PROGRAMME

MIA

MERCATO
INTERNAZIONALE
AUDIOVISIVO

2026 | ROMA
OCTOBER 19▸23

TRENTINO
FILM COMMISSION

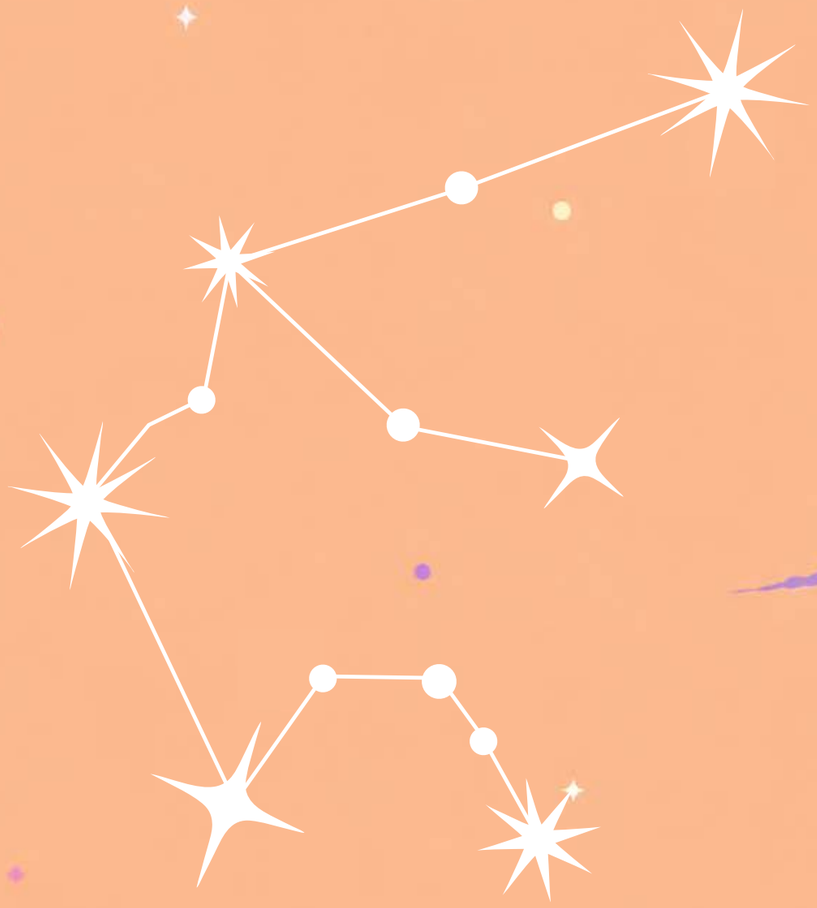
A whole territory **behind your production.**

Film Fund, location scouting, local expertise, training and on-the-ground support.

Powered by
TRENTINO SVILUPPO
Shaping the Future

trentinofilmcommission.it

PROGRAMME



MIA
MERCATO INTERNAZIONALE AUDIOVISIVO
2026 | ROMA OCTOBER 19▸23

MIA

MERCATO INTERNAZIONALE AUDIOVISIVO
ROMA | *October 19—23 2026*

A brand and a project produced by

ANICA — Associazione Nazionale Industrie Cinematografiche Audiovisive e Digitali
APA — ASSOCIAZIONE PRODUTTORI AUDIOVISIVI — SERIE • FILM • INTRATTENIMENTO • DOC • ANIMAZIONE

Supported by

Ministero degli Affari Esteri e della Cooperazione Internazionale
ITA — ITALIAN TRADE AGENCY
OpportunItaly

With the contribution of

Creative Europe MEDIA
MINISTERO DELLA CULTURA
Direzione Generale CINEMA e AUDIOVISIVO
FONDAZIONE ROMA LAZIO FILM COMMISSION

Under the patronage of

eurimages — COUNCIL OF EUROPE — CONSEIL DE L'EUROPE

In collaboration with

COESIONE ITALIA 21-27 LAZIO
Cofinanziato dall'Unione europea
REGIONE LAZIO
LAZIO INNOVA
Camera di Commercio Roma
ROMA — Assessorato Grandi Eventi, Sport, Turismo e Moda

Official connettivity partner

connesi

Partners

NETFLIX
DAVID DI DONATELLO — Accademia del Cinema Italiano
W ROME
APULIA FILM COMMISSION — PUGLIA, SCENES TO EXPLORE
AMBASSADE DE FRANCE EN ITALIE
INSTITUT FRANÇAIS — ITALIA
KOCCA — KOREA CREATIVE CONTENT AGENCY
SERIES MANIA INSTITUTE
TOSCANA FILM COMMISSION
Desk Italia — Co-funded by the European Union — Creative Europe MEDIA
CINECITTÀ
MINISTERO DELLA CULTURA
relais culture europe
MNEMONICA
COMING SOON
EBU
SONY PICTURES
iDM — FILM & MUSIC COMMISSION SÜDTIROL
TRENTINO FILM COMMISSION
TRENTINO SVILUPPO — Costruiamo Futuro
GREEN FILM
SWISS FILMS
SRG SSR
ANICA SERVIZI
APA SERVICE
Italian Film Commissions

Media Partners

ANIMATION MAGAZINE
BOXOFFICE
BROADCAST INTERNATIONAL
Business Doc Europe
C21Media
CINEMA&VIDEO INTERNATIONAL
cineuropa
DEADLINE
Écran total
THE ANIMATION JOURNAL
FILME B
FORTUNE | ITALIA
ITALY for MOVIES

le film français
Il Messaggero
Prensario International
Rai
la Repubblica
la Repubblica Europe
SCREEN INTERNATIONAL
screen mdm
Señal News
The Hollywood Reporter
TiVÙ
VARIETY

Cultural Partners

Alice nella Città
ACE PRODUCERS
ANICA ACADEMY ETS
AUSTRIAN FILMS
becoming Maestre
НАЦИОНАЛЕН ФИЛМОВ ЦЕНТЪР — BULGARIAN NATIONAL FILM CENTER
ICEC Catalan Institute for Cultural Companies
Catalan Films
Generalitat de Catalunya — Government of Catalonia
CEE ANIMATION
CEE ANIMATION Workshop
CEPI EUROPEAN AUDIOVISUAL PRODUCTION
CINEMA do BRASIL
CNC — centre national du cinéma et de l'image animée
Hrvatski audiovizualni centar — Croatian Audiovisual Centre
czech audiovisual fund
DANISH FILM INSTITUTE
European Producers Club
ewa — EUROPEAN WOMEN'S AUDIOVISUAL NETWORK
Estonian Film Institute | Film Estonia
FAPAV — FEDERAZIONE PER LA TUTELA DELLE INDUSTRIE DEI CONTENUTI AUDIOVISIVI E MULTIMEDIALI
flanders image
FESTA DEL CINEMA DI ROMA — 13/25 OTTOBRE 2026
GEDI VISUAL
german films
EKKOMEA — HELLENIC FILM & AUDIOVISUAL CENTER
MUSEO NAZIONALE DEL CINEMA TORINO
TFL TorinoFilmLab
Göteborg Film Festival
MODERN TIMES REVIEW — CINEPOLITICAL – DOCUMENTARY MAGAZINE
National Film Centre of Latvia
POLISH FILM INSTITUTE
REPÚBLICA PORTUGUESA — CULTURA, JUVENTUDE E DESPORTO
ICA — INSTITUTO DO CINEMA E DO AUDIOVISUAL
Radio24
Australian Government
Screen Australia
QUÉBECRÉATIF — SODEC Québec
SLOVENSKÝ FILMOVÝ ÚSTAV — SLOVAK FILM INSTITUTE
SLOVENIAN FILM CENTRE — SLOVENSKI FILMSKI CENTER
Swedish Institute
TELEFILM CANADA
UNIFRANCE — All the accents of creativity
wbimages — wallonie bruxelles images
WIFT&M — Women in Film, Television & Media Italia
SEE NL

ANICA Member of

CONFINDUSTRIA

APA Member of

CEPI EUROPEAN AUDIOVISUAL PRODUCTION
CONFINDUSTRIA

TEAM

ADVISORY BOARD

CALENDAR

USEFUL INFO

MAPS

MERCATO INTERNAZIONALE AUDIOVISIVO

2026 | ROMA OCTOBER 19▸23

ANICA & APA | RTI GOVERNANCE
Alessandro Usai, President ANICA
Chiara Sbarigia, President APA
Claudio Cappon, President APA Service
Gaetano Blandini, Secretary General ANICA

ANICA & APA | RTI EXECUTIVE COMMITTEE
Maurizio Lopez, Director ANICA Servizi
Barbara Tassini, Administrative Director APA
Gloria Giorgianni, Board Member APA
Avv. Carlo Gallavotti, Legal Advisor ANICA

ANICA & APA | RTI EDITORIAL BOARD
Gioia Avvantaggiato, GA&A (APA)
Carlotta Calori, Indigo Film (ANICA)
Nicola De Angelis, Fabula Pictures (APA)
Micaela Fusco, Intramovies (ANICA)
Cristian Jezdic, beQ Entertainment (ANICA)
Francesco Manfio, Gruppo Alcuni (APA)
Riccardo Mastropietro, Pesci Combattenti (APA)
Andrea Occhipinti, Lucky Red (ANICA)
Gregorio Paonessa, Vivo Film (ANICA)
Giuseppe Proietti, Cross Productions (APA)

MIA TEAM

DIRECTOR
Gaia Tridente

CONSULTANT
Marco Chimenz, Strategic Consultant

EDITORIAL TEAM
Marco Spagnoli, Head of Doc Content
Paolo Ciccarelli, Head of Drama Content, Showcase and Co-Production Market
Francesca Palleschi, Head of Film Content Showcase & Buyers Club
Alexia De Vito, Head of Film Co-Production Market
Ben Pace, Head of Doc Co-Production Market
Federica Pazzano, Head of Animation Series Programs

CURATORS
Carla Vulpiani, Animation Feature Content Curator
Gaia Montanaro, Book Adaptation Forum Curator
Daniele Barone, MIA XR Videogame Curator

TEAM
Alessia Colosini, Film Co-Production Market Assistant
Carolina Cortesi, Drama Co-Production Market Assistant
Camilla Crisciotti, Doc Co-Production Market Assistant
Ana Ruiz Miralles, Drama Content Showcase & Panels Assistant
Carolina Pugliese, Book Adaptation Forum Assistant
Simone Bardoni, Animation Series Programs Assistant
Matilde Casari, Film Buyers Club & Showcase Assistant
Elisa Gulminelli, Doc Content Assistant

PROGRAMMING & COORDINATION
Maria Monina, Director's Office Assistant
Alice Giulia Lanconelli, Programming Assistant

PRODUCTION
David Habib, Event Producer
Tommaso Avellino and Laura De Pasquale, Architectural Design & Space Planning
Agnese Grassetti, Giorgia Checcherelli, Zeno Macaluso, Samuel Dan Habib, Lorenzo Faranda, Production and Organization Service Support

SPONSORSHIPS & PARTNERSHIPS MANAGEMENT
Lorenzo Fiuzzi, Head of Partnerships and Sponsorships
Francesca Cagliani, Partnerships and Sponsorships Assistant
Ximena Piña Torre, Marketing Assistant

GUEST RELATIONS AND HOSPITALITY MANAGEMENT
Francesca Campagna, Head of Guest Relations and Hospitality Management
Nicole Patron, Guest Relations and Hospitality Assistant
Caterina Fantetti, Guest Relations and Hospitality Assistant
Clarissa Musti, Cecilia Menna, Francesca Mastrolia, Incoming Service Support

DIGITAL & WEBSITE
Sergio Garufi, Head of MIA Digital and Editor in Chief
Fortunata Manenti and Chiara D'Aleo, Junior Digital Account
Eleonora Diamanti, Digital&WebSite
Luca De Sensi, Digital Platform Consultant

CORPORATE COMMUNICATIONS AND PR
Sara Luzzi, Corporate Communications
Susanna Gianni, Media Relations
Press Office and International PR (Fusion Communications)

PITCHING COACHES
Pilar Alessandra, Pitching Coach Drama & Film
Heidi Fleisher, Pitching Coach Doc
Catherine Branscome, Pitching Coach Animated Feature Films and Series
Leonardo Rizzi, Pitching Coach Lazio Pitching Forum

UNBOX
In collaboration with Alice nella Città
Gianluca Giannelli, Artistic Director Alice nella Città
Fabia Bettini, Artistic Director Alice nella Città
Francesco Giai Via, Unbox Curator
Shirin Amini, Unbox Coordinator

PROTOCOL OFFICE
Rossella Mercurio, Protocol Anica Servizi
Ludovica Baldan, Head of the President's Office, External Relations and Protocol ANICA
Diana Tocci, Institutional relations and Communications ANICA
Claudia Tanzi, President's Office ANICA
Maria Helena Palmeri, President's Office, Events and Protocol APA
Claudia Barucca, International Secretariat APA
Liliana Pistorio, External Relations APA Service

IT SERVICES
Alberto Spiriti, IT Management
Wi-Fi System and Network, Connesi

ADMINISTRATION & TECHNICAL SERVICES
Debora Polverari, Administrative Office APA
Alberto Bastino, Administrative Office ANICA
Mariantonietta Purpo, Administrative Office ANICA
Rossella Lionell, Payments Office
Paola Torina, Administrative Office MIA
Paolo Fabbri, Sustainability Consultant
Nicola Nicoletti, Workplace security, Sanitary Protocol and Labor Consultant
Silvia Cibien, EACEA MEDIA Administrative Project Manager

REGISTRATION OFFICE
Fabio Zambarbieri, Accreditation Office

CATALOGUES
Matteo Pollone, Editor
Francesca Rodriguez, Translator & Interpreter

INTERN
Flavia Brustolin, President's Office APA Service
Davide Balestrazzi, Director's Office
Mario Berchicci, Production
Giulia Turco, Corporate Comms
Elisa Perletto, Book Adaptation Forum
Giulia Daniella Cay Cudiamat, Film
Emma Iazeolla, Drama
Ludovica Carelli, Doc
Andrea Vulcano, Digital
Claudia Eramo, Animation Series

RESMS (ISO 20121)
Gaia Tridente, MIA Director

CERTIFICATIONS
RINA Services S.p.A. / ISO 20121
ISFCERT srl / ISO 25639:2022

Senator Lucia Borgonzoni

Undersecretary of State for Culture

Ever since its inception, MIA | Mercato Internazionale Audiovisivo has established itself as a benchmark event for the audiovisual industry: a key gathering place for dialogue and exchange on the major challenges and opportunities driving a sector that is strategic to the cultural and economic growth of our country.

Year after year, MIA has shown a remarkable ability to interpret market shifts, anticipate trends, and guide its evolution through an innovative formula that connects producers, distributors, investors, and professionals from all over the world. It provides an invaluable opportunity to strengthen international partnerships, foster new co-productions, support project development, and promote the circulation of audiovisual works.

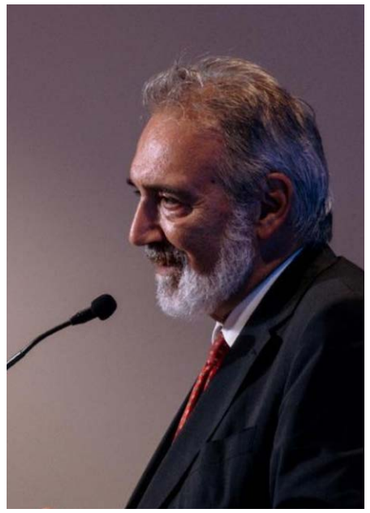
Fostering industry synergies, highlighting our talents, and enhancing the international competitiveness of the Italian audiovisual sector are fundamental goals. They allow us to keep investing in a field that serves not only as a vital engine for growth, but also as an extraordinary medium for showcasing our identity, culture, and creativity.

In an ever-evolving global landscape—marked by accelerating technological advancements and the new horizons opened by Artificial Intelligence—it is more critical than ever to create spaces for discussion, share expertise, and map out strategies that balance progress, quality, and the protection of creative labor. New technologies must serve as tools to empower human ingenuity, without ever replacing the indispensable value of ideas, sensitivity, and artistic vision.

It is with this conviction that the Ministry of Culture renews its support for MIA, recognizing its strategic role in enhancing dialogue among industry stakeholders and unlocking new growth opportunities.
Continuing to support the excellence of our audiovisual industry means investing in the future of Italian culture. It equips our professionals with the tools to compete globally while safeguarding and celebrating the cultural identity that makes our country unique and internationally recognized.

Francesco Rocca

President of the Lazio Region



The audiovisual sector holds a central place in the identity and economy of Lazio. It is a heritage of creativity, expertise, and professionalism that combines the strength of a great tradition with the capacity to experiment with new languages. Supporting this industry means investing in jobs, business growth, and the opportunity to showcase our region to the world.

The 12th edition of MIA | Mercato Internazionale Audiovisivo fits into this vision: a platform where ideas meet the resources needed to become productions, projects find partners, and businesses build relationships beyond national borders. For Rome and Lazio, MIA represents a key opportunity to consolidate their role on the international audiovisual stage.

As a Regional Government, we want to make these opportunities increasingly accessible to the region's small and medium-sized enterprises. Our contribution to MIA stems from this goal and translates into supporting training programs, project presentations, and meetings with potential partners. Guiding businesses into international markets means helping them highlight their expertise, develop co-productions, and reach new audiences.

This vision also inspired "Roma Lazio in Serie", the initiative promoted by the Region alongside the Fondazione Roma Lazio Film Commission, in collaboration with MIA, the Rome Film Fest, and Alice nella Città. Television series represent an increasingly significant component of the audiovisual industry, capable of engaging diverse audiences and creating opportunities for the entire supply chain. Through this project, we aim to showcase productions created in Lazio and the work of those who make them possible, building a space where authors, actors, producers, industry professionals, and audiences can connect. It is a collaboration that places the cultural and industrial value of the sector at its core, strengthening ties across its various partners.

This commitment is further demonstrated through instruments such as Lazio Cinema International, through which we support the production of international audiovisual works in our territory. We aim to encourage investments capable of generating skilled employment, reinforcing the local supply chain, and highlighting Lazio's rich cultural and scenic heritage.

I believe the role of public institutions is to foster the conditions that allow talent to express itself and turn into concrete career opportunities. This requires attention to new generations, independent productions, and smaller organizations that, despite limited resources, possess the vision and ability to compete.

MIA helps build these conditions by connecting creativity with enterprise, and a local dimension with an international horizon. Supporting it means contributing to the future of a sector that has much to offer to Lazio's growth and its capacity to create culture.

Matteo Zoppas

President of ITA - Italian Trade Agency

Preface to the MIA 2026 Catalogue

Made in Italy is not only synonymous with manufacturing quality and industry, it is also culture, creativity, and innovation. In this spirit, the ITA - Italian Trade Agency is renewing its strong support to MIA – Mercato Internazionale Audiovisivo in 2026, consolidating a long-standing strategic partnership with ANICA and APA. This collaboration fits fully into the framework of the Growth Diplomacy promoted by the Ministry of Foreign Affairs and International Cooperation, aimed at promoting Italian audiovisual excellence, fostering co-productions and strengthening the international competitiveness of our companies.

The twelfth edition of MIA, set in the iconic district between Palazzo Barberini and Via Veneto confirms Rome as the capital of the global audiovisual industry and a privileged observatory on industry transformations. ITA keeps playing a key role in the organization and enhancement of the event by supporting the incoming of 500+ foreign operators and buyers from 60 countries.

The 2026 edition marks an important evolutionary step for the event: with over 630 submitted projects and a renewed industrial program spanning cinema, series, documentaries, animation, and factual content, MIA adopts innovative tools to address the sector's challenges. Key highlights include the European Investment Hub - a platform designed to bring companies closer to complex European and international

financial instruments - and the new Gap Financing program dedicated to animated

series.

For the ITA, Italian Trade Agency, supporting MIA means investing in a fundamental system infrastructure capable not only of connecting creativity, industry, and finance, but also of enhancing the entire production chain and its professionals, consolidating Italy's central role in the global audiovisual landscape.

Giorgio Carlo Brugnoni

Director General for Cinema and Audiovisual, Ministry of Culture

Now in its twelfth edition, MIA | Mercato Internazionale Audiovisivo has increasingly consolidated its position as one of the premier European and international events dedicated to the film and audiovisual industry, bringing together operators, institutions, and professionals from Italy and across the globe.

This year's edition once again opens its doors alongside the Rome Film Fest, creating a synergistic and complementary bridge between festival and market. It places Rome at the center of the European and international cinematic and audiovisual landscape - spanning from the prestigious setting of the Auditorium Parco della Musica Ennio Morricone to the Casa del Cinema, Piazza Barberini, Palazzo Barberini, and along Via Veneto, one of the most iconic and recognizable streets in the history of Italian cinema and global film culture. MIA offers a prime opportunity for networking among businesses, professionals, institutions, and international industry leaders - a platform where film, audiovisual art, and new forms of creativity engage with their present state and, above all, address the upcoming challenges in shaping the future.

The widespread participation underscores MIA's growing relevance on the international stage as well as its capacity for innovation. At the same time, it reflects a vital industry navigating an era of profound transformation - from integration and consolidation processes to technological advances, particularly the impact of artificial intelligence, and shifting audience consumption habits. In this climate, it is all the more essential to recognize ourselves as part of a broader space: one where we can engage with the film and audiovisual industries of other European and non-European countries, fostering collaboration, the exchange of ideas and expertise, and building new opportunities for co-production.

It is precisely within this framework that the Directorate General for Cinema and Audiovisual of the Italian Ministry of Culture (DG-CA) and the Centre National du Cinéma et de l'Image Animée (CNC) have set out to follow up on the enhanced cooperation program for the film and audiovisual sectors - signed in Antibes on June 25, 2026, during the Italy-France Intergovernmental Summit by the Italian Minister of Culture, Alessandro Giuli, and the French Minister of Culture, Catherine Pégard. To this end, they have established and convened for the first time the expert group on European policies in the film and audiovisual sectors, designed as a platform for dialogue and reflection between institutional representatives and professionals from both countries. The goal is to foster a shared assessment of common challenges related to European regulatory frameworks, support policies for creation and production, and the evolving distribution models for creative works.

Chiara Sbarigia

President, APA

Italian production has the power to tell stories that the world wants to see. Today, the real challenge lies in empowering companies to plan, develop, and produce works that are effectively distributed and reach their intended audiences.

To meet this challenge, with the twelfth edition of MIA, we decided to shift its center of gravity and rethink its format—moving away from simply reflecting what the audiovisual industry has already produced, and toward actively creating the conditions for businesses to innovate, grow, and compete on global markets. All while remaining steadfast on the audiovisual sector's two strategic assets: content quality and a strong connection with the audience.

For over a decade, the industry has been evolving at an increasingly rapid pace, requiring independent producers to navigate unprecedented editorial challenges, innovative distribution strategies, and new financial instruments. Within the audiovisual space, we are therefore shining a spotlight on micro-dramas, emerging forms of serialized content, and what we deliberately define in broad terms as the "digital environment" - a segment to which APA has dedicated a specific study to be presented as part of the 8th Annual Audiovisual Report. Significant focus is also dedicated to the Gap Financing Market, our new program tailored to animated series, alongside the consolidation of the European Investments Hub to address the concrete needs of independent producers, where APA will present its public-private fund initiative.

We no longer live in a national bubble: while the international landscape certainly brings competition, it also offers strategic partnerships and new opportunities. To facilitate networking and business encounters among professionals, we have also reimagined our venue logistics to offer warmer, more functional spaces. Alongside the magnificent halls of Palazzo Barberini, this year's MIA will take place across the hotels of Via Veneto - the iconic street of the Dolce Vita - which for one week will transform into a true "Audiovisual District."

MIA's core mission remains unchanged: keeping the market closely aligned with a rapidly changing global context, capturing new creative languages, production models, and funding opportunities. The excellence of Italian content is our starting point, but turning that quality into industrial value demands investment, expertise, and international relationships. APA will continue to work tirelessly to ensure that MIA guides the entire supply chain toward this goal within increasingly integrated ecosystems.

Alessandro Usai

President, ANICA

The true value of a market is measured not only by its ability to attract projects and industry leaders, but above all by its capacity to turn meetings into collaborations, ideas into completed works, and talent into industrial growth. This is the core strength of MIA, which once again in 2026 confirms its status as one of the most vital events for both the Italian and international audiovisual sectors.

Year after year, the Market has consolidated its global standing, becoming a premier venue for dialogue among talent, businesses, producers, distributors, broadcasters, streamers, investors, and public institutions. The figures for this edition bear witness to its growing appeal: more than 500 projects from 82 countries were submitted to the Co-Production Market—a result that highlights MIA's ability to tap into creativity, expertise, and opportunities from around the world.

The high caliber of the selected projects, paired with expanded pitching, networking, co-production, and development activities, reinforces MIA's role as a launchpad capable of guiding works from initial concept to full realization and market release.

This function is all the more crucial during a period of profound transformation across the audiovisual industry. Production and distribution models are shifting, viewing habits are evolving, and technological innovation continues to multiply opportunities. At the same time, securing the necessary resources to develop and bring new projects to life has become increasingly complex. The challenge, therefore, is not merely generating creativity, but building the right conditions for that creativity to translate into business, employment, and long-term value.

It is within this framework that one of the defining highlights of MIA 2026 takes shape: the European Investment Hub, two days dedicated to European and international financial instruments supporting the audiovisual, cultural, and creative industries. The goal is to foster meaningful dialogue between enterprises, investors, and institutions—making available financial pathways more accessible and driving new collaborative ventures. In doing so, the European Investment Hub strengthens MIA's mission not simply to serve as an international showcase, but to act as a full-fledged service aggregator for the industry. The MIA Development Awards, alongside our co-production and gap financing initiatives, work toward the exact same end: transforming visibility and professional connections into tangible paths forward.

The audiovisual landscape of 2026 is inherently global, competitive, and interconnected. Italy boasts an extraordinary legacy of creativity, expertise, and production capacity. We must continue to elevate this heritage by empowering our companies and amplifying their presence across international markets.

ANICA strongly supports the ongoing growth of MIA, firmly believing that strengthening the Market means fortifying the entire national audiovisual ecosystem and consolidating Italy's standing as an international creative and production hub.

It is precisely this capacity to unite culture and industry, talent and capital, vision and opportunity that makes MIA a strategic cornerstone for the present and future of screen industries. In this spirit, ANICA will continue to work side by side with APA to ensure that MIA keeps expanding, innovating, and driving the industry forward.

Gaia Tridente

MIA Director

The audiovisual industry is undergoing a profound transformation. New business models, changing audience behaviours, evolving financing structures and the growing convergence of creative sectors are redefining how stories are developed, produced, financed and brought to audiences around the world.

In this rapidly changing landscape, international markets have a responsibility that goes beyond connecting professionals and showcasing projects. They must become places where the industry can question established models, anticipate emerging trends and, above all, create the conditions for new ideas and opportunities to take shape. This is the ambition behind MIA 2026.

This year marks an important step forward in the evolution of our market. A change of pace, but also a change of perspective: one that places talent, creativity and intellectual property at the heart of an increasingly interconnected audiovisual ecosystem, while embracing the new dynamics shaping the global industry.

We have reimagined MIA as a platform capable of accompanying projects and companies across the entire value chain, from the discovery and development of original ideas to international co-production, financing, distribution and the creation of long-term value.

Our evolution is also reflected in a new visual manifesto, capturing MIA's ambition to observe today's transformations while imagining tomorrow's possibilities. This year, MIA also embraces a new dimension across iconic venues in the heart of Rome, a city that is an essential part of our identity and our international outlook.

The driving force behind this transformation remains our greatest asset: the MIA community. A global network of talents, professionals, companies and institutions whose ideas, vision and commitment make our market a place where meaningful connections become real opportunities. My sincere thanks to APA and ANICA, our institutional partners and supporters, the entire MIA team, and everyone who continues to believe in and contribute to this journey.

Welcome to the MIA 2026 universe.

8°

RAPPORTO SULLA **PRODUZIONE AUDIOVISIVA NAZIONALE**

21.10.2026
h. 11.00

PALAZZO BARBERINI

SALA PIETRO DA CORTONA

ASSOCIAZIONE PRODUTTORI AUDIOVISIVI
SERIE • FILM • INTRATTENIMENTO • DOC • ANIMAZIONE

CON IL PATROCINIO DEL
MINISTERO DELLA CULTURA

ANICA
Associazione Nazionale Industrie Cinematografiche Audiovisive e Digitali

ANICA è l'Associazione di Settore che in Confindustria **rappresenta le aziende** che operano nella **filiera cinematografica, audiovisiva e digitale**. Fondata il 10 luglio 1944, assiste le imprese in ogni area di interesse, in particolare nelle relazioni con le Istituzioni e con le organizzazioni pubbliche e private per la valorizzazione generale del settore.

www.anica.it

Calendar

DAY 1

MONDAY 19.10

● Animation Series ● Drama ● Talks ● DOC ● UNBOX ● Hosted ● Film ● MIA XR ● Lazio Pitching Forum
● Book Adaptation Forum ● Casa MIA ● Networking Events ● European Investment Hub ■ Buyers Club

	Palazzo Barberini	The Westin Excelsior		Hotel InterContinental	Hotel Sina Bernini Bristol			Grand Hotel Palace	B2B Meetings Networking Events Buyers Club
	Sala Pietro da Cortona	Sala Giardino d'Inverno	Sala Trianon	Cameo Events Room	Sala Apollo & Dafne	Sala Enea	Sala David	Conference Room	
Morning									
								09:00 AM – 6:30 PM *Closed Doors Event* APOLLO SERIES Workshop Session #1	9:30 AM – 4:30 PM *Access: Industry Badges Only* Hotel InterContinental, Charlie's Rooftop DOC B2B Meetings
	10:00 AM – 1:30 PM *Access: All Badges* European Financing Tools and Strategic Perspectives								9:30 AM – 6:30 PM *Access: Industry Buyer Badge Only* The Westin Excelsior, Sala Campidoglio Sales and Buyers Meetings Lounge
									FESTIVAL SCREENINGS (Industry Buyer Badge Only) @Rome Film Fest I Play Rocky 8:30 AM - Auditorium Parco della Musica, Sala Sinopoli Fjord 8:30 AM - Auditorium Parco della Musica, Teatro Studio Sants 9:00 AM - Auditorium Parco della Musica, Sala Petrassi Mustang 11:00 AM - Auditorium Parco della Musica, Sala Petrassi The River Train 11:15 AM - Maxxi
	APA: Italian Fund for Audiovisual Industry								
Afternoon									FESTIVAL SCREENINGS (Industry Buyer Badge Only) @Alice nella Città Gabin 11:30 AM - Auditorium Parco della Musica, Sala Sinopoli Onde Corte - (Slot 1) 3:00 PM - Teatro Sistina Fabulaetiem 5:00 PM - Cinema Quattro Fontane Onde Corte ACADEMY- (Slot 7) 6:00 PM - Teatro Sistina I Matter 6:30 PM - Cinema Quattro Fontane Le ragazzine stanno perdendo il controllo. La società le teme. La fine è azzurra 9:00 PM - Cinema Quattro Fontane
		2:00 – 3:00 PM *Access: All Badges* Fireside Chat with Edward Berger			2:30 – 3:30 PM *Access: All Badges* Audience Engagement: Understanding Gen Alpha & Gen Z				
		3:30 – 5:00 PM *Access: All Badges* Fireside Chat with Marco Bassetti	3:00 PM – 4:30 PM *Access: Industry Badges Only* Lazio Pitching Forum		4:00 – 6:00 PM *By registration Only* Deep-Dive Roundtables: European Co-Production Funds				
		5:30 – 6:30 PM *Access: All Badges* Can Excellence Survive the Mainstream?	5:00 – 6:00 PM *Access: All Badges* Beyond the Screen: The new Frontiers of Entertainment	5:00 – 6:30 PM *Access: All Badges* SCORE (R)evolution How Music Shapes Reality From Documentary Truth to Cinematic Mythmaking					6:00 – 7:30 PM W Hotel Rome, Rooftop Terrace *Access: Industry Badges Only* Casa MIA @ W Rome in Collaboration with Apulia Film Commission

TUESDAY 20.10

Animation Series · Drama · Talks · DOC · UNBOX · Hosted · Film · MIA XR · Lazio Pitching Forum · Book Adaptation Forum · Casa MIA · Networking Events · European Investment Hub · Buyers Club

DAY 2

Morning

Palazzo Barberini – Sala Pietro da Cortona

- 10:00 – 10:45 AM
  Access: All Badges
  Italy–France: A New Dialogue on European Audiovisual Policy
- 10:45 – 11:45 AM
  Access: All Badges
  New Capital, New Opportunities
- 11:45 AM – 12:45 PM
  Access: All Badges
  Equity & Growth Capital

Palazzo Barberini – Sala Meeting

- 10:30 AM – 12:30 PM
  By Registration Only
  Roundtables: Tools in Practice

The Westin Excelsior – Sala Giardino d'Inverno

- 9:30 AM – 1:00 PM
  Access: Industry Badges Only
  Film Pitching Forum

The Westin Excelsior – Sala Trianon

- 10:30 – 11:30 AM
  Access: All Badges
  From Market Demand to New Standard:
  How Can We Turn Diversity into Opportunity?
- 12:00 – 1:30 PM
  Access: All Badges
  Can Regulation Strengthen Independent Producer?

Hotel InterContinental – Cameo Events Room

- 10:00 AM – 12:00 PM
  Access: Industry Badges Only
  DOC Pitching Forum
  Session #1

Hotel Sina Bernini Bristol – Sala Apollo & Dafne

- 9:30 AM – 12:00 PM
  Access: Industry Badges Only
  Animation Series Gap Financing Market
  Session #1

Hotel Sina Bernini Bristol – Sala Enea

- 11:00 AM – 6:30 PM
  Closed Doors Event
  EBU – Fiction Experts Plenary Meeting
  Session #1

Hotel Sina Bernini Bristol – Sala David

- 9:30 AM – 1:30 PM
  Closed Doors Event
  Scenari Transalpini
  Session #1 & #2

Grand Hotel Palace – Conference Room

- 09:00 AM – 6:30 PM
  Closed Doors Event
  APOLLO SERIES Workshop
  Session #2

Afternoon

Palazzo Barberini – Sala Pietro da Cortona

- 12:45 – 1:45 PM
  Access: All Badges
  Global Film Finance
- 3:00 – 4:00 PM
  Access: All Badges
  The Last Mile: How Projects Reach Financial Close
- 4:00 – 5:00 PM
  Access: All Badges
  Brands as New Financing Partners
- 5:00 – 6:00 PM
  Access: All Badges
  Video Games and Monetizing Film IP in Different Ways

Palazzo Barberini – Sala Meeting

- 3:30 – 5:30 PM
  By Registration Only
  Advisory & One-on-One Meetings

The Westin Excelsior – Sala Giardino d'Inverno

- 3:00 – 4:00 PM
  Access: All Badges
  The Bad Wolf: In Conversation with Jane Tranter
- 4:00 – 6:00 PM
  Access: Industry Badges Only
  C EU Soon

The Westin Excelsior – Sala Trianon

- 2:30 – 3:10 PM
  Access: Industry Buyer Badge Only
  COMIN' UP Session
  Vision Distributions
- 4:30 – 5:30 PM
  Access: All Badges
  How to Navigate Challenges and Opportunities in Intenational Film and TV

Hotel InterContinental – Cameo Events Room

- 2:00 – 4:00 PM
  Access: Industry Badges Only
  DOC Pitching Forum
  Session #2
- 5:00 – 6:00 PM
  Access: All Badges
  Fireside Chat with Kim Longinotto

Hotel Sina Bernini Bristol – Sala Apollo & Dafne

- 5:00 – 6:30 PM
  Access: All Badges
  Distribution Strategies: The Future of Animation Distribution

B2B Meetings Networking Events Buyers Club

- 2:00 – 4:00 PM
  Access: Industry Badges Only
  Hotel Sina Bernini Bristol, Sala David
  Animation Series B2B Meetings
- 9:30 AM – 4:30 PM
  Access: Industry Badges Only
  Hotel InterContinental, Charlie's Rooftop
  DOC B2B Meetings
- 3:30 – 6:30 PM
  Access: Industry Badges Only
  The Westin Excelsior, Sala Vinorum
  Drama B2B Meetings
- 2:00 – 6:30 PM
  Access: Industry Badges Only
  The Westin Excelsior, Sala Pincio & Sala Fori
  Film B2B Meetings
- 9:30 AM – 3:00 PM
  Access: Industry Badges Only
  The Westin Excelsior, Sala Vinorum
  Book Adaptation Forum B2B Meetings
- 9:30 AM – 6:30 PM
  Access: Industry Badges Only
  The Westin Excelsior, Sala Boncompagni
  Lazio Pitching Forum B2B Meetings
- 9:30 AM – 6:30 PM
  Access: Industry Buyer Badge Only
  The Westin Excelsior, Sala Campidoglio
  Sales and Buyers Meetings Lounge
- FESTIVAL SCREENINGS (Industry Buyer Badge Only)
  @Rome Film Fest
  - Violette
    8:30 AM - Auditorium Parco della Musica, Sala Sinopoli
  - L'assurda storia della Gialappa's Band
    9:00 AM - Auditorium Parco della Musica, Sala Petrassi
  - 7 Anniversaries
    11:00 AM - Auditorium Parco della Musica, Sala Petrassi
  - Everyone's Time
    11:15 AM - Maxxi
- FESTIVAL SCREENINGS (Industry Buyer Badge Only)
  @Alice nella Città
  - Onde Corte - (Slot 2)
    3:00 PM - Teatro Sistina
  - Gabin
    6:00 PM - Cinema Quattro Fontane
  - Onde Corte - (Slot 3)
    6:00 PM - Teatro Sistina
  - Il Caffè
    9:00 PM - Cinema Quattro Fontane
  - Low Expectations
    9:00 PM - Teatro Sistina
- 1:00 PM – 3:00 PM
  Istituto Svizzero
  Access: By Invitation Only
  Get Together - Swiss Films Lunch
- 6:00 – 7:30 PM
  W Hotel Rome, Rooftop Terrace
  Access: Industry Badges Only
  Casa MIA @ W Rome in Collaboration with Trentino Film Commission

WEDNESDAY 21.10

● Animation Series ● Drama ● Talks ● DOC ● UNBOX ● Hosted ● Film ● MIA XR ● Lazio Pitching Forum
● Book Adaptation Forum ● Casa MIA ● Networking Events ● European Investment Hub ■ Buyers Club

DAY 3

Morning

Palazzo Barberini – Sala Pietro da Cortona
11:00 AM – 1:00 PM
Access: By Invitation Only
APA: 8th Report on National Audiovisual Production

The Westin Excelsior – Sala Giardino d'Inverno
11:00 AM – 12:00 PM
Access: All Badges
Fear Not: How Horror is Rewriting the Film Market

The Westin Excelsior – Sala Trianon
11:30 AM – 1:30 PM
Close Doors Event
Scenari Transalpini
Session #3

Hotel Sina Bernini Bristol – Sala Apollo & Dafne
9:30 AM – 12:30 PM
Access: Industry Badges Only
Animation Series Gap Financing Market
Session #2

Hotel Sina Bernini Bristol – Sala Enea
9:30 AM – 1:00 PM
Closed Doors Event
EBU – Fiction Experts Plenary Meeting
Session #2

Hotel Sina Bernini Bristol – Sala David
9:30 – 11:00 AM
By Registration Only
Remaking Stories: IP, Creativity and New Audiences

Grand Hotel Palace – Conference Room
12:15 – 1:00 PM
Access: All Badges
Market Insights | International Broadcasters
Beyond the Co-Production Deal

Afternoon

Palazzo Barberini – Sala del Trono
2:00 – 6:00 PM
By Registration Only
Green Film Lab Opening Session

Palazzo Barberini – Sala Pietro da Cortona
4:30 – 6:30 PM
Access: All Badges
Pitch and Diploma Ceremony of the Master in Serial Fiction Writing

The Westin Excelsior – Sala Giardino d'Inverno
2:00 – 3:15 PM
Access: Industry Badges Only
Drama Pitching Forum
Session #1

4:00 – 6:00 PM
Access: Industry Badges Only
GREENLit

Followed by:
Access: All Badges
Fireside Chat with Anna Marsh

The Westin Excelsior – Sala Trianon
3:00 AM – 6:00 PM
Access: Industry Buyer Badge Only
COMIN' UP Sessions
- True Colors
- Rai Cinema International Distribution
- Piperplay
- Fandango Sales
- Minerva Pictures in association with TVCO
- Studio 100 Film | Feature Film Slate 2026-2030

Hotel InterContinental – Cameo Events Room
2:00 – 2:30 PM
Access: All Badges
Shared Shores Euro-Mediterranen Documentary Markets Coalition

2:30 – 3:00 PM
Access: All Badges
Strategies for Glocal Storytelling
How to Shape and Present International-Ready Docs

3:30 – 4:30 PM
Access: All Badges
Fireside Chat with Trevor Roth

5:00 – 7:00 PM
Access: All Badges
Italians Doc It Better

Hotel Sina Bernini Bristol – Sala Apollo & Dafne
3:30 – 4:30 PM
Access: All Badges
Children's Pubcasters Meeting

Hotel Sina Bernini Bristol – Sala David
2:30 – 7:30 PM
Closed Doors Event
MIA B2B Exchange | CEE Animation Lab
Session #1

B2B Meetings Networking Events Buyers Club

4:30 – 6:30 PM
Access: Industry Badges Only
Hotel Sina Bernini Bristol, Sala Enea
Animation Series B2B Meetings

10:00 – 12:00 AM / 2:00 – 4:30 PM
Access: Industry Badges Only
Hotel InterContinental, Charlie's Rooftop
DOC B2B Meetings

9:30 AM – 1:30 PM / 5:30 – 6:30 PM
Access: Industry Badges Only
The Westin Excelsior, Sala Vinorum
Drama B2B Meetings

9:30 AM – 6:30 PM
Access: Industry Badges Only
The Westin Excelsior, Sala Pincio & Sala Fori
Film B2B Meetings

2:00 – 5:00 PM
Access: Industry Badges Only
The Westin Excelsior, Sala Vinorum
Book Adaptation Forum B2B Meetings

9:30 AM – 6:30 PM
Access: Industry Buyer Badge Only
The Westin Excelsior, Sala Campidoglio
Sales and Buyers Meetings Lounge

FESTIVAL SCREENINGS (Industry Buyer Badge Only)
@Rome Film Fest

The Life and Deaths of Wilson Shedd
8:45 AM - Auditorium Parco della Musica, Teatro Studio
Cambogia
9:00 AM - Auditorium Parco della Musica, Sala Petrassi
The Debut
9:00 AM - Auditorium Parco della Musica, Sala Sinopoli
Giorni Felici
11:00 AM - Auditorium Parco della Musica, Sala Petrassi
Ula
11:00 AM - Teatro Studio
Lady
11:15 AM - Maxxi

FESTIVAL SCREENINGS (Industry Buyer Badge Only)
@Alice nella Città

Il Caffè
4:00 PM - Cinema Quattro Fontane
Onde Corte ACADEMY - (Slot 8)
4:00 PM - Teatro Sistina
Onde Corte - (Slot 4)
6:00 PM - Teatro Sistina
Low Expectations
9:00 PM - Cinema Quattro Fontane
La promessa di Patrizio
9:00 PM - Teatro Sistina

6:00 – 7:30 PM
W Hotel Rome, Rooftop Terrace
Access: Industry Badges Only
Casa MIA @ W Rome in Collaboration with IDM Film & Music Commission Südtirol

6:30 – 8:30 PM
Becoming Maestre
Upon invitation only

THURSDAY 22.10

● Animation Series ● Drama ● Talks ● DOC ● UNBOX ● Hosted ● Film ● MIA XR ● Lazio Pitching Forum
● Book Adaptation Forum ● Casa MIA ● Networking Events ● European Investment Hub ■ Buyers Club

Palazzo Barberini

Sala Pietro da Cortona

Morning

10:30 AM – 1:00 PM
Access: All Badges
ANICA:
Film Consumption in Italy: Audiences Between Cinema and Other Screens

Afternoon

2:00 – 3:00 PM
Access: All Badges
Independent Producers, but Independent from Whom?

Sala del Trono

Afternoon

3:00 – 4:00 PM
Access: All Badges
Crime Fiction: Teamwork

The Westin Excelsior

Sala Giardino d'Inverno

Morning

10:00 – 11:00 AM
Access: Industry Badges Only
Drama Pitching Forum
Session #2

11:30 AM – 1:00 PM
Access: Industry Badges Only
UNBOX
Pitching Forum

Afternoon

2:00 – 3:00 PM
Access: All Badges
Code Korea:
Korea's OTT Originals Showcase

3:30 – 4:30 PM
Access: All Badges
Who Are We Still Making Drama For?
Reconnecting Storytelling and Audiences

5:00 – 6:00 PM
Access: All Badges
Fireside Chat with Asif Kapadia

7:30 – 9:00 PM
Awards
Access: All Badges
MIA Awards

Sala Trianon

Morning

10:30 – 11:30 AM
Access: All Badges
Innovation Meets Distribution
How Technology is Changing the Business of European Distributors

12:00 – 12:30 PM
Access: All Badges
Le Perfezioni:
A Blueprint for International Adaptation and Co-Production

12:30 – 2:00 PM
Access: All Badges
Book Adaptation Forum
Pitching Session

Afternoon

3:30 – 5:00 PM
Access: All Badges
MIA XR Videogames Collective Pitch
+ Demo Area

Hotel Sina Bernini Bristol

Sala Apollo & Dafne

Morning

9:30 – 11:30 AM
Access: Industry Badges Only
Animation Next: Italy

Afternoon

2:00 – 4:00 PM
Access: All Badges
The Brand Experience:
Building IPs Beyond the Screen

Sala Enea

Afternoon

2:00 – 3:00 PM
Access: All Badges
From Page to the Big Screen: in Conversation with Giacomo Scarpelli

Sala David

Morning

9:30 – 7:30 PM
Close Doors Event
MIA B2B Exchange | CEE Animation Lab
Session #2

Grand Hotel Palace

Conference Room

Morning

9:30 – 10:15 AM
Access: All Badges
Market Insights | Strategies for Independent Success

11:45 AM – 1:15 PM
By Registration Only
Vertical Drama Forum: Roundtable

Afternoon

2:30 – 3:30 PM
Access: All Badges
Market Insights | Arte, Decoded:
One Broadcaster, Many Doors. Who to Pitch, When and How

B2B Meetings Networking Events Buyers Club

4:00 – 6:00 PM
Access: Industry Badges Only
Hotel Sina Bernini Bristol, Sala Enea
Animation Series B2B Meetings

10:30 AM – 2:00 PM / 3:30 – 4:30 PM
Access: Industry Badges Only
Hotel InterContinental, Charlie's Rooftop
DOC B2B Meetings

11:00 AM – 1:30 PM
Access: Industry Badges Only
The Westin Excelsior, Sala Vinorum
Drama B2B Meetings

9:30 AM – 6:30 PM
Access: Industry Badges Only
The Westin Excelsior, Sala Pincio & Sala Fori
Film B2B Meetings

2:00 – 6:30 PM
Access: Industry Badges Only
The Westin Excelsior, Sala Vinorum
Book Adaptation Forum B2B Meetings

9:30 AM – 6:30 PM
Access: Industry Badges Only
The Westin Excelsior, Sala Boncompagni
Lazio Pitching B2B Forum

2:00 – 6:30 PM
Access: Industry Badges Only
The Westin Excelsior, Sala Vinorum
UNBOX B2B Meetings

9:30 AM – 6:30 PM
Access: Industry Buyer Badge Only
The Westin Excelsior, Sala Campidoglio
Sales and Buyers Meetings Lounge

FESTIVAL SCREENINGS (Industry Buyer Badge Only)
@Rome Film Fest

Club Kid
8:30 AM - Auditorium Parco della Musica, Teatro Studio
The Other Profile
9:00 AM - Auditorium Parco della Musica, Sala Petrassi
Me, You
9:00 AM - Auditorium Parco della Musica, Sala Sinopoli
Ghost Song
11:00 AM - Auditorium Parco della Musica, Sala Petrassi
Yesterday the Eye didn't Sleep
11:00 AM - Auditorium Parco della Musica, Teatro Studio
The Guest
11:15 AM - Maxxi

FESTIVAL SCREENINGS (Industry Buyer Badge Only)
@Alice nella Città

Onde Corte - (Slot 5)
3:00 PM - Teatro Sistina
Everytime
4:00 PM - Cinema Quattro Fontane
Onde Corte - (Slot 6)
6:00 PM - Teatro Sistina
15/18 (A Place to Heal)
8:30 PM - Cinema Quattro Fontane
La Gradiva
9:00 PM - Teatro Sistina

6:00 – 7:30 PM
W Hotel Rome, Rooftop Terrace
Access: Industry Badges Only
Casa MIA @ W Rome in Collaboration with Fondazione Roma Lazio Film Commission

DAY 4

FRIDAY 23.10

● Animation Series ● Drama ● Talks ● DOC ● UNBOX ● Hosted ● Film ● MIA XR ● Lazio Pitching Forum
● Book Adaptation Forum ● Casa MIA ● Networking Events ● European Investment Hub ■ Buyers Club

The Westin Excelsior

Sala Giardino d'Inverno

Morning

9:30 – 10:30 AM
Access: All Badges
How to Build a Successful Career in the Video Game Industry

10:30 AM – 12:00 PM
Access: All Badges
Producing with AI: Augmentation or Replacement?

12:00 – 1:30 PM
Access: All Badges
Back to the Future: It's all about the Story

Afternoon

B2B Meetings Networking Events Buyers Club

10:00 AM – 4:00 PM
Access: Industry Badges Only
Hotel InterContinental, Charlie's Rooftop
DOC B2B Meetings

9:00 AM – 2:00 PM
Access: Industry Badges Only
Hotel Westin Excelsior, Sala Pincio
Drama B2B Meetings

9:00 AM – 2:00 PM
Access: Industry Badges Only
The Westin Excelsior, Sala Pincio
Film B2B Meetings

9:00 AM – 2:00 PM
Access: Industry Badges Only
The Westin Excelsior, Sala Vinorum
UNBOX B2B One Meetings

9:30 AM – 2:00 PM
Access: Industry Buyer Badge Only
The Westin Excelsior, Sala Campidoglio
Sales and Buyers Meetings Lounge

FESTIVAL SCREENINGS (Industry Buyer Badge Only)
@Rome Film Fest

La bola negra
8:30 AM - Auditorium Parco della Musica, Teatro Studio
Congo Boy
9:00 AM - Auditorium Parco della Musica, Sala Petrassi
Evening in Rome
11:00 AM - Auditorium Parco della Musica, Sala Petrassi
Nina Roza
11:15 AM - Maxxi

FESTIVAL SCREENINGS (Industry Buyer Badge Only)
@Alice nella Città

Eklipse
8:30 PM - Teatro Sistina

FESTIVAL SCREENINGS (Buyers)
@Rome Film Fest & Alice nella Città

Se domani non torno
9:00 AM - Auditorium Parco della Musica, Sala Sinopoli

19.10

MONDAY

10:00 AM - 1:30 PM — Palazzo Barberini
Sala Pietro Da Cortona

European Investment Hub

European Financing Tools And Strategic Perspectives

Opening remarks introducing the objectives and strategic framework of the European Investment Hub.

Welcome Remarks:

Chiara Sbarigia | *President*, APA
Alessandro Usai | *President*, ANICA

Key Contributions:

Giuseppe Abbamonte | Director for Media Policy, DG CONNECT, Directorate I, European Commission
Antonino Stefanucci | Senior Mandate Manager - European Commission, European Investment Fund
Charlotte Appelgren | General Secretary, CineRegio
Min. Plen, Mauro Battocchi | Direttore Generale per la Crescita e la promozione delle Esportazioni, Ministero degli Affari Esteri e della Cooperazione Internazionale - MAECI
Lorenzo Galanti | Direttore Generale, ITA - Italian Trade Agency
Giorgio Carlo Brugnoni | Direttore Generale, Direzione Generale Cinema e Audiovisivo - Ministero della Cultura
Enrico Vannucci | Deputy Executive Director - Eurimages Funds - The Council of Europe
Federico Eichberg | Capo di Gabinetto, Ministero delle Imprese e del Made in Italy - MIMIT

Followed By

APA: Italian Fund for Audiovisual Industry

APA presents the Italian Fund for Audiovisual Industry

Speakers:

Gloria Giorgianni | Board Member, APA – Institutional Relations and APA-FIA Project
Mario Mauri | Treasurer, APA – APA-FIA Project
Domenico Lombardi | CEO, Fondo Italiano d'Investimento SGR
Beniamino Quintieri | President, Istituto per il Credito Sportivo e Culturale (ICSC S.p.A.)

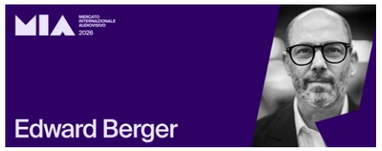
2:00 PM - 3:00 PM — Hotel Excelsior
Sala Giardino D'Inverno

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 NineHours (Germany)
Moderator:
Lorenzo De Maio | President, De Maio Entertainment (US)



3:00 PM - 4:30 PM — Hotel Excelsior
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)
Costa Cavea (LSPG)
Crazy Flower (Ring Film)
Fish & Chips (Emma Film)
Fuoristagione (Ulalà Film)
Inside The Wolf (A Little Confidence)
The Last Children (Amartia Film)
Lia Pipitone - I'll See You Live (The Piranesi Experience)
The Man Without A Past (Eurofilm)
Mediterranean Adventures (Light & Color)
Natur Boi (Elsinore Film)
Poor Us (Woody Film)

3:30 PM - 5:00 PM — Hotel Excelsior
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)

5:00 PM - 6:00 PM — Hotel Excelsior
Sala Trianon

MIA XR

Beyond The Screen: The New Frontiers Of Entertainment

Entertainment is moving beyond traditional screens, as film, live events, immersive experiences, visual arts and technology increasingly converge. From large-scale installations and virtual production to interactive environments and brand experiences, the panel explores how stories and IP can expand into new formats, spaces and business opportunities — creating new ways for audiences to experience, inhabit and connect with content.

Speakers:
Mark Bustard | Founder & Executive Producer, Bustard Consulting (UK)
Sebastiano Vitale | Art Director and Executive Producer (Italy)
Ludovica Arci | Co-Founder, Managing Director, SARAVÁ - Project Advisor, Free-Roaming Partner Way Experience (Italy)
Matteo Ceccotti | Film Director, Red Raion (Italy)
Moderator:
Francesco Fiore | Executive Producer, Alter Agent (Italy)

5:30 PM - 6:30 PM — Hotel Excelsior
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)

2:30 PM - 3:30 PM — Hotel Sina Bernini Bristol
Sala Apollo & 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:
Marco Azzani | Executive Vice President Digital Channels, Distribution & Advertising, Rainbow Group (Italy)
Jules Borkent Paramount | EVP, Content & Network Strategy, Nickelodeon Kids & Family (US)
Chapman Maddox | Development Executive, BBC Studios (UK)
Moderator:
Federica Pazzano | Head of Animation Series Programs, MIA | Mercato Internazionale Audiovisivo (Italy)

4:00 PM - 6:00 PM — Hotel Sina Bernini Bristol
Sala Apollo e Dafne, Sala Enea, Sala David

European Investment Hub

Deep-Dive Roundtables: European Co-Production Funds

Participation is by prior registration and reserved for accredited producers.

Participating funds include:

ALCA – Région Nouvelle-Aquitaine,Andalusian Film Fund, Apulia Film Commission, Arctic Film Norway, Arctic Film Norway Invest, Basque Government Film Fund, Cinéforom, Ffilm Cymru Wales, Film i Skåne, Film i Väst, Filminvest Norge;- Fondo Audiovisivo FVG, Friesland Film Fund, HessenFilm, ICEC – Institut Català de les Empreses Culturals, IDM Südtirol – Alto Adige, Krakow Regional Film Fund, MDM – Mitteldeutsche Medienförderung, Midtnorsk Film, MOIN – Hamburg Schleswig-Holstein, Nordmedia, Oslo Filmfond, Paris Region Film & Audiovisual Fund / Film Paris Region, Pictanovo – Région Hauts-de-France, Roma Lazio Film Commission, Screen Brussels, Screen Flanders, Viken Filmsenter, Vilnius Film Fund, Wallimage, WRAP Fund, Zürcher Filmstiftung.

5:00 PM - 6:30 PM — Intercontinental Rome Ambasciatori Palace
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:
Giorgio Bigoni | Chief Operating Officer, Cinetel (Italy)
Michele Braga | Composer (Italy)
Sophia Dilley |EVP, Concord Originals and Co-President, RKO, (US)
Pippo Mezzapesa | Director and Screenwriter (Italy)
Colm O'Callaghan | Group Head of Specialist Factual Content, RTÉ (Ireland)
Piotta | Rapper and Music Producer (Italy) Federico Zampaglione | Singer and Filmmaker (Italy)
Moderator:
Marco Spagnoli | Head of Doc Content, MIA | Mercato Internazionale Audiovisivo (Italy)

9:00 AM - 6:30 PM — Grand Hotel Palace
Sala Conferenze

Hosted Programs

Apollo Series Workshop - Session #1

Closed-door session

Apollo Series is a training program created by Series Mania Institute in partnership with MIA and Göteborg Film Festival's TV Drama Vision. The program is dedicated to supporting European producers in the development of strong serial projects with genuine international potential.
For its second edition, the program will officially launch at MIA with two closed-door working days and two days open to the industry market in Rome.

Selected Participants:

Carey Born - First Born Films (United Kingdom) with *Lawn Road*
Judith Lichtneckert - Dschoint Ventschr Filmproduktion (Switzerland) with *Civilians* Larissa Bonaci - Nokkla Productions (Malta) with *Sink or Swim*
Louis Patsias - EFX Productions Ltd (Cyprus) with *The Ministry*
Maxime Droit - Megara Productions (France) with *Blizzard*
Rajko Jazbec - Catpics (Switzerland) with *The Queen*
Silvia Panáková - Dayhey (Slovakia) with *Fragile*
Beings Siniša Juričić - Nukleus Film (Croatia) with *Stringers*
Torfinnur Jákupsson - GRÓ Studios (Denmark) with *Livø*
Vasilis Chrysanthopoulos - FOSS Productions (Greece) with *High Season*

B2B MEETINGS

9:30 AM – 4:30 PM — Hotel InterContinental
Charlie's Rooftop

DOC B2B Meetings

NETWORKING EVENTS

6:00 PM – 7:30 PM — W Hotel Rome
Rooftop Terrace

Casa MIA
@ W Rome in Collaboration with Apulia Film Commission

BUYERS CLUB

9:30 AM - 6:30 PM — Hotel Excelsior
Sala Campidoglio

Sales and Buyers Meeting Lounge

SCREENINGS

9:30 AM - 6:30 PM — Hotel Excelsior
Sala Campidoglio

Sales and Buyers Meeting Lounge

08.30 AM - 10.37 AM — @Rome Film Fest
Auditorium Parco della Musica, Sala Sinopoli

I Play Rocky
127' by Peter Farrelly
FilmNation Entertainment - Screening

08.30 AM - 10.56 AM — @Rome Film Fest
Auditorium Parco della Musica, Teatro Studio

Fjord
146' by Cristian Mungiu
Goodfellas - Screening

09.00 AM - 10.44 AM — @Rome Film Fest
Auditorium Parco della Musica, Sala Petrassi

Saints
104' by Mikel Gurrea
M-appeal - Screening

11.00 AM - 12.43 PM — @Rome Film Fest
Auditorium Parco della Musica, Sala Petrassi

Mustang
103' by Kasia Smutniak
Fandango Sales - Screening

11.15 AM - 12.30 PM — @Rome Film Fest
Maxxi

The River Train
75' by Lorenzo Ferro, Lucas A. Vignale
Luxbox - Screening

03.00 PM - 05.00 PM — @Alice nella Città
Teatro Sistina

Onde Corte - (Slot 1)
120'

03.00 PM - 05.51 PM — @Alice nella Città
Cinema Quattro Fontane

Fabulaetiem
51' by Vittorio Antonacci

06.00 PM - 07.24 PM — @Alice nella Città
Teatro Sistina

Onde Corte ACADEMY - (Slot 7)
84'

06.30 PM - 08.10 PM — @Alice nella Città
Cinema Quattro Fontane

I Matter
100' by Alina Şerban

09.00 PM - 10.27 PM — @Alice nella Città
Cinema Quattro Fontane

Le ragazzine stanno perdendo il controllo. La società le teme. La fine è azzurra
87' by Pierluca Di Pasquale

20.10

THURSDAY

10:00 AM - 10:45 AM Palazzo Barberini
Sala Pietro Da Cortona

European Investment Hub - Press Conference

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.

Speakers:

Gaëtan Bruel | President, Centre national du cinéma et de l'image animée - CNC (France)
Giorgio Carlo Brugnoni | General Director, DGCA - MiC (Italy)

10.30 AM – 12.30 PM Palazzo Barberini
Sala Meetings

European Investment Hub

Roundtables: Tools In Practice

Participation is upon registration only.

The European Investment Hub Roundtables are small-scale, interactive sessions designed for direct access to key players in audiovisual financing and business development. Each session features an informal conversation where the host introduces their activities and focus areas, followed by participant introductions, Q&A, and discussion on potential collaborations. Depending on the host, topics cover private credit, gap financing, equity, capital access, and alternative funding models. The limited attendance fosters open exchange, practical insight, and meaningful professional connections for future partnerships.

Hosts:

Barbara Tonelli | Coficinè
Charlie Kemball | Head Gear Films
Raymond van der Kaaij | Lief Entertainment
Media Capital Technologies - MCT Credit Solutions
Dominique Malet | Cofiloisirs
Peter Dakich | CAA MEDIA FINANCE

10:45 PM - 11:45 PM Palazzo Barberini
Sala Pietro Da Cortona

European Investment Hub - Press Conference

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.

Speakers:

Raj Singh | CEO, Media Capital Technologies - MCT Credit Solutions (US)
Stephen Saltzman | Partner & Head of the International Entertainment Group, FieldFisher (UK)

Moderator:

Nick Vivarelli | Italy and Middle East correspondent, Variety (US)

11:45 AM - 12:45 PM Palazzo Barberini
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 - MCT Credit Solutions (US)
Celine Dornier | Content Executive, IPR.VC (France)
Antoine Bodet | Partner, AXIO Capital (France)
Christopher Borde | MD, Media & Entertainment Advisors (UK)

Moderators:

Clifford Werber | Co-Founder and CEO, Globalgate Entertainment (US)

12:45 PM - 1:30 PM Palazzo Barberini
Sala Pietro Da Cortona

European Investment Hub

Global Film Financing. Inside CAA Media Finance

An exclusive conversation with Roeg Sutherland on CAA Media Finance, offering an exclusive perspective on how projects are packaged, financed, and positioned in today's international market. Through a practical dialogue, the session will explore how CAA Media Finance operates, what makes a project attractive to financiers and buyers, and how producers can navigate the evolving landscape of film financing, talent packaging and international distribution.

Speaker:

Roeg Sutherland | Co-Head of the Media Finance department and Co-Head of the International Film Group, Creative Artists Agency (CAA) (US)

Moderator:

Carlo Dusi | Founder and Managing Director, Turning Point Pictures (UK)

3:00 PM - 4:00 PM Palazzo Barberini
Sala Pietro Da Cortona

European Investment Hub

The Last Mile: How Projects Reach Financial Close

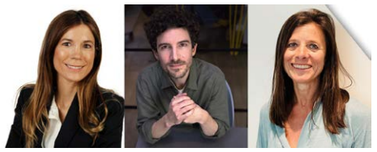
Bringing together leading lenders, financial advisors and financing specialists from across Europe, this session will explore how audiovisual projects move from a financing plan to financial close. Speakers will share practical perspectives on structuring finance, combining different sources of funding 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 Palazzo Barberini
Sala Meetings

European Investment Hub

Advisory & One -On-One Meetings

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. EIH participants will be able to request a meeting directly on-site during the Market, subject to the availability of each partner. 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.

Hosts:

Alessia Sonaglioni | Eurimages
Walid Said | Media Capital Technologies - MCT Credit Solutions
Carlotta Roveri | Head Gear Films
Mirella D'Agnano | EIT Culture & Creativity
Kristian Van der Heyden | Pulp Ventures

4:00 PM - 5:00 PM Palazzo Barberini
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 | SVP & 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)

Moderator:

Joe Utichi | Writer & Journalist (UK)

5:00 PM - 6:00 PM Palazzo Barberini
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)
Aymeric Castaing | Founder & CEO, AYC CONSULTING (France)
Martin Kreuch | Senior Creative Producer, Licensed Games, THQ Nordic (Austria)
Robert Franke | Co-Managing Director, Intaglio Films (Germany)

Moderator:

Zoltan Batho G. | Producer and Educator, Real-time Solutions (Hungary)

9:30 AM - 1:00 PM Hotel Excelsior
Sala Giardino D'Inverno

Co-Production Market

Film Pitching Forum

This year, the Film Pitching Forum will present to the international film industry 18 feature film projects, including 6 animated feature film projects.

Pitching their projects on stage will be producers and directors from 15 countries, spanning Sudan and Turkey, Europe, Brazil and Canada.

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, Nækken, Surface Tension, The Time Bender, The Village in the Woods

10:30 AM - 11:30 AM Hotel Excelsior
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:

Chiara Sbarigia | President, APA (Italy)
Chris Richmond | COO, DiversiFind (Italy)
Ivana Kastratovic | Head of Production, Sky Italia (Italy)
Massimo Monachini | Executive Producer, Paco Cinematografica (Italy)

Moderator:

Francesca Vecchioni | President, Fondazione Diversity (Italy)

12:00 PM - 1:00 PM Hotel Excelsior
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)

3:00 PM - 4:00 PM Hotel Excelsior
Sala Giardino D'Inverno

Talk

The Bad Wolf: In Conversation With Jane Tranter

A conversation with Jane Tranter, Founder and CEO of Bad Wolf, one of the leading creative forces in contemporary television. From helping shape a generation of British drama at the BBC to building Bad Wolf into a globally recognised producer of premium scripted series, Tranter has been at the forefront of some of the industry's most ambitious and acclaimed productions - from His Dark Materials and Succession, to Industry and Doctor Who. This conversation will explore the breakout success of The Other Bennet Sister, and future Bad Wolf highlights including The Lords Day and Berlin Noir. Reflecting on creativity, entrepreneurship and international storytelling, Jane will share her perspective on the future of premium drama, audience expectations, talent development, and the opportunities and challenges facing producers in a rapidly evolving global market.

Speaker:

Jane Tranter, Founder & CEO, Bad Wolf (UK)

Moderator:

Paolo Ciccarelli, Head of Drama Content, MIA | Mercato Internazionale Audiovisivo (Italy)

4:00 PM - 6:00 PM Hotel Excelsior
Sala Giardino D'Inverno

Work In Progress

C EU Soon

C EU Soon is a curated work-in-progress program spotlighting European talents aimed at supporting their international distribution potential. The program features European films in the late stages of production or post-production, presented in a dedicated session for international distributors. Each presentation includes the screening of selected excerpts, followed by a pitch from the producers and directors.

Selected Projects:

- 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 Hotel Excelsior
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 Productions (UK)
Daniel Campos Pavoncelli | Partner and Producer, Indiana Productions (Italy)
Anthony Mestriner | Literary Agent (Film & Television), Casarotto Ramsay & Associates Limited (UK)
Lorenzo De Maio | President, De Maio Entertainment (US)

9:30 AM - 12:00 PM | Hotel Sina Bernini Bristol
Sala Apollo e Dafne

● Co-Production Market

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.

Selected Projects:

Barry Loser, Doggyworld, Juniper Mae, Bibioz Mistérios, Stories On The Road, Captain Shedeed Cloudy & Stormy, Myth Club, What's Up Eesha?

MIA / Animation
Series Gap Financing Market

9:30 AM - 1:30 PM | Hotel Sina Bernini Bristol
Sala David

● Hosted Programs

Scenari Transalpini

Round Table Sessions 1 & 2

With the aim of promoting the development of Italian-French co-productions, the Institut français Italia and the Department for Internationalisation of Cinecittà, with the support of DGCA-MiC, CNC and Institut français, and in collaboration with MIA, Villa Medici and Séries Mania, are holding the third edition of SCENARI TRANSALPINI, a workshop dedicated to the development of screenplays for Franco-Italian film and audiovisual projects intended for television and the web.The selected projects will take part in various training sessions during MIA and will meet industry players. They will then be present at Séries Mania 2027 for the pitch of their projects to a public audience.

Selected Projects:

Bad Habit - Marta Savina, Caroline Nataf, Marica Stocchi, *Friday is for Gombo* - Hamatou Compaoré, Ines Vasiljevic, *Mice* - Laure Chichmanov, Jennifer Deschamps, Elodie Polo-Ackermann, Camille Loiret, *Pentite* - Denis Lima, Jimi Storck, Elizabeth Arnac, *Tainted Blood* - Anna McGilvray, Sara Pollice, Federico Schiavi, Carla Scicchitano, *The Villa* - Hugues Cohen, Renaud Cohen, Chiara Malta

SCENARI TRANSALPINI

11:00 AM - 6:30 PM | Hotel Sina Bernini Bristol
Sala Enea

● Hosted Programs

Ebu – Fiction Experts Plenary Meeting

Closed-door session

For the fifth consecutive year, the European Broadcasting Union (EBU) has chosen MIA as the venue for its Fiction Experts Plenary Meeting — the leading annual event bringing over 40 Heads of Drama and Fiction Executives from major European public service broadcasters to Rome. Scheduled for October 20th and 21st, the assembly will focus on the major transformations reshaping the drama sector: from the relationship between public broadcasters, platforms, and streamers, to new partnership and co-production strategies, the rise of vertical and micro-drama content, and the impact of Artificial Intelligence on production.

EBU Uniting Public Service Media

5.00 PM - 6.30 PM | Hotel Sina Bernini Bristol
Sala Apollo e Dafne

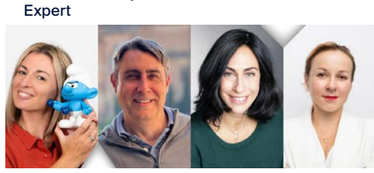
● Talk

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

Moderator:
Rafael Motamayor | Journalist and Animation Expert



10:00 AM - 12:00 PM | Intercontinental Rome Ambasciatori Palace
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

MIA / Doc
Co-Production Market

2:00 PM - 4:00 PM | Intercontinental Rome Ambasciatori Palace
Cameo Events Room

● Co-Production Market

Doc Pitching Forum

Session 2

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

MIA / Doc
Co-Production Market

5:00 PM - 6:00 PM | Intercontinental Rome Ambasciatori Palace
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 | Filmmaker (UK)

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

9:30 AM - 6:30 PM | Grand Hotel Palace
Sala Conferenze

● Hosted Programs

Apollo Series Workshop - Session #2

Closed-door session

Apollo Series is a training program created by Series Mania Institute in partnership with MIA and Göteborg Film Festival's TV Drama Vision. The program is dedicated to supporting European producers in the development of strong serial projects with genuine international potential. For its second edition, the program will officially launch at MIA with two closed-door working days and two days open to the industry market in Rome.

Selected Participants

Carey Born - First Born Films (United Kingdom) with *Lawn Road*, Judith Lichtneckert - Dschoint Ventschr Filmproduktion (Switzerland) with *Civilians*, Larissa Bonaci - Nokkla Productions (Malta) with *Sink or Swim*, Louis Patsias - EFX Productions Ltd (Cyprus) with *The Ministry,* Maxime Droit - Megara Productions (France) with *Blizzard*, Rajko Jazbec - Catpics (Switzerland) with *The Queen*, Silvia Panáková - Dayhey (Slovakia) with *Fragile*, Beings Siniša Juričić - Nukleus Film (Croatia) with *Stringers*, Torfinnur Jákupsson - GRÓ Studios (Denmark) with *Livø*, Vasilis Chrysanthopoulos - FOSS Productions (Greece) with *High Season*

B2B MEETINGS

2:00 PM – 4:00 PM | Hotel Sina Bernini Bristol
Sala David

Animation Series B2B Meetings

9:30 AM – 4:30 PM | Hotel InterContinental
Charlie's Rooftop

DOC B2B Meetings

3:30 PM – 6:30 PM | The Westin Excelsior
Sala Vinorum

Drama B2B Meetings

2:00 PM – 6:30 PM | The Westin Excelsior
Sala Pincio & Sala Fori

Film B2B Meetings

9:30 AM – 3:00 PM | The Westin Excelsior
Sala Vinorum

Book Adaptation Forum B2B Meetings

9:30 AM – 6:30 PM | The Westin Excelsior
Sala Boncompagni

Lazio Pitching Forum B2B Meetings

NETWORKING EVENTS

1:00 PM – 3:00 PM | Istituto Svizzero

Get Together - Swiss Film Lunch

Access: By Invitation Only

6:00 PM – 7:30 PM | W Hotel Rome
Rooftop Terrace

Casa MIA

@ W Rome in Collaboration with Trentino Film Commission

BUYERS CLUB

9:30 AM - 6:30 PM | Hotel Excelsior
Sala Campidoglio

Sales And Buyers Meeting Lounge

2:30 PM - 3:10 PM | Hotel Excelsior
Sala Trianon

Vision Distribution Comin' Up

SCREENINGS

08.30 AM - 10.42 AM | @Rome Film Fest
Auditorium Parco della Musica, Sala Sinopoli

Violette / Cambiare l'acqua ai fiori

132' by Jean-Pierre Jeunet
Studiocanal - Screening

09.00 AM - 10.45 AM | @Rome Film Fest
Auditorium Parco della Musica, Sala Petrassi

L'assurda storia della Gialappa's Band

105' by Walter Veltroni
Screening

11.00 AM - 12.31 PM | @Rome Film Fest
Auditorium Parco della Musica, Sala Petrassi

7 Anniversaries

91' by Sabrina Iannucci
Screening

11.15 AM - 1.00 PM | @Rome Film Fest
Maxxi

Everyone's Time

105' by Stefania Rocca
Screening

3.00 PM - 4.44 PM | @Alice nella Città
Teatro Sistina

Onde Corte - (Slot 2)

104'

06.00 PM - 07.45 PM | @Alice nella Città
Cinema Quattro Fontane

Gabin

105' by Maxence Voiseux

06.00 PM - 07.44 PM | @Alice nella Città
Teatro Sistina

Onde Corte - (Slot 3)

104'

09.00 PM - 10.10 PM | @Alice nella Città
Cinema Quattro Fontane

Il Caffè

70' by Giulio Pettenó

09.00 PM - 10.45 PM | @Alice nella Città
Teatro Sistina

Low Expectations

105' by Eivind Landsvik

21.10

WEDNESDAY

11:00 AM - 1:00 PM Palazzo Barberini

Sala Pietro Da Cortona

Talk - HOSTED

8th Report On National Audiovisual Production

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 economic and employment values and current trends for 2025-2026. Following this, a meeting with the main protagonists of the sector to discuss the topic of production quality. Taking part in the panel will be Maria Pia Ammirati (Director, Rai Fiction), Eleonora Andreatta (Vice President for Italian Content, Netflix), Giampaolo Letta (Deputy General Manager Drama & Cinema, RTI SpA – Gruppo Mediaset, CEO Medusa Film), Emanuele Marchesi (Sky studios ITA Director), Nicole Morganti (Head of Local Originals Southern Europe, Amazon Studios) and Laura Carafoli (SVP Head of Content Southern Europe Skydance Networks).

Moderator:

Massimo Scaglioni | Full Professor of Media History and Economics and Director of Ce.R.T.A.- Centro di Ricerca sulla Televisione e gli Audiovisivi

2:00 PM - 6:00 PM Palazzo Barberini

Sala Del Trono

Hosted Programs

Open Session About Sustainable Production

Green Film Lab – in partnership with Roma Lazio Film Commission, and in collaboration with MIA – offers to (not only!) local based professionals an OPEN SESSION ABOUT SUSTAINABLE PRODUCTION

Participation is free of charge, for up to 20 people. Book your seat sending an email to: petit@museocinema.it before 18th October.

Schedule

15.00 – 15.45 | HOW DID I START TO BE SUSTAINABLE ON SET?

15.45 - 16.00 | POLICY AND ACTION PLAN FOR GREEN FILMING IN ITALY

16.00 – 16.30 | GREEN FILM PRESENTATION Presentation of the Green Film Protocol and the Rating System created by Trentino Film Commission in 2017

16.45 – 17.30 | WHO IS A SUSTAINABILITY MANAGER?

17.30 - 18.15 | CASE STUDY Facts and figures of local experiences

4:30 PM - 6:30 PM Palazzo Barberini

Sala Pietro Da Cortona

Talk

Pitch and Diploma Ceremony of the Master in Serial Fiction Writing

The closing ceremony of the 6th Master's Programme in Serial Screenwriting—organized by Rai Fiction in collaboration with APA and the Centro di Giornalismo di Perugia—presents the audience with 5 pitches for original TV series projects developed by the students to complete their coursework. In the past, several pitches presented on this occasion were optioned and subsequently produced (such as Survivors / Sopravvissuti, broadcast on Rai 1 in 2022, and Nemo, currently in post-production and coming soon to Rai 1). The students pitching today are set to undertake a two-month internship with a TV series production company: interested producers are warmly encouraged to step forward!

11:00 AM - 12:00 PM Hotel Excelsior

Sala Giardino D'Inverno

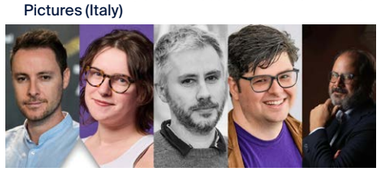
Talk

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:

Jonny Bunning | Digital Marketing Manager, Signature Entertainment (UK)
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 Hotel Excelsior

Sala Trianon

Hosted

Scenari Transalpini

Roundtable Session #3

With the aim of promoting the development of Italian-French co-productions, the Institut français Italia and the Department for Internationalisation of Cinecittà, with the support of DGCA-MiC, CNC and Institut français, and in collaboration with MIA, Villa Medici and Séries Mania, are holding the third edition of SCENARI TRANSALPINI, a workshop dedicated to the development of screenplays for Franco-Italian film and audiovisual projects intended for television and the web. The selected projects will take part in various training sessions during MIA and will meet industry players. They will then be present at Séries Mania 2027 for the pitch of their projects to a public audience.

Selected Projects

Bad Habit - Marta Savina, Caroline Nataf, Marica Stocchi
Friday is for Gombo - Hamatou Compaoré, Ines Vasiljevic
Mice - Laure Chichmanov, Jennifer Deschamps, Elodie Polo-Ackermann, Camille Loiret
Pentite - Denis Lima, Jimi Storck, Elizabeth Arnac
Tainted Blood - Anna McGilvray, Sara Pollice, Federico Schiavi, Carla Scicchitano
The Villa - Hugues Cohen, Renaud Cohen, Chiara Malta

SCENARI TRANSALPINI

2:00 PM - 3:15 PM Hotel Excelsior

Sala Giardino D'Inverno

Co-Production Market

Drama Pitching Forum - Session #1

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, Criminal Class, Day Traitors, Monsters' Shrink, School of the Americas, Sherlock North, The Making of a Terrorist, The Many Lives of Miss K, Volcanic

4:00 PM - 6:00 PM Hotel Excelsior

Sala Giardino D'Inverno

Work In Progress

GREENLit

GREENLit is MIA's flagship Drama showcase, offering an exclusive first look at four upcoming international series, with never-before-seen content and the talent behind them on stage: THE POSTMAN (UK), produced by BlackBox Multimedia, with ZDF Studios handling international sales, filmed in Rome and across Lazio and starring Mark Addy and Amy-Leigh Hickman; METAMORPHOSES (Belgium), the new series created and directed by acclaimed filmmaker Jaco Van Dormael, commissioned by ARTE France; WALLANDER (Sweden), a new contemporary adaptation of the iconic crime franchise starring Gustaf Skarsgård, produced by Jarowskij/Yellow Bird in partnership with TV4, Banijay Rights, ARD Degeto, Film i Skåne and Ystad Österlen Filmfond; and the much awaited GUCCI. GUCCI - END GAMES (Italy), based on Allegra Gucci's memoir, produced by Lucky Red for Sky Italy, distributed internationally by STUDIOCANAL, and created and directed by Gabriele Muccino. This year's special guests include Allegra Gucci, Jaco Van Dormael, Mark Addy and Amy-Leigh Hickman, Alessandro Fella and Giuseppe De Domenico alongside producers, broadcasters and international partners presenting the four series.

Followed By

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)

9:30 AM - 12:30 PM Hotel Sina Bernini Bristol

Sala Apollo e Dafne

Co - Production Market

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.

Selected Projects:

- MEGA TREE MAJOKKO & MEGA TREE MAJOKKO PRESENTS: HOORAY, HOW WONDERFUL!
- LITTLE HEROES
- TO BE TWEEN
- RAPUNZEL PET PALS IN DRAGON LAND
- MINI MISSIONS
- OCCUPATION: WITCH
- COCO YOKO
- SOPHIE, IF YOU'RE THERE GIVE US A SIGN!
- DRAGO XP

9:30 AM - 1:00 PM Hotel Sina Bernini Bristol

Sala Enea

Hosted Programs

Ebu – Fiction Experts Plenary Meeting

Closed-door session

For the fifth consecutive year, the European Broadcasting Union (EBU) has chosen MIA as the venue for its Fiction Experts Plenary Meeting — the leading annual event bringing over 40 Heads of Drama and Fiction Executives from major European public service broadcasters to Rome. Scheduled for October 20th and 21st, the assembly will focus on the major transformations reshaping the drama sector: from the relationship between public broadcasters, platforms, and streamers, to new partnership and co-production strategies, the rise of vertical and micro-drama content, and the impact of Artificial Intelligence on production.

9:30 AM - 11:00 AM Hotel Sina Bernini Bristol

Sala David

Roundtable

Remaking Stories: Ip, Creativity And New Audiences

Participation is upon registration only, subject to availability.

With this guided and targeted networking activity, MIA|Film aims to offer not only a business-focused experience, but also a space for professional growth, a mix between consultancy and a collective mentorship moment. This closed-door roundtable, co-hosted by Alon Aranya, Sejin Croninger and Ron Halpern, will bring together a select group of industry professionals for an informal and candid conversation on remakes in the audiovisual industry, exploring the subject from different perspectives: from the creative challenges and opportunities involved in reimagining existing material to IP and rights considerations, adaptation strategies, cultural translation and localization, as well as the production and market dynamics behind bringing successful stories to new audiences and territories.

Speakers:

Alon Aranya | Founder, Paper Plane Productions (US)

Sejin Croninger | EVP of Worldwide Acquisitions, Paramount (US)

Ron Halpern | EVP Global Production, StudioCanal (France)

Moderator:

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

3:30 PM – 4:30 PM Hotel Sina Bernini Bristol

Sala Apollo e Dafne

Animation Series Programs

Children's Pubcasters Meeting

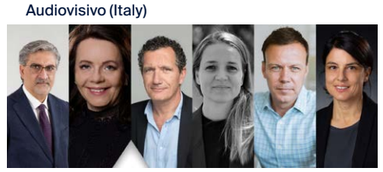
Following a closed-door meeting, participating public broadcasters share key insights, common priorities and strategic reflections on the future of children's content, highlighting opportunities for collaboration across the international market.

Speakers:

Julie Lind-Holm Hansen Børn | Commissioning Editor, DR (Denmark)
Marc Janssen | Head of Fiction, RTBF (Belgium)
Izabela Rieben | Editorial Producer, Drama & Animation, RTS (Switzerland)
Vicky Schorederus | Commissioner, Animation, Senior Executive in Charge of International Co-Productions and Acquisitions, YLE Children and Youth (Finland)
Pierre Siracusa | Director of the Young Audiences, Animation, and Education, France TV (France)
Roberto Genovesi | Director, Rai Kids (Italy)

Moderator:

Federica Pazzano | Head of Animation Series Programs, MIA | Mercato Internazionale Audiovisivo (Italy)



2:30 PM - 7:30 PM Hotel Sina Bernini Bristol

Sala David

Hosted Programs

MIA B2B Exchange | Cee Animation Lab 2026

For the fourth year, MIA's format B2B Exchange, in collaboration with CEE Animation Workshop, presents the CEE Animation Lab, a training and networking appointment designed to connect producers who are looking forward to moving steps ahead into the Animation industry. Selected participants will engage with industry professionals and fellow producers in an interactive panel discussion and a dedicated one-on-one networking activity. They will also be offered the opportunity to take part in feedback sessions and receive tailored advice on their project development, with a particular focus on co-production and financing strategies.

By registration only

Tutors:

Chiara Malta | Director, Screenwriter, Author, Palosanto Film (Italy / France)
Alessandra Principini | Fundraiser, Movimenti Production (Italy)

Selected participants:

Rocco Anelli | Intermezzo Srl (Italy)
Stefano Chiavarini | Limbo Films (Italy)
Ramy El Gabry | Divine Touch Production (Egypt)
Giulia Felici | Argo Film (Italy)
Donarta Fetahu | Anibar Studios (Kosovo)
Jacopo Ghilardi | Doghead Animation (Italy)
Letizia Malaman | La Sarraz Pictures (Italy)
Serena Perla | Pathos Distribution (Italy)

2:00 PM - 2:30 PM Intercontinental Rome Ambasciatori Palace

Cameo Events Room

Talk

Shared Shores. Euro-Mediterranean Documentary Markets Coalition

Developed by Thessaloniki Agora, DocsBarcelona Pro, MIA and Aflamuna Connection, the Euro-Mediterranean Documentary Markets Alliance is a new initiative designed to strengthen connections between the Northern and Southern shores of the Mediterranean and create more structured access to European documentary markets and professional networks. At a time when documentary production and financing are becoming increasingly complex, the alliance aims to foster Euro-Mediterranean cooperation, open new pathways for projects and talents, and broaden access to financing and co-production opportunities. The first project selected as part of the collaboration is KARAMA by Fatym Layachi, which will be presented as the inaugural title of the initiative. By connecting markets, territories and perspectives, Shared Shores seeks to contribute to a more diverse and interconnected documentary ecosystem, while exploring how markets themselves can help reshape the geography of opportunity within the international documentary industry.

Speakers:

Fatym Layachi | Filmmaker (France)
Marco Spagnoli | Head of Doc Content, MIA | Mercato Internazionale Audiovisivo (Italy)

2:30 PM - 3:00 PM — Intercontinental Rome Ambasciatori Palace

Cameo Events Room

Talks

Strategies For Glocal Storytelling: How To Shape And Present International-Ready Docs

How can a story deeply rooted in a specific territory become a documentary capable of reaching international audiences? What elements enable a project to transcend national borders? These are the questions that Diego Buñuel, Director of Development at France Télévisions Studio, will address in a workshop dedicated to the principles of "glocal storytelling." Drawing on concrete examples and his experience in the development and selection of documentary projects, Buñuel will explore how to identify the universal potential of a local story, build a strong narrative arc, and make creative choices that can resonate with viewers from different cultural backgrounds. The workshop is aimed both at emerging filmmakers and at professionals looking to strengthen the international positioning of their projects.

Speaker:

Diego Buñuel | Director of Development, France Télévisions Studio (France)

3:30 PM - 4:30 PM — Intercontinental Rome Ambasciatori Palace

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, Roddenberry Entertainment (US)

Moderator:

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

5:00 PM - 7:00 PM — Intercontinental Rome Ambasciatori Palace

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. As part of the showcase, a dedicated session will feature two documentaries supported by the Apulia Film Commission: Sea Sisters, directed by Brunella Filì, and Waiting for Ken Loach, produced by Floriana Pinto and directed by Simone Amendola. Single Land, by Paolo Geremei and Giacomo Del Buono, will also be presented. The programme will also debut showcases dedicated to Rai Documentari and Sky Italia, offering valuable opportunities to explore editorial and production strategies. 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 BASKET CASE – A COSMIC SPORTS DOCU-COMEDY
- THE DANCING BROTHERS
- THE DECOY ARTIST – THE INCREDIBLE STORY OF MARIO MOSELLI AND SADDAM HUSSEIN'S PHANTOM ARMY
- DUCATI 100 YEARS OF A LEGEND
- EXTREME LAND SOLO
- LUDWIG – THE BLACK ANGELS
- MOKA, WITH A SMALL M
- MY YEAR WITH THE WITCH
- SANDIEGO
- THE SOUND OF LIGHT

12:15 PM - 1:00 PM — Grand Hotel Palace

Sala Conferenze

Talks

International Broadcasters: Beyond The Co-Production Deal

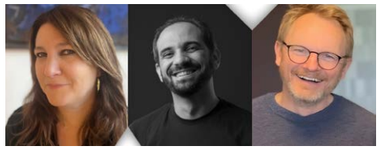
The documentary landscape is undergoing a profound transformation driven by shifting viewer habits, shrinking budgets, and changing editorial priorities. Major broadcasters are pivoting documentaries toward VOD platforms to engage digital-first audiences; this shift directly impacts how stories are conceived and structured. Meanwhile, ongoing budget constraints and volatile editorial priorities continue to heighten uncertainty across productions. In this climate, is there still space for high-impact documentaries in broadcasters' schedules? And how can producers effectively pitch to and partner with decision-makers today?

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)



NETWORKING EVENTS

6:00 PM – 7:30 PM — W Hotel Rome

Rooftop Terrace

Casa MIA

@ W Rome in Collaboration with IDM Film & Music Commission Südtirol

6:30 PM – 8:30 PM — The Westin Excelsior

Sala Giardino D'Inverno

Becoming Maestre

MIA 2026 hosts the closing night of Becoming Maestre (5th edition), the Netflix and Accademia del Cinema Italiano - Premi David di Donatello initiative supporting women in key technical and creative film roles. The event features a screening of the participants' short films and the announcement of the candidates selected for assistant positions on Netflix Italian productions.

B2B MEETINGS

4:30 PM – 6:30 PM — Hotel Sina Bernini Bristol

Sala Enea

Animation Series B2B Meetings

10:00 AM – 12:00 PM /2:00 PM - 4:30 PM — Hotel InterContinental

Charlie's Rooftop

DOC B2B Meetings

9:30 AM – 1:30 PM /5:30 PM - 6:30 PM — The Westin Excelsior

Sala Vinorum

Drama B2B Meetings

9:30 AM – 6:30 PM — The Westin Excelsior

Sala Pincio & Sala Fori

Film B2B Meetings

2:00 AM – 5:00 PM — The Westin Excelsior

Sala Vinorum

Book Adaptation Forum B2B Meetings

BUYERS CLUB

9:30 AM - 6:30 PM — Hotel Excelsior

Sala Campidoglio

Sales And Buyers Meeting Lounge

3.00 PM - 3.20 PM — The Westin Excelsior

Sala Trianon

True Colors Comin' Up

3.30 PM - 3.50 PM — The Westin Excelsior

Sala Trianon

Rai Cinema International Comin' Up

4.00 PM - 4.20 PM — The Westin Excelsior

Sala Trianon

Piperplay Comin' Up

4.30 PM - 4.50 PM — The Westin Excelsior

Sala Trianon

Fandango Sales Comin' Up

5.00 PM - 5.20 PM — The Westin Excelsior

Sala Trianon

Minerva Pictures Comin' Up

5.30 PM - 5.50 PM — The Westin Excelsior

Sala Trianon

Studio 100 Film | Feature Film Slate 2026–2030 Comin' Up

SCREENINGS

08.45 AM - 10.46 AM — @Rome Film Fest

Auditorium Parco della Musica, Teatro Studio

The Life and Deaths of Wilson Shedd

121' by Tim Blake Nelson
WestEnd Films - Screening

09.00 AM - 10.42 AM — @Rome Film Fest

Auditorium Parco della Musica, Sala Petrassi

Cambogia

102' by Valerio Lundini
Screening

09.00 AM - 10.45 AM — @Rome Film Fest

Auditorium Parco della Musica, Sala Sinopoli

The Debut

105' by Jesse Eisenberg
A24 - Screening

11.00 AM - 12.30 PM — @Rome Film Fest

Auditorium Parco della Musica, Sala Petrassi

Happy Days

90' by Susanna Nicchiarelli
True Colours - Screening

11.00 AM - 12.42 PM — @Rome Film Fest

Auditorium Parco della Musica, Teatro Studio

Ulya

102' by Viesturs Kairišs
B-Rated International - Screening

11.15 AM - 12.48 PM — @Rome Film Fest

Maxxi

Lady

93' by Olive Nwosu

04.00 PM - 05.10 PM — @Rome Film Fest

Cinema Quattro Fontane

Il Caffè

70' by Giulio Pettenó

04.00 PM - 05.29 PM — @Alice nella Città

Teatro Sistina

Onde Corte ACADEMY - (Slot 8)

89'

4.00 PM - 4.20 PM — The Westin Excelsior

Sala Trianon

Piperplay Comin' Up

06.00 PM - 08.02 PM — @Alice nella Città

Teatro Sistina

Onde Corte - (Slot 4)

122'

09.00 PM - 10.45 PM — @Alice nella Città

Cinema Quattro Fontane

Low Expectations

105' by Eivind Landsvik

09.00 PM - 10.44 PM — @Alice nella Città

Teatro Sistina

La promessa di Patrizio

104' by Simona Ruggeri

22.10

THURSDAY

10:30 AM - 1:00 PM — Palazzo Barberini

Sala Pietro Da Cortona

Talk

Film Consumption In Italy: Audiences Between Cinema and other Screens

The study, conducted by ERGO Research for ANICA, describes the phenomenon of film consumption on paid services during an experimental observation period, analyzing the most market-relevant aspects with a focus on Italian productions and, more broadly, on the value generated by different distribution models in connecting films with their audiences.

Following this, ANICA will host a discussion among representatives from production, distribution, and audiovisual media services featuring films in their catalogues and schedules. The goal is to examine the key findings of the research and discuss, from various perspectives, the dynamics shaping the journey of works from the cinema screen to subsequent viewing platforms.

Institutional Remarks:

Lucia Borgonzoni | Sottosegretario di Stato Ministero della Cultura

Presenting:

Michele Casula | Co-founder and Partner, Ergo Research (Italy)
Alessandro Usai | Presidente, ANICA (Italy)

Speakers:

Margherita Amedei | Cinema and Series Director, Sky Italia (Italy)
Tinny Andreatta | Vicepresidente per i contenuti Italiani, Netflix (Italy)
Paolo Del Brocco | Amministratore Delegato, Rai Cinema (Italy)
Livia Ferraro | Head of IT Digital Public Policy, Amazon (Italy)
Federica Lucisano | Amministratore Delegato, Lucisano Media Group (Italy)
Paolo Orlando | Direttore della Distribuzione, Medusa Film (Italy)
Francesco Magini | Vice President, Disney+ DTC Italia & Turchia The Walt Disney Company (Italy)

Moderator:

Alessandro Usai | Presidente, ANICA (Italy)

2:00 PM - 3:00 PM — Palazzo Barberini

Sala Pietro Da Cortona

Talk

Independent Producers, But Independent From Whom?

For thirty years, being independent meant just one thing: not belonging to a national broadcaster. Today, much of Italian and European production is owned by large international groups, global platforms have become the main commissioners, and the value of a work hinges on rights, exploitation windows and data. The old criterion, therefore, is no longer enough.
The panel aims to compare the Italian and European models with a view to the revision of the AVMS Directive. The underlying question is what a producer should be independent of today: capital, the commissioner, control of rights or access to data?

Speakers:

Iginio Straffi | Founder and President, Rainbow - Vice President, APA - Associazione Produttori Audiovisivi (Italy)
Riccardo Tozzi | Founder, Cattleya (Italy)
Avv. Gianfranco Rinaldi | Audiovisual Law Expert (Italy)
Massimo Scaglioni | Professor of Media History and Economics, Università Cattolica del Sacro Cuore, Milano - Director, Ce.R.T.A. (Italy)
On. Antonello Giacomelli | Commissioner, AGCOM (Italy)

Moderator:

Linda Parrinello | Editor-in-Chief, TIVÙ (Italy)

3:00 PM - 4:00 PM — Palazzo Barberini

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, Fabrizio 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 A. Mondini (Feature Film)

The training and creative program is organized by Anica Academy ETS, in collaboration with 100autori and WGI Italia, with the support of the Italian Ministry of Culture (MiC) and SIAE, as part of the "Per Chi Crea" financing program.

10:00 AM - 11:00 AM — Hotel Excelsior

Sala Giardino D'Inverno

Co-Production Market

Drama Pitching Forum - Session #2

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, US.

Selected Projects:

Disqualified, Fortel, The Inheritance, Restoration, Reykjavík Noir, Sirocco, Tribes, Ulysses Moore, Wanda

10:30 AM - 11:30 AM | Hotel Excelsior
Sala Trianon

Talk

Innovation Meets Distribution How Technology Is Changing The Business Of European Distributors

Technology is increasingly becoming a strategic asset for film distribution. But which tools are already helping distributors make better decisions, reduce inefficiencies and unlock the full value of their catalogues?

Featuring innovative solutions developed within the European audiovisual ecosystem, including projects supported by Creative Europe MEDIA, the session will bring together innovators and distribution professionals to discuss how new tools are already delivering measurable business value by optimising workflows, improving decision-making, expanding audience reach and creating new revenue opportunities.

The panel will explore three different approaches to technology and innovation in distribution:

Mnemonica Archive, a cloud-based solution designed to optimise the preservation, management and circulation of audiovisual assets; Timeless Cinema, a platform dedicated to film heritage that facilitates connections between rights holders, catalogue owners, distributors and exhibitors, helping to enhance the circulation and accessibility of catalogue titles; European Moviegoer Analysis, a tool, developed by Vertigo Research, that combines AI and audience data to predict viewer behavior and optimise marketing and distribution strategies, with the aim of improving the commercial performance of European films.

Opening remarks:
Roberto Stabile, Project Manager, Creative Europe Desk Italy MEDIA, Cinecittà Spa
Speakers:
Piero Costantini, CEO and Founder, Mnemonica
Leslie Vuchot, CEO and Founder, Timeless Cinema
Lionel Baurier, Head of Development, Vertigo Research
Jakub Duszynski, Head of Acquisitions, Gutek Film
Moderator:
Davide Dellacasa, CEO and Co-founder, Brad&k Productions

Organised by the Creative Europe Desk Italy MEDIA, Desk MEDIA France (Relais Culture Europe) and Mnemonica, in collaboration with MIA I Mercato Internazionale Audiovisivo, the panel aims to foster dialogue between innovators and distributors focusing on industry needs and emerging solutions.
The event is open to all MIA-accredited participants.

11:30 AM - 1:00 PM | Hotel Excelsior
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: FORD by Malin Ingrid Johansson, House Are Silent by Roxana Stroe, Canile – Le nostre ore contate by Valentina Parati, Mambo Kids by Emanuele Tresca, MAR I O by Lili Koss, Out of Athens by Badrudin Ga'ur, Sei giovedì e una domenica by Valeria Gaudieri, and Le Sonnambule by Francesco Cogliati.

12:00 PM - 2:00 PM | Hotel Excelsior
Sala Trianon

Book Adaptation Forum

Le Perfezioni: a blueprint for International Adaptation and Co-Production

A case study dedicated to the film adaptation of Le Perfezioni by Vincenzo Latronico, one of the most widely recognized voices in contemporary Italian fiction internationally. Translated into numerous countries, the novel has received broad international critical acclaim.

Sharing the project's genesis and its journey from book to screen will be Marta Donzelli (Producer, Vivo Film), Roman Paul (Producer, Razor Film), Andrea Calderwood (Producer, Potboiler Productions), and Claire Sabatié-Garat (Managing Director & Partner at The Italian Literary Agency and literary agent for Vincenzo Latronico).

The discussion will explore rights acquisition and development, creative and production choices, and the dialogue between author, literary representation, and producers in shaping an international adaptation.

Speakers:
Marta Donzelli | Producer, Vivo Film (Italy)
Claire Sabatié-Garat | Managing Director & Partner, The Italian Literary Agency (Italy)
Andrea Calderwood | Producer, Potboiler Productions (UK)
Roman Paul | Producer, Razor Film (Germany)
Moderator:
Gaia Tridente | Director, MIA | Mercato Internazionale Audiovisivo (Italy)
Followed by:
BOOK ADAPTATION FORUM PITCHING SESSION
For this second edition of the Book Adaptation Forum (BAF), an international jury composed of Raffaella De Angelis (Head of Literary Acquisitions, Global Scripted Hub – Fremantle), Fanny Fromental (Literary Adaptation Manager at STUDIOCANAL Stories), Viviana Vuscovich (Head of the Rights Office at Mauri Spagnol), and Alexandre Charlet (Producer – Swan & Les Films du Cygne and Co-founder of Le Studio Animation) has selected 8 national and international books to be presented to an audience of audiovisual professionals.
Selected Book:
Transición. La experiencia u feeling
L'ora della nebbia, un'avventura di Adelaide Ferraris ved. Wilson
Cigni selvaggi
Le sorelle Rosewood. Zenzero e Cannella. Un amore imprevisto per Phoebe VOL. 1
Cencio
Umthombo Magic 2: The curse of the Tokoloshe
L'autore fantasma
In sole 24 ore

2:00 PM - 3:00 PM | Hotel Excelsior
Sala Giardino D'Inverno

Content Showcase

Code Korea: Korea's Ott Originals 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, Head of European Content Sales at CJ ENM, will explore the creative elements and strategies behind the continued international success of K-content through The Legend of Kitchen Soldier, Dear X and True Beauty. The programme will also feature Betting on Fact, an innovative reality news game show developed and produced by NEXTKEY, which will be presented by Jihie Kim, the company's Head of Global Sales & IP Development. 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.

Speaker:
Diane Min, Head of European Content Sales at CJ ENM
Kim Jihie, NEXTKEY

3:30 PM - 4:30 PM | Hotel Excelsior
Sala Giardino D'Inverno

Talk

Who Are We Still Making Drama For? Reconnecting Storytelling And Audiences

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 microdrama 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:
Jessica Rhoades | Executive Producer, Black Mirror / Sharp Objects
Kelly Luegenbiehl | Founder / Executive Producer, Shorties Studio (UK)
Emanuele Marchesi | Director, Sky Studios Italia (Italy)
Jamie Lynn | EVP Coproduction and Distribution, Freemantle (UK)
Andrew Plotkin | Executive Vice President and Head of Drama Development, Sony Pictures Television (US)
Moderator:
Marike Muselaers | VP International Financing & Coproductions, Nordisk Film (Sweden)

3:30 PM - 5:00 PM | Hotel Excelsior
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 and International 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.

5:00 PM - 6:00 PM | Hotel Excelsior
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 Senna, Amy and Diego Maradona 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.

Speaker:
Asif Kapadia | Filmmaker (UK)
Moderator:
Marco Spagnoli | Head of Doc & Factual Content, MIA | Mercato Internazionale Audiovisivo (Italy)

7:30 PM - 9:00 PM | Hotel Excelsior
Sala Giardino D'Inverno

Awards

Mia Awards

9:30 AM - 11:30 AM | Hotel Sina Bernini Bristol
Sala Apollo e Dafne

Work In Progress

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.

Selected Projects
- GMO TRAVELS
- MAZUKTA & SHAMBABUKLI
- MELODY & MOMON
- MINDTOONNESS
- MR. ROSSI - MODERN TIMES
- PET PALS RETURN
- THE TRIPLETS

9:30 AM - 7:30 PM | Hotel Sina Bernini Bristol
Sala David

Hosted Programs

MIA B2B Exchange | Cee Animation

For the fourth year, MIA's format B2B Exchange, in collaboration with CEE Animation Workshop, presents the CEE Animation Lab, a training and networking appointment designed to connect producers who are looking forward to moving steps ahead into the Animation industry. Selected participants will engage with industry professionals and fellow producers in an interactive panel discussion and a dedicated one-on-one networking activity. They will also be offered the opportunity to take part in feedback sessions and receive tailored advice on their project development, with a particular focus on co-production and financing strategies.

By registration only
Tutors
Chiara Malta | Director, Screenwriter, Author, Palosanto Film (Italy / France)
Alessandra Principini | Fundraiser, Movimenti Production (Italy)
Selected participants:
Rocco Anelli | Intermezzo Srl (Italy)
Stefano Chiavarini | Limbo Films (Italy)
Ramy El Gabry | Divine Touch Production (Egypt)
Giulia Felici | Argo Film (Italy)
Donarta Fetahu | Anibar Studios (Kosovo)
Jacopo Ghilardi | Doghead Animation (Italy)
Letizia Malaman | La Sarraz Pictures (Italy)
Serena Perla | Pathos Distribution (Italy)

2:00 PM - 3:00 PM | Hotel Sina Bernini Bristol
Sala Enea

Talk - HOSTED

From Page To The Big Screen: In Conversation With Giacomo Scarpelli

This meeting is part of the "Dalla pagina al grande schermo" seminars, a roadshow organized by ANICA since 2015 in collaboration with the Directorate General for Libraries and Copyright - MiC. The masterclasses are led by writers, directors, screenwriters, producers, and film and audiovisual industry professionals, with the aim of analyzing the development stages of a film, starting from the screenplay. Organized by ANICA in cooperation with MIC – Directorate-General for Libraries and Cultural Institutes.

Speaker:
Giacomo Scarpelli | Screenwriter, writer and historian of philosophy (Italy)
Moderator:
Marco Spagnoli | Head of Doc Content, MIA | Mercato Internazionale Audiovisivo (Italy)

2.00 PM – 4.00 AM | Hotel Sina Bernini Bristol
Sala Apollo e Dafne

Talk

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.

Speakers:
Niccolò Barsotti | Licensing Manager, Pon Pon Edizioni (Italy)
Lorena Booth | Senior Manager Sales & Acquisition, Studio 100 (Germany)
Massimiliano Freddi | CEO, Wonderwood (Italy)
Francesco Manfio | General Manager, Gruppo Alcuni (Italy)
Mikael Shields | Chief Production & Editorial Officer, Acamar Films (UK)
Francesco Raiano | Founder, Booster Milano (Italy)
Paula Taborda dos Guaranys | Creative Executive Director, Ginga Stories - Advisor, Pipeline Studios (Spain)
Moderator:
Roberta Nebbia | Managing Director Licensing Italia (Italy)

9:30 AM - 10:15 AM | Grand Hotel Palace
Sala Conferenze

Market Insights | Doc Co-Production Market

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:
Stephanie Carter | Executive Producer, THIRTEEN (US)
Lea Fels | Partner & Co-owner, Scenery (Netherlands)
Anna Godas | CEO, Dogwoof (UK)

Moderator:
Ieva Ūbele | Producer, Baltic Balkan Productions (Latvia)

11:45 AM - 1:15 PM — Grand Hotel Palace
Sala Conferenze

Round Table

Vertical Drama Forum: Roundtable

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.

Closed door Roundtable by invitation only

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)
Moderator:
Robert Franke | Co-Managing Director, Intaglio Films (Germany)

2:30 PM - 3:30 PM — Grand Hotel Palace
Sala Conferenze

Market Insights | Doc Co-Production Market

Arte, Decoded: One Broadcaster, Many Doors. Who To Pitch, When And How.

ARTE is one broadcaster, but there is more than one way in. How does its complex structure work, and how can independent producers find the right door for their projects? Three commissioning editors from ARTE France, ARTE G.E.I.E. and ARTE Germany offer an insider's guide to the broadcaster's editorial priorities, commissioning processes and co-production opportunities. From the first pitch to editorial development, a practical conversation on how to navigate the ARTE system and turn a promising meeting into a successful collaboration.

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)
Moderator:
Gioia Avvantaggiato | President & Executive Producer, GA&A (Italy)

B2B MEETINGS

4:00 PM – 6:00 PM — Hotel Sina Bernini Bristol
Sala Enea
Animation Series Gap Financing B2B Meetings

10:30 AM – 2:00 PM /3:30 – 4:30 PM — Hotel InterContinental
Charlie's Rooftop
DOC B2B Meetings

11:00 AM – 1:30 PM — Hotel Westin Excelsior
Sala Vinorum
Drama B2B Meetings

9:30 AM – 6:30 PM — Hotel Westin Excelsior
Sala Pincio & Sala Fori
Film B2B Meetings

2:00 – 6:30 PM — Hotel Westin Excelsior
Sala Vinorum
Book Adaptation Forum B2B Meetings

9:30 – 6:30 PM — Hotel Westin Excelsior
Sala Boncompagni
Lazio Pitching Forum B2B Meetings

2:00 – 6:30 PM — Hotel Westin Excelsior
Sala Vinorum
UNBOX B2B Meetings

9:30 AM – 6:30 PM — Hotel Westin Excelsior
Sala Campidoglio
Sales and Buyers Meetings Lounge

NETWORKING EVENTS

6:00 PM – 7:30 PM — W Hotel Rome
Rooftop Terrace
Casa MIA
@ W Rome in Collaboration with Roma Lazio in Serie

SCREENINGS

08:30 – 10.36 AM — @Rome Film Fest
Auditorium Parco della Musica, Teatro Studio
Club Kid
126' by Jordan Firstman
A24
Screening

09:00 – 10:45 AM — @Rome Film Fest
Auditorium Parco della Musica, Sala Petrassi
The Other Profile
105' by Francesco Bruni
Vision Distribution
Screening

09:00 – 10:40 AM — @Rome Film Fest
Auditorium Parco della Musica, Sala Sinopoli
Me, You
100' by Bille August
Screening

11:00 AM – 12:46 PM — @Rome Film Fest
Auditorium Parco della Musica, Sala Petrassi
Ghost Song
106' by Fatih Akin
Beta Cinema
Screening

11:00 AM – 12:40 PM — @Rome Film Fest
Auditorium Parco della Musica, Teatro Studio
Yesterday the Eye Didn't Sleep
100' by Rakan Mayasi
Salaud Morisset
Screening

11:15 AM – 12:55 PM — @Rome Film Fest
Auditorium Parco della Musica, Maxxi
The Guest
100' by Mads Mengel
LevelK
Screening

03:00 PM – 04:57 PM — @Alice nella Città
Teatro Sisitina
Onde Corte - (slot 5)
117'

04:00 – 05:59 PM — @Alice nella Città
Cinema Quattro Fontane
Everytime
119' by Sandra Wollner

06:00 – 08:00 PM — @Alice nella Città
Teatro Sisitina
Onde Corte - (slot 6)
120'

08:30 – 10:15 PM — @Alice nella Città
Cinema Quattro Fontane
15/18 (A Place to Heal)
105' by Cédric Kahn

09:00 – 11:25 PM — @Alice nella Città
Teatro Sistina
La Gradiva
145' by Marine Atlan

23.10
FRIDAY

9:30 AM - 10:30 AM — Hotel Excelsior
Sala Giardino D'Inverno

Talk

How To Build A Successful Career In The Video Game Industry

The discussion will explore how skills and experience gained in film, animation, and audiovisual production can be transferred to video game development and vice versa, as well as how to stand out to the studios you would like to work for. It will be an open conversation, enriched by practical examples and a dedicated Q&A session with the audience.

Speakers:
Guido Schmidt | Design Director, Rovio (Finland)
Valeria Rossi | Lead Recruiter, Remedy Entertainment Plc (Finland)
Diana Diriwaechter | Professor of VFX and Virtual Production (US)
Ali Farha | Investor, Behold Ventures (Sweden)
Rogelio Garcia Aréizaga | Associate Outsource Director, Blizzard (US)
Moderator:
Mirko Minenza | Founder, PlayHire (Spain)

10:30 AM - 12:00 PM — Hotel Excelsior
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 of AI, Mediawan Group (Germany)
Tom Paton | Founder and CEO, AiMation (UK)
Moderator:
Stephen Saltzman | Partner & Head of the International Entertainment Group, FieldFisher (UK)
Followed by Keynote presentation by:
Al Munteanu | CEO, BRISKPACE UNLIMITED (Germany)

12:00 PM - 1:30 PM — Hotel Excelsior
Sala Giardino D'Inverno

Talk

Back To The Future: It's All About The 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, enhanced by the availability of premium content and digital rental and purchase options (VOD, TVOD, and 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.

Institutional Remarks:
Gaia Tridente, Direttrice MIA
Alessandro Usai, Presidente ANICA

Speakers:
Margherita Amedei | Senior Director, SKY Cinema e Serie (Italy)
Beatrice Arena | Head of Content, CHILI (Italy)
Liz Bales | Chief Executive, BASE & DEGI (UK)
Alberto Bolognesi | Head of Business Affairs Rights Acquisition and Sales, Mediaset (Italy)
Elena Capparelli | Director, Raiplay and Digital (Italy)
Charlotte Lund Thomsen | Legal Counsel, IVF (Denmark)
Luciana Migliavacca | President, Univideo (Italy)
Riccardo Tozzi | Founder & President, Cattleya (Italy)
Moderator:
Federico Bagnoli Rossi | President, FAPAV (Italy)

B2B MEETINGS

10:00 AM – 4:00 PM — Hotel Sina Bernini Bristol
Sala Enea
Animation Series B2B Meetings

10:00 AM – 2:00 PM /3:00 PM – 4:30 PM — Hotel InterContinental
Charlie's Rooftop
DOC B2B Meetings

9:00 AM – 2:00 PM — Hotel Westin Excelsior
Sala Pincio
Drama B2B Meetings

9:00 AM – 2:00 PM — Hotel Westin Excelsior
Sala Pincio
Film B2B Meetings

2:00 – 6:30 PM — Hotel Westin Excelsior
Sala Vinorum
Book Adaptation Forum B2B Meetings

9:00 AM – 2:00 PM — Hotel Westin Excelsior
Sala Vinorum
UNBOX B2B Meetings

9:30 AM – 2:00 PM — Hotel Westin Excelsior
Sala Campidoglio
Sales and Buyers Meetings Lounge

SCREENINGS

08:30 – 11:07 AM — @Rome Film Fest
Auditorium Parco della Musica, Teatro Studio
La bola negra
157' by Javier Calvo, Javier Ambrossi
Goodfellas
Screening

09:00 – 10:34 AM — @Rome Film Fest
Auditorium Parco della Musica, Sala Petrassi
Congo Boy
94' by Rafiki Fariala
The Party Film Sales
Screening

09:00 – 10:47 AM — @Rome Film Fest @Alice nella Città
Auditorium Parco della Musica, Sala Sinopoli
Se domani non torno
107' by Paola Randi
Screening

11:00 AM – 12:38 PM — @Rome Film Fest
Auditorium Parco della Musica, Sala Petrassi
Evening in Rome
98' by Enrico Vanzina
Screening

11:15 AM – 12:58 PM — @Rome Film Fest
Auditorium Parco della Musica, Maxxi
Nina Roza
103' by Geneviève Dulude-De Celles
Best Friend Forever
Screening

08:30 PM – 10:01 PM — @Alice nella Città
Cinema Quattro Fontane
Eklipse
91' by Manuel Wetscher

1926 — 2026 ITA ITALIAN TRADE AGENCY

A CENTURY OF PROMOTING MADE IN ITALY WORLDWIDE

TO TAKE YOU TO THE WORLD, WE BRING YOU THE WORLD

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the xcellence of Made in Italy in the world.

L'ICE Agenzia svolge attività per la promozione all'estero e l'internazionalizzazione delle imprese italiane è l'organismo attraverso cui il Governo favorisce il consolidamento e lo sviluppo economico-commerciale delle nostre imprese sui mercati esteri.

Agisce, inoltre, quale soggetto incaricato di promuovere l'attrazione degli investimenti esteri in Italia.
Con una organizzazione dinamica motivata e moderna e una diffusa rete di uffici all'estero,

l'ICE Agenzia svolge attività di informazione, assistenza, consulenza, promozione e formazione alle piccole e medie imprese italiane.

Grazie all'utilizzo dei più moderni strumenti di promozione e di comunicazione multicanale, agisce per affermare le eccellenze del Made in Italy nel mondo.

MINISTERO DELLA CULTURA | DiAC DIPARTIMENTO PER LE ATTIVITÀ CULTURALI | Direzione Generale **Cinema e audiovisivo**

Direzione generale Cinema e audiovisivo

Ministero della Cultura

ITALIAN FUND FOR CINEMA AND AUDIOVISUAL -

A LEADING PUBLIC INVESTMENT

With an annual budget for 2026 of 676 million euros

UP TO 40% TAX CREDIT FOR PRODUCTION

BENEFITS FOR CO-PRODUCTIONS IN ALL SUPPORT SCHEMES

A SPECIFIC SCHEME FOR MINORITY CO-PRODUCTIONS

cinemamic_it cinema.cultura.gov.it

USEFUL INFO

BADGE PICK-UP

Your MIA accreditation badge can be collected upon presentation of a valid ID and the confirmation letter sent by the Accreditation Office, including your digital badge (QR code).

Pre-paid and complimentary badge pick up

If your accreditation has already been paid for, or if you are an invited MIA guest, you can collect your badge at any of the MIA Badge Pick-Up Points located across the market venues, as well as at the main Accreditation Office.

Daily and Late payments

If your accreditation still requires payment, or if you have purchased a Daily Accreditation, your badge must be collected exclusively at the main Accreditation Office. Payments and Daily Accreditation badge collection are not available at the other Pick-Up Points.

Accreditation Office:

- Grand Hotel Palace Rome, Via Vittorio Veneto 66, 00187 Rome, in Sala Tritone, on the first basement level (Level -1)

Pick-up Points:

- Palazzo Barberini (Via delle Quattro Fontane, 13 – 00187 Rome, Sala Marmi)
- The Westin Excelsior (Via Vittorio Veneto, 125, 00187 Rome, Sala Boncompagni)
- Sina Bernini Bristol Hotel (Piazza Barberini, 23 - 00187 Rome, Mezzanine lobby)

Shuttle Service

19–23 OCTOBER 2026 • ROME

This service is strictly reserved for MIA Badge holders.

Specifically, Line 01 is restricted to INDUSTRY BUYER badge holders only, providing direct transportationto the Auditorium Parco della Musica and MAXXI, official venues of the Rome Film Fest.

Continuous shuttle services throughout the day, with regular outbound and return journeys during the indicated operating hours.

Line 01	**BUYERS' SCREENINGS** Piazza Barberini → Auditorium Parco della Musica → MAXXI → Piazza Barberini EVERY 20 MINUTES 19–23 October | 07:30–13:30
Line 02	**VIA VENETO CIRCUIT** Piazza Barberini → Sina Bernini Bristol → Westin Excelsior → InterContinental Ambasciatori Palace → Piazza Barberini EVERY 10 MINUTES 19–22 October | 08:30–19:30 23 October | 08:30–14:30

MIA 2026 Official Venues

Palazzo Barberini
Via delle Quattro Fontane, 13
00184 Rome, Italy

Hotel Sina Bernini Bristol
Piazza Barberini, 23
00187 Rome, Italy

Spaces Veneto
Via Veneto, 54 B
00187 Rome, Italy

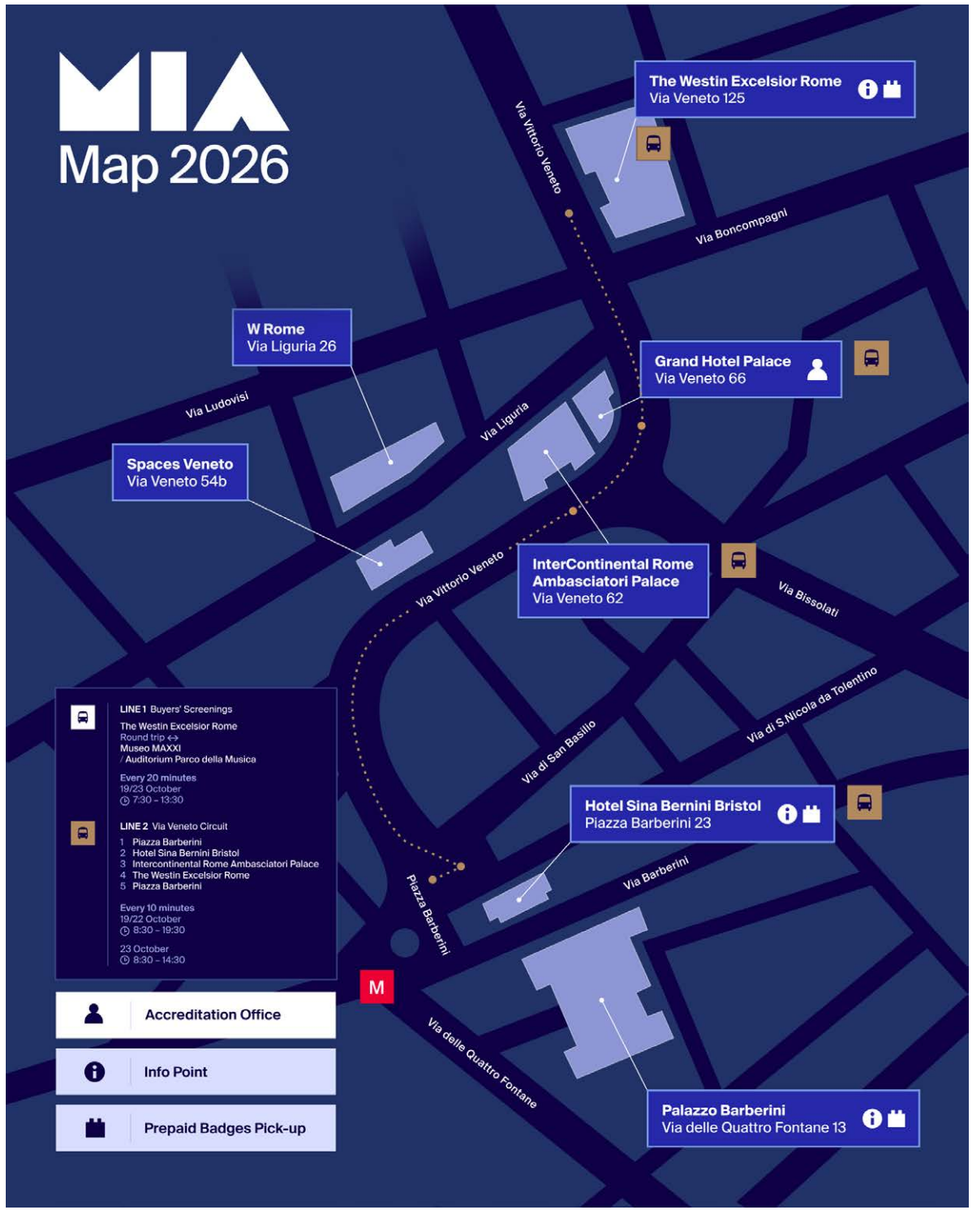
W Rome
Via Liguria, 26
00187 Rome, Italy

InternContinental Rome Ambasciatori Palace
Via Veneto, 62
00187 Rome, Italy

Grand Hotel Palace
Via Veneto, 66
00187 Rome, Italy

The Westin Excelsior
Via Veneto, 125
00187 Rome, Italy

For more information visit miamarket.it



The Echo Chamber
© Beniamino Barrese

Succederà questa notte
© Alberto Novelli

MIA | Mercato Internazionale Audiovisivo 2026

Creative Europe Desk Italy MEDIA

35 YEARS OF MEDIA

Meet our team at the MEDIA Stand

Hotel Westin Excelsior - Sala Boncompagni

www.europacreativa-media.it

Desk Italia

Co-funded by the European Union

Creative Europe MEDIA

CINECITTÀ

MiC MINISTERO DELLA CULTURA

L'estranea
© Andrea Miconi

Creative Europe MEDIA

STORIE IN MOTO

35 YEARS OF MEDIA

GREEN FILM

Putting sustainability to work, from sets to markets.

A practical framework for reducing environmental impact, leading to Green Film certification.

Powered by

TRENTINO SVILUPPO
Shaping the Future

A project by

TRENTINO
FILM COMMISSION