



MIA - MERCATO INTERNAZIONALE AUDIOVISIVO

**THE THIRD EDITION WILL TAKE PLACE IN ROME FROM 19 TO 23
OCTOBER 2017**

**THE HEART OF ROME WILL BE THE MEETING POINT FOR THE KEY
PLAYERS OF THE FILM, TV AND DOCUMENTARY INDUSTRY**

The third edition of **MIA Mercato Internazionale Audiovisivo** will take place in **Rome** from **19 to 23 October 2017**.

With 1500 participants coming from 58 countries in the previous editions, MIA has become an exclusive appointment for producers and distributors of high-value content, films and TV series: a platform to buy and sell content based on four main market assets: matchmaking, co-production and pitching forum, panel and talks, screenings. MIA is also recognized as an important driving force for the production capacity of the Italian audio-visual system at international level.

MIA is created, developed and produced by **ANICA** (Italian Association of Film industries) and **APT** (Italian Association of Television Producers). For the first time, professional associations are directly involved in designing the market; their participation makes MIA an initiative that perfectly meets the needs of the industry and becomes a real opportunity of presenting the "**Italian System**" on the international stage.

This year, the market will have a new logo and a new claim, **Matching Excellence**. Both highlight the position the market assumes in the landscape of the international meetings for the audio-visual industry: a place where to establish and reinforce business relationships between global market leaders where the Italian excellence is the major player.

One of the main innovations of this year is the venue: MIA will carry out its activities in the "**district**" of **Piazza Barberini**, from the Palazzo Barberini to the Hotel Bernini Bristol and the Cinema Barberini.



MIA is supported by the **Ministry of Economic Development**, **ICE**, the **Ministry of Cultural Heritage and Activities and Tourism**, **Regione Lazio** and the **MEDIA Programme**. The **Fondazione Cinema per Roma** and the Council of Europe's **Eurimages Fund** are MIA partners. Its editorial committee is made by: **Anica, Apt, CartoonIT, 100 Autori, Italian Film Commissions, UNEFA**.

THE PROGRAMME

Three are sections for the 2017 edition: **MIA CINEMA**, a co-production market that led **more than 50% of the projects selected over the previous editions** to their realisation and a reference platform for the European industry in autumn, where to watch and buy the most recent productions of high-quality independent films with 120 screenings in 4 days, as well as the showcase *What's Next Italy*. **MIA TV**, a **high-profile meeting place** for the global TV industry with the main objective of promoting debate, networking, partnerships, agreements and new business opportunities in a time of profound changes for the Italian industry. The second edition of the **Drama Series Pitching Forum** and for the first time the **Italian TV Upfront** are two of the highly-anticipated events. **MIA DOC**, a selective and efficient platform supporting the co-productions and the distribution of documentaries and factual television. This year MIA DOC will focus on the topic of **investigative, current affairs** and **human interest**.

MIA 2017 will also feature two **special programmes**: YAS (young adult spotlight) will put a spotlight onto **kids / teens** and **young adults** contents with a special focus on **graphic novels**. Another focus will be dedicated to **animation**, among the most efficient and innovative forms of audio-visual storytelling.

AWARDS

The **Eurimages Fund** will assign the **Best MIA Cinema Project Award**, recognising MIA's important role in the support of co-productions and business relationships of international major projects. **EDI Effetti Digitali Italiani** (leading company in the VFX sector) introduces the **MIA EDI Visionary Award**, dedicated to film, TV Series and documentary projects characterised by innovativeness in storytelling through an excellent use of visual effects. The fourth edition of the



Carlo Bixio Prize is one of the events hosted by MIA 2017: young writers between 18 and 30 years old are called upon to engage in a TV series project with international prospects and no limitation of genre.

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