pm	Charlie's Rooftop • Co-Production Market DOC CO-PRODUCTION ONE-ON-ONE MEETINGS
3:30 pm – 4:30 pm	Cameo Events Room • Talk FIRESIDE CHAT WITH TREVOR ROTH As Star Trek celebrates its 60th anniversary, join Trevor Roth, COO and President of Development at Roddenberry Entertainment, for a conversation on the enduring legacy and future of one of the most influential franchises in entertainment history. From its revolutionary vision of diversity, exploration, and technology to its continuing impact on global audiences across film, television, publishing, licensing and digital platforms, Star Trek remains a cultural phenomenon unlike any other. This special anniversary panel will explore how the Roddenberry legacy continues to evolve for new generations, the challenges of stewarding an iconic universe, and why Star Trek's optimistic vision of the future is as relevant today as it was six decades ago. A unique opportunity to look back at the franchise's extraordinary journey and ahead to the next frontier. Speaker: Trevor Roth COO and President of Development at Roddenberry Entertainment Moderator: Marco Spagnoli Head of Doc Content, MIA Mercato Internazionale Audiovisivo (Italy)

5:00 pm
– 7:00 pm

Cameo Events Room • Work In Progress

ITALIANS DOC IT BETTER



This exclusive showcase features Italian feature-length films, docuseries, and TV one-offs, all aiming for distribution abroad in cinemas, on television, or streaming platforms. The projects selected for Italians Doc It Better are in post-production, rough cuts, or completed but not yet presented or screened in other markets, festivals, showcases, cinemas, TV, or platforms.

SELECTED PROJECTS:

THE DANCING BROTHERS

LUDWIG – THE BLACK ANGELS

THE SOUND OF LIGHT

DUCATI 100 – THE LEGEND

MY YEAR WITH THE WITCH

EXTREME LAND SOLO

SANDIEGO

MOKA, WITH A SMALL M

THE BASKET CASE – A COSMIC SPORTS DOCU-COMEDY

THE DECOY ARTIST – THE INCREDIBLE STORY OF MARIO MOSELLI AND SADDAM HUSSEIN'S PHANTOM ARMY

GRAND HOTEL PALACE, Via Vittorio Veneto 70

2:00 pm
– 3:00 pm

Sala Conferenze • Co-Production Market

DOC CONNECT - INTERNATIONAL BROADCASTERS: BEYOND THE CO-PRODUCTION DEAL

Top industry executives discuss navigating shifting viewer habits, shrinking budgets, and changing editorial priorities. How do major decision-makers balance high-impact international co-productions with local public service mandates?

Speakers:

Nevine Mabro | Head of Storyville, BBC (UK)

Mikael Österby | Head of Factual Acquisition, SVT (Sweden)

Muhammad Refaat | Film Commissioner, Al Jazeera Documentary (Qatar)

Moderator:

Rudy Buttignol | President, NXT (Canada)

SPACES VIA VENETO, Via Veneto 54b

9:30 am
– 6:30 pm

Hosted Programs

UNBOX - TRAINING SESSION & WORKGROUP

Closed-door session

W HOTEL ROME, Via Liguria 26

6:00 pm
– 7:00 pm

Rooftop Terrace • Networking Hub

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Cinema 4Fontane (Alice Nella Città - selected Screenings for MIA Buyers)

Teatro Sistina (Alice Nella Città - selected Screenings for MIA Buyers)

Agenda MIA 2026

THURSDAY OCTOBER 22nd

PALAZZO BARBERINI, Via delle Quattro Fontane 13

10:30 am – 1:00 pm	Sala Pietro Da Cortona • Talk ANICA CONFERENCE
2:00 pm – 3:00 pm	Sala Pietro Da Cortona • Talk PANEL TBC
3:00 pm – 4:00 pm	Sala Del Trono • Pitching Forum - HOSTED CRIME FICTION: TEAMWORK Pitch Event – Films and Series from the Training Program Crime Fiction: Teamwork is a training program for young writers, focused on new contemporary crime projects for film and series. The six original screenplays developed during the program will be presented following a brief welcome from Anica Academy, with an introduction by tutors Raffaella Bonivento, Fabio Bettelli and Barbara Petronio. An opportunity to get to know the works and the authors, and to take a closer look at the training program, exploring the creative and industry potential of the crime genre. AUTHORS AND PROJECTS: Maranza Semper by Davide Angiuli (Feature Film) Bull Boys by Marco Chiappetta (Feature Film) La via della collina by Giulia Ciccorelli (TV Series) La terza età by Alessio Coccia (TV Series) La terza figlia by Hamatou Compaore (TV Series) Fine turno by Francesco Mondini (Feature Film) The training and creative program is organized by Anica Academy ETS, in collaboration with 100 autori and WGI Italia, with the support of the Italian Ministry of Culture (MiC) and SIAE, as part of the “Per Chi Crea” financing program.
4:30 pm – 5:30 pm	Sala Pietro Da Cortona • Talk PANEL: INDEPENDENT PRODUCERS, BUT INDEPENDENT FROM WHOM?

THE WESTIN EXCELSIOR ROMA, Via Vittorio Veneto 125

9:30 am – 6:30 pm	Sala Campidoglio • Buyers' Club SALES AND BUYERS MEETING LOUNGE
9:30 am – 6:30 pm	Sala Boncompagni • Hosted Programs LAZIO PITCHING FORUM ONE-ON-ONE MEETINGS
9:30 am – 5:30 pm	Sala Pincio • Co-Production Market and C EU Soon FILM CO-PRODUCTION ONE-ON-ONE MEETINGS
9:30 am – 5:30 pm	Sala Fori • Co-Production Market and C EU Soon FILM CO-PRODUCTION ONE-ON-ONE MEETINGS
10:00 am – 11:00 am	Sala Giardino D'Inverno • Co-Production Market DRAMA PITCHING FORUM  The Drama Co-production Market & Pitching Forum 2026 will present to the international audiovisual industry a selection of 18 series projects from 17 countries: Australia, Belgium, Croatia, Denmark, Finland, France, Greece, Iceland, Italy, Luxembourg, Norway, Panama, Poland, Spain, Sweden, UK, USA. Selected Projects: BURNTIME (Scotland) CRIMINAL CLASS (Australia) DAY TRAITORS (Denmark) DISQUALIFIED (Finland, Norway, Sweden) FORTEL (Poland) MONSTERS' SHRINK (UK, France, Italy) RESTORATION (France) REYKJAVÍK NOIR (Iceland) SCHOOL OF THE AMERICAS (Panama, US, Spain) SHERLOCK NORTH (Finland, US) SIROCCO (UK, Greece) THE INHERITANCE (Belgium) THE MAKING OF A TERRORIST (Sweden) THE MANY LIVES OF MISS K (UK) TRIBES (France) ULYSSES MOORE (Luxembourg) VOLCANIC (Croatia, Iceland) WANDA (Italy)

10:30 am – 11:30 am	Sala Trianon • Talk INNOVATION MEETS DISTRIBUTION HOW TECHNOLOGY IS CHANGING THE BUSINESS OF EUROPEAN DISTRIBUTORS Organised by the Creative Europe Desk Italy MEDIA with Desk MEDIA France and Mnemonica
11:00 am – 1:30 pm	Sala Vinorum • Co-Production Market DRAMA CO-PRODUCTION ONE-ON-ONE MEETINGS
11:30 am – 1:00 pm	Sala Giardino D'Inverno • Hosted Programs UNBOX - PITCHING FORUM UNBOX returns to MIA, promoted by Alice nella città, with the support of Roma Lazio Film Commission and Rai Cinema. The 2026 edition expands its European dimension through collaborations with European Short Pitch and Nordisk Panorama, with the support of the European Film Academy, strengthening its role as a platform for emerging filmmakers and new European talent. The selection includes eight debut feature film projects: <i>FORD</i> by Malin Ingrid Johansson, <i>House Are Silent</i> by Roxana Stroe, <i>Canile – Le nostre ore contate</i> by Valentina Parati, <i>Mambo Kids</i> by Emanuele Tresca, <i>MAR I O</i> by Lili Koss, <i>Out of Athens</i> by Badrudin Ga'ur, <i>Sei giovedì e una domenica</i> by Valeria Gaudieri, and <i>Le Sonnambule</i> by Francesco Cogliati.
12:00 pm – 1:30 pm	Sala Trianon • Book Adaptation Forum BOOK ADAPTATION FORUM PITCHING SESSION The Book Adaptation Forum (BAF) returns to MIA for its second edition, providing a dedicated platform to strengthen the bridge between publishing and the audiovisual industry. Bringing together authors, publishers and producers, BAF fosters new connections and opportunities for collaboration, supporting the journey of literary IP from the page to the screen.
2:00 pm – 3:00 pm	Sala Giardino D'Inverno • Content Showcase KOCCA SHOWCASE In collaboration with KOCCA – Korea Creative Content Agency, MIA presents a special focus on South Korea, one of the world's most dynamic and innovative audiovisual ecosystems. The programme will welcome to Rome a delegation of leading Korean professionals and companies and will feature showcases and editorial sessions exploring Korean production and emerging content trends, to foster new opportunities for collaboration, co-production and content circulation between Korea and Europe. Diane Min, <i>Head of European Content Sales</i> at CJ ENM, will explore the creative elements and strategies behind the continued international success of K-content through <i>The Legend of Kitchen Soldier</i>, <i>Dear X</i> and <i>True Beauty</i>. The programme will also feature <i>Betting on Fact</i>, an innovative reality news game show developed and produced by NEXTKEY, presented by Kim Jihie, <i>Team Manager</i> at the company. Launched on Korean platform Wavve in March 2026, the format combines news, reality and game-show dynamics in an original concept designed with international audiences and markets in mind. Speakers: Diane Min, <i>Head of European Content Sales</i> at CJ ENM Kim Jihie, NEXTKEY

2:00 pm – 3:30 pm	Sala Trianon • MIA XR MIA XR VIDEOGAMES COLLECTIVE PITCH + DEMO AREA A new focus on video games as a creative industry, a space for innovation and a new frontier for the development and exploitation of IP. The programme will combine international industry discussions with concrete business opportunities, fostering connections between the audiovisual and gaming sectors. A Collective Pitch will give a selection of Italian studios the opportunity to present their projects, expertise and intellectual properties to an audience of international industry professionals and potential partners, while a dedicated Demo Area will showcase a range of companies and offer participants the opportunity to experience their games first-hand. TBA
2:00 pm – 6:30 pm	Sala Vinorum • Book Adaptation Forum BOOK ADAPTATION FORUM ONE-ON-ONE MEETINGS
3:30 pm – 4:30 pm	Sala Giardino D’Inverno • Talk WHO ARE WE STILL MAKING DRAMA FOR? Has the audience abandoned drama—or has drama abandoned the audience? As younger generations spend less time with traditional television and increasingly discover stories through social platforms, creators and digitally native formats, the scripted industry faces a difficult question: can premium drama still command broad attention and remain culturally relevant? This provocative conversation brings commissioners, producers, studios and new digital players into dialogue to examine how audience expectations, viewing habits and pathways to discover are changing and what those changes mean for the stories we develop, commission and produce. Social media, the creator economy and <i>microdrama</i> will be considered not as isolated trends or competing forms, but as signals of a deeper transformation in how stories enter people’s lives, build communities and become part of the cultural conversation. What can traditional drama learn from these new behaviors without sacrificing complexity, ambition or creative identity? And how can storytellers and audiences find their way back to one another? Speakers: Kelly Luegenbiehl Founder / Executive Producer, Shorties Studio, UK Emanuele Marchesi Director Sky Studios Italia, Italy Jamie Lynn EVP Coproduction and Distribution, Freemantle, UK Moderator: Marieke Muselaers VP International Financing & Coproductions - Nordisk Film, Sweden
4:30 pm – 5:30 pm	Sala Giardino D’Inverno • Talk FIRESIDE CHAT WITH ASIF KAPADIA One of the most acclaimed documentary filmmakers of his generation, Asif Kapadia joins MIA for a special conversation exploring his creative journey, filmmaking approach and international career. The Academy Award-winning director of <i>Senna</i>, <i>Amy</i> and <i>Diego Maradona</i> will share his distinctive perspective on the art and evolution of contemporary documentary filmmaking, reflecting on the power of real-life stories, the creative choices behind his work, and the changing landscape of documentary storytelling. Moderator: Marco Spagnoli Head of Doc Content, MIA Mercato Internazionale Audiovisivo (Italy)
6:30 pm – 7:30 pm	Sala Giardino D’Inverno • Awards MIA AWARDS

SINA BERNINI BRISTOL - Autograph Collection, Piazza Barberini 23

9:30 am – 11:30 am	Sala Apollo e Dafne • ANIMATION NEXT: ITALY  An export-oriented curated showcase promoting Italian productions and co-productions of animated series with a high international potential. The showcase presents titles currently in production or ready to deliver, in order to increase the global visibility of the Italian industry and foster new partnerships with broadcasters, streamers, distributors, licensees, and other partners.
9:30 am – 7:30 pm	Sala David • Hosted Programs B2B EXCHANGE CEE ANIMATION
2.00 am – 4.00 am	Sala Apollo e Dafne THE BRAND EXPERIENCE: BUILDING IPs BEYOND THE SCREEN In "The Brand Experience" we explore how animation IP can successfully expand beyond audiovisual production into licensing, publishing, consumer products, gaming and location based entertainment. The session focuses on strategies that transform creative properties into long-term international brands by integrating commercial thinking from the earliest stages of development.
4.00 am – 6.00 am	Sala Enea • Animation Series Programs DECISION MAKERS MEETINGS –ANIMATION NEXT Pre-scheduled one-to-one meetings between project holders and Decision Makers, including international broadcasters, commissioners, and distributors.

INTERCONTINENTAL ROME AMBASCIATORI PALACE, Via Vittorio Veneto 62

11:00 am – 1:00 pm	Charlie's Rooftop • Co-Production Market DOC CO-PRODUCTION ONE-ON-ONE MEETINGS
3:00 pm – 4:30 pm	Charlie's Rooftop • Co-Production Market DOC CO-PRODUCTION ONE-ON-ONE MEETINGS

GRAND HOTEL PALACE, Via Vittorio Veneto 70

9:30 am – 10:30 am	Sala Conferenze • Co-Production Market DOC CONNECT - INDUSTRY LEADERS: STRATEGIES FOR INDEPENDENT SUCCESS We sit with acclaimed industry leaders to uncover the stories behind their recent successes. Discover how they foster innovative storytelling, and the practical steps they take to ensure ambitious independent documentaries reach their full audience potential. Speakers Anna Godas CEO, Dogwoof (UK) Lea Fels Partner & Co-owner, Scenery (Netherlands) Mark Reynolds Global Head of Documentary & Factual, Fremantle (UK)
11:45 am – 1:15 pm	Sala Conferenze • Round Table VERTICAL DRAMA FORUM Vertical, Micro or Short form drama is rapidly emerging as a new storytelling language and a fast-growing global business. But beyond the headlines, how does this ecosystem actually work? Bringing together international producers, commissioners, platforms and creators, the Vertical Drama Forum is an informal, industry-focused round table exploring the creative and commercial mechanics behind mobile-first, short-form fiction: from story development and production models to commissioning strategies, revenue streams, audience behaviour and distribution. The aim is to provide participants with practical tools to approach short-form and vertical production, deepen their understanding of its ecosystem and develop a more informed and effective relationship with this rapidly evolving space. Speakers: Frederic Balmary, CBO, Banijay (France) Gregor Sauter, Head of Red Pony (Saxonia Media) / Executive Producer (Germany) Kelly Luegenbiehl, Founder / Executive Producer, Shorties Studio (UK) Ilkin Kavukçu, Founder and CEO, Iki Dikika Creative House (Turkey) Elly Vervloet, Broadcaster/ International Drama Executive, VRT, Belgium Daniele Cesarano, Head of Drama Mediaset, Italy Eliane Wikert, Commissioning Editor International Co-Productions, ZDF, Germany Jarmo Lampela, Head of Drama, YLE, Finland Nicola De Angelis, Producer and Co-founder, Fabula Pictures (Federation Group), Italy Round Table Moderator: Robert Franke, Co-Managing Director, Intaglio Films, Germany
2:00 pm – 3:00 pm	Sala Conferenze • Co-Production Market DOC CONNECT MARKET INSIGHT - INSIDE THE COMMISSIONING ROOM: ARTE & ZDF What does it take to build a successful co-production with ARTE and ZDF? This interactive session brings together key commissioning editors to unpack documentary co-production structures with this leading broadcaster. Speakers: Marie Beuzard Commissioning Editor Arts Et Spectacles, ARTE (France) Suzanne Biermann Commissioning Editor, ARTE G.E.I.E. (France) Sabine Bubeck-Paaz Commissioning Editor, ZDF/ARTE (Germany)

SPACES VIA VENETO, Via Vittorio Veneto 54b

9:30 am – 6:30 pm	Hosted Programs UNBOX - TRAINING SESSION & WORKGROUP Closed-door session
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Teatro Sistina (Alice Nella Città - selected Screenings for MIA Buyers)

Agenda MIA 2026

FRIDAY OCTOBER 23rd

THE WESTIN EXCELSIOR ROMA, Via Vittorio Veneto 125

9:00 am – 2:00 pm	Sala Campidoglio • Buyers' Club SALES AND BUYERS MEETING LOUNGE
9:00 am – 2:00 pm	Sala Boncompagni • Hosted Programs LAZIO PITCHING FORUM ONE-TO-ONE MEETINGS
10:00 am – 1:00 pm	Sala Vinorum • Market Insight LEGA CALCIO SERIE A MEETINGS For the first time, MIA and Lega Serie A present a dedicated initiative connecting the audiovisual industry with the world of football, exploring sport as a powerful source of stories, characters and new intellectual properties. Through a series of curated meetings with producers, the initiative will connect the audiovisual industry with new IP emerging from the football ecosystem, identifying stories and projects with the potential to be developed into films, series, documentaries and new formats. A new business and scouting platform opening MIA to one of today's most powerful ecosystems for storytelling, audiences and IP development.
9:30 am – 10:30 am	Sala Giardino D'Inverno • Talk MIA XR: Videogames panel As the boundaries between film, television and gaming continue to blur, video games, new technologies and evolving digital platforms are reshaping the way IP is created, developed and monetised. This panel brings together leading voices from the gaming and audiovisual industries to explore how technology is enabling new forms of storytelling, production, audience engagement and cross-media expansion. The conversation will address IP ownership and valuation, licensing and strategic partnerships, emerging technologies, cross-media financing and audience development, examining the business models and technological tools that can turn a film, series or game into the foundation of a broader IP ecosystem. Speakers TBA
9:30 am – 2:00 pm	Sala Pincio and Sala Fori • Co-Production Market FILM & DRAMA MEETINGS

10:30 am – 12:00 pm	Sala Giardino D'Inverno • Talk PRODUCING WITH AI: AUGMENTATION OR REPLACEMENT? Artificial intelligence is rapidly moving from experimentation to real-world application across the audiovisual value chain. From development and pre-production to visual effects, localisation and post-production, AI promises to make filmmaking faster, more flexible and more cost-efficient. But as its capabilities expand, a more fundamental question is emerging: is AI empowering producers and creative teams—or beginning to replace parts of the traditional production process? Bringing together producers, technology innovators and industry leaders already working at the intersection of AI and content creation, this panel will look beyond the hype to examine how AI is actually being integrated into production today. Where can it unlock new creative possibilities, reduce costs and allow ambitious ideas to reach the screen? Which roles and workflows are likely to be transformed? And where should the industry draw the line between technological efficiency and human creative control? Speakers: Max Wiedemann Co-Chief Production and Business Development Officer, LEONINE Studios; Head, AI Mediawan Group (Germany) Tom Paton Founder and CEO, AiMation (UK) Followed by Keynote presentation by AI Munteanu CEO, BriskPace Studios (Germany) Moderator: Stephen Saltzman Partner & Head of the International Entertainment Group, FieldFisher (UK)
12:00 pm – 1:30 pm	Sala Giardino D'Inverno • Talk BACK TO THE FUTURE: IT'S ALL ABOUT STORY. In recent years, the global audiovisual landscape has undergone a major transformation, shifting from a linear model to a fluid, interconnected ecosystem. The growth of streaming platforms, Video On Demand (VOD) and Electronic Sell-Through (EST), the renewed interest in high-definition physical formats, and the strategic return of the theatrical release as a final destination, have placed audiences back at the center of the experience. Today's viewers are increasingly aware that respect for copyright is not merely a formal obligation, but a conscious choice made by those who value cinema. The pursuit of premium audio and video quality, the immersive nature of the theatrical experience, and respect for creative work have become the key of legal consumption. Within this evolving framework, it is crucial to examine how the audiovisual ecosystem is adapting to the benefits of all the parts involved, as well as the future trends are shaping both national and international markets. Speakers TBA

INTERCONTINENTAL ROME AMBASCIATORI PALACE, Via Vittorio Veneto 62

9:30 am – 4:30 pm	Charlie's Rooftop • Co-Production Market DOC MEETINGS Free Networking
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GRAND HOTEL PALACE, Via Vittorio Veneto 70

10:00 am – 11:00 am	Sala Conferenze • Co-Production Market' Talk DOC CONNECT: MARKET INSIGHT
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SPACES VIA VENETO, Via Vittorio Veneto 54b

9:30 am – 2:00 pm	Hosted Programs UNBOX - WORKGROUP Closed-door session
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EXTRA MIA / BUYERS SCREENINGS

Industry Buyer pass holders will be able to attend the Rome Film Fest and Alice Nella Città screenings at:

Auditorium Parco della Musica Ennio Morricone (Rome Film Festival - Press & MIA Buyers Screenings)

Auditorium MAXXI (Rome Film Festival - Press & MIA Buyers Screenings)

Cinema 4Fontane (Alice Nella Città - selected Screenings for MIA Buyers)

Teatro Sistina (Alice Nella Città - selected Screenings for MIA Buyers)

HOW TO MIA

MIA 2026

OCTOBER 19-23 2026 · ROMA

MIA OFFICIAL VENUES



PIAZZA BARBERINI

VIA VITTORIO VENETO

- 01 PALAZZO BARBERINI**
Via delle Quattro Fontane, 13
- 02 SINA BERNINI BRISTOL**
Piazza Barberini, 23
- 03 SPACES VENETO**
Via Vittorio Veneto, 54B
- 04 INTERCONTINENTAL ROME**
AMBASCIATORI PALACE · Via Vittorio Veneto, 62
- 05 GRAND HOTEL PALACE ROME**
Via Vittorio Veneto, 70
- 06 THE WESTIN EXCELSIOR, ROME**
Via Vittorio Veneto, 125
- 07 W ROME**
Via Liguria, 26

ACCREDITATION OFFICE AND BADGE PICK-UP POINTS

Accreditation Office and Badge Pick-Up Point: Grand Hotel Palace, Via Vittorio Veneto 70

Badge Pick-Up Point for pre-paid and complimentary badges:

@ PALAZZO BARBERINI, Via delle Quattro Fontane 13 (Sala dei Marmi)

@ SINA BERNINI BRISTOL - Autograph Collection, Piazza Barberini 23 (Mezzanine Floor)

@ THE WESTIN EXCELSIOR ROMA, Via Vittorio Veneto 125 (Sala Boncompagni)

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