



MIA - MERCATO INTERNAZIONALE AUDIOVISIVO

4th EDITION

ROME, OCTOBER 17 -21, 2018

Palazzo Barberini | Hotel Bernini Bristol
Cinema Barberini | Cinema Quattro Fontane

**AFTER LAST YEAR'S RECORD OF ATTENDANCE
THE ANNUAL FOR FILM&TV INDUSTRY LEADERS IS BACK**

**THE EVENT IS SET ONCE AGAIN IN THE BARBERINI DISTRICT
IN THE CENTER OF ROME AND EXPANDS ITS VENUES**

After the excellent results of last year, **MIA | Mercato Internazionale Audiovisivo (International Audiovisual Market)**, editorial direction entrusted to **Lucia Milazzotto**, confirms its original and cross-cutting format so unique within the domestic and international landscape, and positions itself as an audiovisual industry event not to be missed, where new trade, coproduction and export opportunities can be found and exploited.

Conceived as a flywheel for the Italian production proficiency, in only three editions MIA has established itself as a *concept market* for global industry key players who produce, finance and distribute content - films, tv series and documentaries - of high industrial and cultural value.

With an average of **1,800 operators from 50 countries**, MIA stages a substantial and qualified *parterre* of international key players and an increasingly wide range of content in absolute premiere, anticipating the market *trends* and international products of the next upcoming years.

The fourth edition of MIA will be held from October 17th to 21st, 2018 at the "**Barberini district:**" from **Palazzo Barberini** - that presents new expanded spaces - to the **Bernini Bristol Hotel**, the **Barberini Cinema** and **Quattro Fontane Cinema**.

During the MIA days, four *clusters* of activities will be available to the partakers:

- 1) Content Showcase** is the MIA section dedicated to the latest productions. It includes the **screening of over 125 films** to be released in autumn 2018, showcased to the nearly **400 attending buyers that come from all over the world**, as well as **four windows of exclusive anticipations** dedicated to films, TV series and documentaries of the upcoming years.

For cinema, **What's Next Italy** has become an event always more eagerly awaited by international buyers, where 2019 Italian feature films can be viewed, among which **Se ti abbraccio non aver paura** by **Gabriele Salvatores** (Indiana production, Rai Cinema, Edi Effetti Digitali Italiani); **Il campione** by **Leonardo D'Agostino** (Groenlandia with Rai Cinema - True Colors Glorious Films;); **Freaks Out** by **Gabriele Mainetti** (Lucky Red, Goon Films, Rai Cinema, Gap Busters - Rai Com / True Colors Glorious Films;); **Dieci giorni senza la mamma** by **Alessandro Genovesi** (Colorado Film Production;); **Flesh Out** by **Michela Occhipinti** (Vivo Film, Rai Cinema, Mact Productions;); **Il grande spirito** by **Sergio Rubini** (Fandango, Rai

Cinema;) **Hope** by **Francesco Filippini** (Mad Entertainment;) **Il Ladro di cardellini** by **Carlo Luglio** (Bronx Film, Figli Del Bronx Produzioni, Minerva Film, Minerva Pictures Group and P.F.A. Film, Rai Cinema;) **Il mio corpo vi seppellirà** by **Giovanni La Parola** (Cinemaundici, Ascent Film with Rai Cinema, Cinemorgana;) **Bangla** by **Phaim Buhan** (Fandango, Timvision;) **Bartali's Bicycle** by **Enrico Paolantonio** (Lynx Multimedia Factory.) This year, the section will be sided by the additional **innovative showcase C EU Soon**, dedicated to content in production directed by debuting European talents.

For the TV series section, this year MIA launches **Greenlit**, an exclusive showcase dedicated to Italian scripted products where producers present the most anticipated tv series currently in production, among which **Il nome della Rosa** by Giacomo Battiato (11 marzo/Palomar/Tele Munchen Int.-Rai/Sundance Tv), **Diavoli** by Nick Hurran and Jan Michelini (LUX Vide/Sky Italia-Sky Atlantic/OCS), **L'amica geniale** by Saverio Costanzo (Wildside/Fandango/Rai Fiction/TimVision/HBO/ Umedia-Fremantle/Rai Com.)

For documentaries, **Italians Doc it Better** promotes Italian creativity in factual cinema, tv documentaries and documentary series – starting from **La strada dei Samouni** (Dugong) to **La Passione di Anna Magnani** (Zenit), **Il filo dell'Alleanza** (Istituto Luce / R Reporter), **1938, diversi** (Tangram Film) **The Hijacker** (Fremantle). The three windows of Italian docs, besides being screened in exclusive viewing to the most important key players of the international landscape, can rely on a **Special Lazio Region Award**.

- 2) **Co-production Market and Pitching Forum**. This year, MIA has **selected 58 projects from 21 countries – films, series and documentaries** still under development – and invites their filmmakers to an intensive co-production support program that includes **three public presentation sessions** and **four days of B2B meetings**, led and coordinated by the MIA team, as well as pitching support by consultant coach **Bob Schultz**, US writer, director and producer. For these meetings, MIA has already registered a **record of attendance** made up by the most dynamic domestic and international producers and distributors coming from the main European and North American broadcasters and OTT platforms. MIA also confirms prestigious partnerships for the development awards of its three sections: the **Eurimages Development Award** for the Best European Co-production; the **ARTE Kino International Award** for a selected film of the MIA | Cinema section; and this year, the brand-new **National Geographic Award** to be assigned within the MIA | DOC section. Among the events hosted by MIA 2018, the **Carlo Bixio Award**, 7th edition.
- 3) **Guided and free networking**. Designed to be an exclusive and informal space to support the creation and consolidation of business relationships, MIA confirms its ability to be a true *matchmaker* among industry players, offering countless opportunities for networking and interaction within the varied and well-equipped settings of Palazzo Barberini.
- 4) **Talks**. MIA presents an extensive program of debates, panels, masterclasses and *keynotes*, confirming its intent to not only be a business accelerator but also a *think tank* where the industry's trends, models and opportunities can be weighed and discussed. Among the many events, in this immediate **pre-Brexit** time, MIA presents a **UK Focus**, in collaboration with the **British Film Institute (BFI)**, the **British Council** and the **British Embassy of Rome**; it also launches a new prestigious partnership with **MediaXchange** for an in-depth analysis of new trends in serial tv, while reinforcing its partnership with **Europa Distribution**, a network of independent European distributors; among the many topics related to the new industrial models, it presents an in-depth focus on the **link between printed paper and documentaries** - from the production of The New York Times to The Guardian, from La Repubblica to Der Spiegel. Next to this, **Ted-Talks** of the most interesting *trendsetters* of the international market will be presented, including those of British producer Damian Jones (producer of 30 films, including titles by Winterbottom, Danny Boyle, Noel Clarke), **Walter Iuzzolino**, founder of Walter Presents, the CEO of the Israeli giant Keshet International **Alon Shtruzman**, *Wild, Wild Country* producer **Josh Braun** and the award-winning documentary filmmakers, **Micheal Apted**

and **Bryan Fogel**. Obviously, MIA remains an important chance for international partakers to be informed exhaustively on the opportunities of the territory that strategically increase the growing production potential, including the Tax Credit and the new funds for minority co-productions, and domestic and international co-productions that will be presented by **MiBAC** (Ministero per i Beni e le Attività Culturali.)

“The International Audiovisual Market is a fundamental part of the ‘great ten days’ of Cinema and Audiovisual that take place in Rome at the end of October 2018,” says **Francesco Rutelli, President of ANICA**. “The influential and consolidated Festa del Cinema, the new and original VIDEOCITTÀ and – crucial for trade and creative collaboration – MIA. This market conceived by ANICA and APT is growing, expanding and becoming vital for Italian and international players, thanks to the work of Lucia Milazzotto and her team.”

“Never before as in these last years has the audiovisual production industry been experiencing such a period of true Renaissance thanks to the intuition of independent producers, and also thanks to the investments and editorial choices of broadcasters,” **underlines Giancarlo Leone, President of APT**. “Our country is becoming increasingly competitive and MIA, at its 4th edition, has conquered an important space within the international audiovisual market and is more and more oriented to support businesses in the face of the global challenges that are taking place today.”

Lastly, as stated by Lucia Milazzotto, Editorial Director of MIA, “MIA is an incubator and accelerator of the entire Italian audiovisual sector for the development and growth of our industry within the international arena; it’s a tool at disposal of the Italian System to strengthen the position of our producers at global negotiating tables and to bring influential investors to our country. The three previous editions have achieved solid and significant results in terms of product export and co-productions conducted under the aegis of the acronym MIA. Just to name a few: *The Place* by Paolo Genovese, a great international sales success, *Nico* by Susanna Nicchiarelli, or tv series that ended up finding international partners here, such as *Don’t Leave Me* and *Eternal City*.”

MIA | Mercato Internazionale Audiovisivo is conceived, realized and produced by a Temporary Grouping between **ANICA** (Associazione Nazionale Industrie Cinematografiche Audiovisive e Multimediali) through its controlled ANICA SERVIZI s.r.l., and **APT** (Associazione Produttori Televisivi), financed by the **Ministry of Economic Development** and **ICE – Agenzia per l’Internazionalizzazione delle industrie italiane**, with the support of **MIBACT, the Ministry for the Cultural Heritage and Activities and Tourism**, of the **Lazio Region**, and of **MEDIA Programme**. Among the partners of MIA, **Lazio Innova, Roma Lazio Film Commission, Fondazione Cinema per Roma, Apulia Film Commission, British Film Institute (BFI), British Council** and the **British Embassy of Rome**, with the collaboration of **European Producer Club, Europa Distribution, UNIFRANCE, Ambasciata di Francia** and **Alice nella città**.

In the MIA governance, respectively for ANICA and APT, Presidents **Francesco Rutelli** and **Giancarlo Leone**, General Managers **Mina Larocca** and **Chiara Sbarigia**; in the Steering Committee, ICE President **Michele Scannavini**, Director **Nicola Borrelli** representing MIBAC, and **Andrea Occhipinti**; in the Editorial Committee, besides ANICA and APT, representatives of the Associazione 100 Autori, AGICI, Cartoon it, CNA Audiovisual, Italian Film Commission, L.A.R.A., UNEFA.

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