



MIA TALKS

MIA

FILM
DOC
TV SERIES

**MERCATO
INTERNAZIONALE
AUDIOVISIVO**

ROME
OCTOBER 16|20
2015

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DOC
TV SERIES

MERCATO INTERNAZIONALE AUDIOVISIVO

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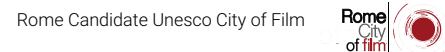
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Fondazione Cinema per Roma, implementing body of MIA | Mercato Internazionale Audiovisivo



MIA is a brand new innovative market for international cinema, TV and documentary, which will position itself among the top events for the industry: a very structured yet intimate and informal market, offering a wide range of efficient tools for international buyers and sellers, producers and broadcasters - screenings of the freshest international content, efficient matchmaking and networking activities, project markets for both cinema and documentary. In addition to this, MIA will be an inspiring think tank and a discussion hub around the most important and urgent topics for our industry, improving the circulation of ideas and visions between cinema, television and documentary, for a consistent growth of knowledge of the new trends and market opportunities. MIA aims, therefore, to rapidly become a not-to-be missed appointment at the end of the year for both the cinema and television industry, the place to find the best content as well as explore and open up to the future of business: an innovative and inspiring hub which makes MIA unique and, we hope, a "must go" for the industry in the future. MIA offers producers, broadcasters, distributors, showrunners, directors and writers an invaluable occasion for creating important strategic relationships and examining the most interesting trends, current practices and future business scenarios. MIA intends to bolster networking and matchmaking among participants, to become the cornerstone of the internationalization of the entire audiovisual industry.

MIA will stimulate a real, lively and effective dialogue on the global industry and offer targeted market activities for building and strengthening business relationships. As a "one-stop shop" where the top players of the international and domestic industries can openly and informally discuss and analyze the current market landscape, successful business models, and industry trends, practices and strategies.

In order to incentivize circular dialogue and the circulation of ideas and best practices, MIA is launching a series of industry and territorial in-depth talks and analyses, to identify the business models that can be comprehensively applied to new market opportunities, in a strategic vision that is of interest of the entire industry.

A brand new concept, MIA Soft Talks -with three days dedicated to TV drama- are not conferences, keynotes or panels, but talks that transform MIA into a lounge where selected international guests can discuss the sector's hot topics during extensive brainstorming sessions led by one or two moderators. Also MIA is dedicating an entire day of talks on the production and distribution of animation, transmedia and gaming products, to attempt to glean the new creative and industry borders of entertainment. This year, the traditional European Day will be entirely dedicated to the TV production initiatives introduced by Creative Europe. The event is organized by the Creative Europe Desk Italy/MEDIA and MIA-The Business Street, with backing from MiBACT - DG Cinema and Istituto Luce Cinecittà.

In collaboration with Europa Distribution, the network of independent European distributors, MIA will organize an in-depth analytical discussion on independent distribution trends, focusing on how distributors experiment and develop strategies that can keep up with an industry in continuous flux.

The Terme di Diocleziano (Baths of Diocletian) will host a discussion on Public Service: starting with an analysis of television's current public service role, the best practices of the leading European and international public broadcasters will be explored, through a broad and detailed perspective.

With its Country Focuses, MIA offers targeted examinations of the state of the audiovisual industries in diverse territories so as to foster international cooperation, promote exchanges and expand knowledge of financing and co-production tools.

There will be a fundamental focus on Italy, in a comprehensive presentation of the concrete business opportunities that the country has to offer. As well as on Belgium, China, Cuba, Poland and Southern Asia and Korea.

INTERNATIONAL PUBLIC BROADCASTING AT A TURNING POINT

16/10 4.00 - 6.00 pm

Terme di Diocleziano Rai Com Luce

The Rai Com Luce in the splendid Terme di Diocleziano will play host to Dario Franceschini, Minister of Culture and Tourism who together with representatives from international broadcasters will debate, analyze and compare the production of cultural programmes. An open and thorough discussion about best practices in use by the main European and international public broadcasters where we will analyze business models and investment strategies which have proved to have a strong impact on the audiovisual industry, on its internationalization and cultural politics. What is the role of Public Service in the changing media environment and what is its future in Italy and in the world? What makes it different? What is its mission? What defines Public Service, for its viewers and for the media industry? Which strategy best helps promote cultural heritage through documentary both domestically and internationally? What is the potential for growth of documentary production in Italy? How is Italian culture represented on Italian and International networks? With this open hearted conversation MIA | Agora intend to understand which models can be successfully applied in Italy.

Produced by Doc & Factual Agora in partnership with Rai Com

Co-Moderators

Peter Dale (Rare Day)

Duilio Giammaria (RAI Journalist)

Speakers

George Amar (SRC)

Axel Arno (SVT)

Caroline Behar (France 5)

Luigi De Siervo (Rai Com)

Nick Fraser (BBC)

Olaf Grunert (Arte/Zdf)

Mette Hoffmann Meyer (DR)

Giancarlo Leone (Rai Uno)

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT DISTRIBUTION BUT WERE AFRAID TO ASK

JOIN US FOR AN OPEN PANEL TO LEARN MORE ABOUT INDEPENDENT DISTRIBUTION AS IT IS TODAY AND AS IT COULD BE TOMORROW.

17/10 2.00 - 4.00 pm
Boscolo Sala Michelangelo

Far from being mere intermediaries who stand in the shadows, independent distributors are an essential asset to the circulation of films. As they adapt to an ever-changing marketplace, where consumer behaviour is fluctuating and new entertainment models are emerging constantly, this panel explores their role and the challenges they are facing. Specifically, what does it mean to be a distributor today?

How long does an independent distributor exploit the films he/she has the rights for and what revenues can they still garner through physical, linear and non-linear services?

Why is exclusivity so important?

Why does total territoriality matter so much?

What has changed in the last decade, and what consequences has that had on their work and the risks they are still able to take?

What do independent distributors need to be able to continue to defend and promote the films they believe in?

Film distributors from different territories will join the conversation, led by Andreas Wiseman (Screen International), sharing their knowledge and experience on facing these challenges: Ivo Andrlje (Aerofilm, Czech Republic), Greta Akcijonaite (Kino Pasaka, Lithuania), Stefano Massenzi (Lucky Red, Italy), Olivier Mortagne (Paradiso Filmed Entertainment, Benelux) Andy Whittaker (Dogwoof, UK), Kent Sanderson (Bleeker Street Media, US) and Susan Wendt (Trustnordisk, Denmark).

In partnership with Europa Distribution

STRENGTH IN NUMBERS: INTERNATIONAL CO-PRODUCTIONS

18/10 4.30 - 6.30 pm
Boscolo Sala Michelangelo

This informal discussion in a round table setting will present and clarify the legal, operative and economic tools for making an international co-production, giving Italian producers useful information for accessing national and supranational funds and understanding new co-production legislation.

Moderator

Bruno Zambardino (Professor
La Sapienza University of Rome)

Speakers

Maria Giuseppina Troccoli
(DG Cinema - MiBACT)

Roberto Olla (Eurimages)

Iole Maria Giannattasio
(DG Cinema - MiBACT)

CREATIVE EUROPE (2014-2020): ALONGSIDE TV PRODUCERS

19/10 4.30 - 7.00 pm
Boscolo Sala Diocleziano

The European Day will be entirely devoted to TV production. The meeting will open with the institutional greeting by Chiara Fortuna, Officer MiBACT - DG Cinema and Representative of the Creative Europe Programme; followed by Enrico Bufalini, of Istituto Luce Cinecittà, Coordinator of the Creative Europe Desk Italy|MEDIA. Next up, Giuseppe Massaro (Project Officer of the Creative Europe Desk / MEDIA Italy, Rome office) will present how the EU program supports TV producers. In particular through two funding lines: one supports the development of individual projects or a slate of TV projects (serial and otherwise); the other, entitled "TV programming support", encourages producers to create a product that from the onset appeals to European and intercontinental markets, in order to receive financing through pre-sale agreements or co-production deals with at least three European broadcasters from MEDIA countries. Afterwards, Nicola Lusuardi - a screenwriter, story editor and supervisor for RAI, Mediaset and SKY, as well as script a consultant and tutor at renowned international schools - will conduct a workshop on developing serial concepts. *The event is organized by the Creative Europe Desk Italy | MIA and MEDIA-The Business Street, with the support of MiBACT - DG Cinema and Istituto Luce Cinecittà.*

MIA | COUNTRY FOCUSES

MIA Country Focus is a series of meetings and informative panels on the film industries and audiovisual landscapes of specific countries. A comprehensive audiovisual profile to share marketplace intelligence, promote business cooperation, identify key people and the latest developments in financing and funding film productions.

CALL FOR THE ATTRACTION OF CINEMATOGRAPHIC AND AUDIOVISUAL PRODUCTIONS

PRESS CONFERENCE GIVEN BY PRESIDENT OF REGIONE LAZIO, NICOLA ZINGARETTI

17/10 12.00 - 1.00 pm

Terme di Diocleziano Rai Com Luce

The dimension of the cinematographic and audiovisual compartment in Lazio has no equals in Italy: this truly is one of the strengths of the cultural industry in the region. In order to maximise the capacity of Lazio SMEs to access foreign cinematographic and audiovisual markets, Regione Lazio will promote a call aimed at supporting coproductions which involve the participation of SMEs based in Lazio and foreign producers. The call will have a capacity of 10 million euros and will support those projects with a measurable positive impact on the economic system of Lazio.

MIA | COUNTRY FOCUSES

MIA COUNTRY FOCUS – ITALY

17/10 4.30 - 7.00 pm

Terme di Diocleziano Rai Com Luce

For this dedicated focus, all of Italy's national and local audiovisual institutions, together with the main trade associations, will present what the country has to offer for foreign producers and investors by way of support, incentives, grants, locations and talent. Barbara Bettelli, a lawyer specializing in the Entertainment Industry, will moderate the talk. Iole Giannattasio and Chiara Fortuna – of the MiBACT| Direzione Generale Cinema – will give a definitive, detailed overview of the national audiovisual production and co-production funds, development support schemes and the Italian tax credit system. They will also present the new website La Bussola del Cinema, a comprehensive guide to the diverse audiovisual support tools available to foreign productions in Italy. Fabio Corsi, Manager of Audiovisual and Multimedia Projects at ICE- the Italian Trade Agency - will describe the initiatives developed by the Agency in support of the international audiovisual business and trade activities of the Italian industry players. Conchita Airoidi (Urania Pictures, for ANICA- National Association of Cinema and Audiovisual Industries) and Laurentina Guidotti (Iterfilm, for APT - Association of Italian Television Producers) will add their points of view as experienced film and TV producers, while the Film Commissions Association, represented by Stefania Ippoliti, will introduce a complete guide to the rich, varied offer of Italian locations and regional incentive schemes. Luciano Sovena (president of the Roma Lazio Film Commission, Guest Region of the MIA) will speak on the Lazio Region's new audiovisual fund, to be presented in a special press conference on Oct. 17 in the morning.

Organized in cooperation with MiBACT – Direzione Generale Cinema, ICE – Italian Trade Agency, ANICA, APT, Italian Film Commissions Association and the Roma Lazio Film Commission.

Moderator

Barbara Bettelli (Lawyer)

Speakers

Iole Giannattasio and Chiara Fortuna (MiBACT)

Conchita Airoidi (ANICA)

Laurentina Guidotti (APT)

Stefania Ippoliti (Film Commissions Association)

Luciano Sovena (President of the Roma Lazio Film Commission)

MIA COUNTRY FOCUS BELGIUM

18/10 10.00 - 12.00 am

Terme di Diocleziano Rai Com Luce

A presentation and open discussion on the financing, distribution and production opportunities offered by Belgium, viewed through case studies and first hand experiences.

Invited guests include:

Jeanne Brunfaut, Deputy Director of Centre Du Cinema & De L'Audiovisuel - Federation Wallonie-Bruxelles, discussing the opportunities offered by the region to Belgian and International producers. Olivier Rausin (Climax Film) with a case study on his most recent film *The Brand New Testament*, which was selected at Cannes' Director's Fortnight 2015.

Isabelle Truc (Iota Productions) who will discuss *Keeper*, which premiered at 2015's Locarno Film Festival.

Tatjana Kozar (Savage Films), will offer a view of producing within the Flemish region of Belgium, reflecting on the success of *Savage Films' Oscar Nominated Bull Head*. Chiara Fortuna (Professional Officer/ International Affairs Directorate General of Cinema at MiBACT) and Silvia Finazzi (Cinema and Audiovisual Office – MiBACT) will be the Italian counterparts to this conversation.

MIA | COUNTRY FOCUSES

MIA COUNTRY FOCUS – MADE IN POLAND

18/10 6.30 pm

Terme di Diocleziano Sala Conferenze

In its 10th anniversary year, the Polish Film Institute celebrates the Foreign Language Oscar win for Pawel Pawlikowski's IDA. Along with a blooming and prosperous audiovisual marketplace that reflects its success, as proven by the data, in terms of increased box office for Polish films, international sales and domestic production.

In its first edition, MIA is honored to welcome a strong delegation of Polish distributors, sales agents and producers: Aleksandra Biernacka (TVP2), Slawomir Ciok (Icebreaker Films), Tomasz Dabrowski (Film Commission Poland), Jakub Duszynski (Gutek Film), Lukasz Dzieciol (Opus Film), Dariusz Jablonski (Apple Film Production), Roman Jarosz (Alter Ego Pictures), Luke Kanafa (Bomba Film), Agnieszka Kurzydlo (MD4), Leszek Maslowski (Tongariro Releasing), Jakub Mroz (Tongariro Releasing), Michal Myslinski (Aurora Films), Szymon Mioduszewski (Polsat Television S.A), Marcin Piasecki (Kino Swiat), Katarzyna Siniarska (New Europe Film Sales), Miroslaw Trębawicz (Vivarto) and Mariusz Wlodarski (Lava Films).

The country will be also present at the Rome Film Fest with the film *Moje Córki Krowy* by Kinga Debska and in New Cinema Network with Bodo Cox's latest project. One of the most significant filmmakers of the Polish indie scene, he will be presenting *The Man with the Magic Box*, produced by Iza Igel (Alter Ego) to the international producers attending the NCN co-production meetings.

Izabela Kiszka-Hoflik, Head of International Relations of the Polish Film Institute, will hold a comprehensive overview to all international producers of the financing and production opportunities available in Poland.

In cooperation with the Polish Film Institute

Speaker

Izabela Kiszka-Hoflik (Polish Film Institute)

MIA COUNTRY FOCUS PANASIA

19/10 2.00 - 4.00 pm

Boscolo Sala Diocleziano

Targeted examinations of the state of the audiovisual industries of less chartered Far and South Eastern countries.

In collaboration with the Far East Film Festival, ASEAN and Moviemove.

Moderator

Jean Noh (Screen International)

Speakers

Kevin Balhetchet (Hub Media Group)

Grace Cheng (Swallow Wings)

Justin Deimen (SAAVA)

Isabelle Glanchant (Chinese Shadows)

Hanna Lee (Producer)

Vincent Nebrida (Artikulo Uno)

Ngo Phuong Lan (Vietnam Cinema Ass.)

Grace Swe Zin Htaik (Myanmar Motion Picture Organization)

Tiffany Wang (Sky Digi Entertainment Co.)

Michael J. Werner (Fortissimo Film)

MIA | COUNTRY FOCUSES

MIA COUNTRY FOCUS CUBA

19/10 10.00 - 12.00 am

Terme di Diocleziano Sala Conferenze

A roundtable for identifying and discussing the opportunities of the newest and most interesting country opening up on the LATAM landscape. Cuba offers plenty of opportunities for film & TV co-productions, distribution, locations, facilities and talent that MIA aims to enhance to further strengthen Italy's position in Latin America. MIA intends to moreover build a strong bridge between Europe and the Caribbean by reinforcing the Italian-Cuban relationship, thereby improving business exchanges between these two strategic regions. In addition, MIA aims to improve relationships between the cultural and educational organizations of both countries, to enhance co-development opportunities and the reciprocal understanding of both areas.

Speakers

Nicola Borrelli (MiBACT), Luciano Sovena

(Roma Lazio Film Commission), Luciano

Castillo (Cinematheca de Cuba), Danilo Patricio

León Alonso (ICAIC), Rigoberto Lopez Pego

(Muestra Itinerante del Caribe ICAIC),

Lilianne Rodriguez Nieto (International

Festival of New Latin American Cinema),

Bernardo Bergeret (INCAA), Conchita

Airoidi (Urania Pictures), Arturo Paglia

(Paco Cinematografica), Elba Mc Callister

(Cineplex), Thomas Triboit (Wild Bunch TV)

MIA COUNTRY FOCUS – CHINA DAY

18/10 3.00 - 6.00 pm

Terme di Diocleziano Sala Conferenze

A GLOBAL STRATEGY TO IMPROVE TWO MARKETS AND A MUTUAL TEST OF INTERNATIONALIZATION

Three years of coordinated work by all the leading institutions and associations of Italian cinema have produced a radical change of pace in the professional relationships with the emerging colossus of world cinema, already one of the biggest markets for the entire audiovisual industry. Today, Italy and China enjoy a bilateral co-production agreement, targeted partnerships (including through ANICA and its Beijing desk, ICE and Istituto Luce-Cinecittà); profitable exchanges on institutional and corporate levels; shared platforms (e.g. the Co-production Forum at the Beijing Film Festival and China Day at MIA/Rome Film Fest); and important occasions for visibility, such as the Guangzhou Documentary (at whose 2015 edition Italy was the guest of honor), Hong Kong, Shanghai and Venice film festivals (the Xinhua press agency organizes a yearly China Film Forum at the latter event).

This network of exchanges – made possible by the cooperation of ANICA and ICE/ITA, the promotional guidance of MiBACT and the involvement of all public and private players on the Italian market – culminates in the two-day MIA event, China Day.

Thanks to the participation of a qualified delegation of Chinese industry professionals and representatives of the state institution, this year we once again promote a selection of Italian co-productions (theatrical films, documentaries and audiovisual projects) and present an overview of the process of internationalization of the Italian audiovisual and film industries, in the forum entitled A Global Strategy To Improve. All the initiatives are producing increasingly concrete results in terms of co-production projects in production or development and new promotional activities extended to continental China, Hong Kong and the entire Far East quadrant.

Organized by ANICA, ICE-Italian Trade Agency in cooperation with Doc/it (Media Partner Dazui)

19/10 9.00 am - 1.00 pm

Boscolo Sala Diocleziano

CHINA DAY CLOSED DOORS PITCHING SESSIONS

MIA | SOFT TALKS

MIA becomes a lounge where guests can chat and discuss the industry's hot topics with the foremost international industry players and trendsetters. These relaxed conversations will take place on comfortable sofas in an equally comfortable lounge setting. To create an "inspiring flow" on the present, best practices, trends, inspiration and the vision of the near future.

The discussion will be initiated by the "drivers" sitting on sofas and nurtured by selected guests in the room ("shakers"). High qualified industry players in the role of moderators will help the process. Around them 100 relevant participants will listen and take part in the conversation.

5 Meetings in total on industry hot topics: animation, transmedia, gaming, new distribution platforms and digital native contents, and above all series and TV dramas.

ANIMATION

16/10 10.00 - 11.30 am

Sala Michelangelo - Hotel Boscolo Exedra

An open cross-media talk for exploring the most relevant experiences in animation, in terms of strategies, content and product environment creation.

Moderator

Christophe Erbes

Drivers

Alfio Bastianich (ASIFA)

Eleanor Coleman (Indiefilms)

Federico Fieconi (Graffiti)

Maurizio Forestieri (ASIFA)

Eric Goossen (Walking the Dog)

Christophe Jankovic (Primalinea)

Luca Milano (RAI Fiction)

Amelie Pernot (Ellips Anime)

Maria Romanelli (Team Entertainment)

Luciano Stella (MAD)

Riccardo Trigona (Cartoon IT)

Anne-Sophie Vanhillebeke (Cartoon IT)

Giorgio Welter (Monello Production)

GAMING

& IMMERSIVE EXPERIENCE

16/10 3.00 - 4.30 pm

Sala Michelangelo - Hotel Boscolo Exedra

Transmedia, virtual reality, gaming, TV and cinema. Let's play together with new immersive gaming experiences.

In collaboration with AESVI

Moderator

Christophe Erbes

Drivers

Andrea Cuneo (20th Century Fox)

Antoine Cayrol (Okio Studios)

Max Giovagnoli (IED)

Matteo Oliverio (Lego)

Flavio Parenti (Untold Games)

Marco Saletta (Sony Computer Ent.)

Daniel Schmidhofer (Progaming Italia)

Veriana Visco (Think Cattleya)

MIA | TV DAYS SOFT TALKS

STORIES THAT TRAVEL

Sala Michelangelo - Hotel Boscolo Exedra

What is the creative/commercial key to winning the export game?

17/10 10.30 am - 12.00 pm

Inspiration and Vision

Moderators

Jan Mojto (Beta)

Virginia Mouseler (The Wit)

Drivers

Marco Altberg (ABPITV)

Eleonora Andreatta (RAI Fiction)

Avi Armoza (Armoza Formats)

Ross Biggam (ACT)

Bettina Brinkmann (EBU)

Pelin Distas Yasaroglu (Kanal D)

Petri Kemppinen (Nordisk Film and TV Fund)

Mario Mauri (Aislin Group / Paypermoon)

Michael Prupas (MUSE)

Antony Root (HBO)

Riccardo Tozzi (Cattleya)

17/10 4.30 - 6.00 pm

What Can We Learn from Best Practices and Worst Nightmares?

Moderators

Jan Mojto (Beta)

Virginia Mouseler (The Wit)

Drivers

Mederic Albouy (France Television)

Matilde Bernabei (Lux Vide)

Ramon Campos (Bambù Producciones)

Ivan Cotroneo (Filmmaker, Showrunner)

Guido De Angelis (DAP, Fabula Pictures)

Carlo Degli Esposti (Palomar)

Fabio Guarnaccia (Mediaset)

Nils Hartmann (Sky)

Dariusz Jablonsky (Apple Film Production)

Jennifer Kawaya (Sienna Films)

Jarmo Lampela (YLE)

Olivier Wotling (Arte)

THE DIGITAL CHALLENGE

Sala Michelangelo - Hotel Boscolo Exedra

An exploration of business and exploitation rights models, but also the challenges of "made-for" digital content: formats, windowing, transmedia and audience development.

18/10 11.30 am - 1.00 pm

BUSINESS MODELS

Moderators

Nathalie Lethbridge (NL Media Advisors)

Richard Broughton (Ampere Analysis)

Drivers

Nicola Allietta (Under the Milky Way)

Peter Gerard (Vimeo)

Elizabeth Hendrix North (Curiosity Stream)

LIU Kailuo (YouKu)

Paolo Lorenzoni (Sky)

Marco Saletta (Sony Italy)

Dragoslav Zachariev (French Embassy in Italy)

18/10 3.00 am - 4.30 pm

CONTENT

Moderators

Nathalie Lethbridge (NL Media Advisors)

Bertrand Villegas (The Wit)

Drivers

Verdiana Bixio (Publispei)

Carlo Cresto Dina (Tempesta Film)

Janet De Nardis (Web Series Festival)

Lisa Gray (Digital Executive Producer)

Noel Hedges (DRG)

Maxine Lapiduss (Storyverse Studios)

Alexandre Lewin (Maker Studios)

SOFT TALK: EUROPEAN TALENTS BANKABILITY

19/10 10.00 am - 12.00 pm
Sala Michelangelo - Hotel Boscolo Exedra

What kind of investments should be made in talent and development? What does it mean to develop Talents with a "European voice"? What are the economic, structural and cultural differences facing Talents in the European markets? An open talk to investigate where the European TV Drama markets may meet and further explore the notions of bankability and profitability of European talent on the continental landscape.

Moderators

Tim Corrie (Bob & Co.)
Nicola Lusuuardi (Scriptwriter)

Drivers

Carol Baraton (Wild Bunch)
Sarah Doole (FremantleMedia)
Michael Fitzgerald (Taos)
Nicola Giuliano (Indigo)
Marianne Gray (Yellow Bird)
Francesco Ranieri Martinotti (ANAC)
Roberto Sessa (Picomedia)
Giovanni Stabilini (Cattleya)
Lily Williams (Curtis Brown London)

BREAKFASTKEEPFIT!

Every morning, during the TV Days a work-out for the whole industry. Short talks from national and international experts on different aspects and topics of the business. Among the different topics: market analysis, cultural trends, books with co-production potentials, the showrunner's role explained and much more with a very practical, 'how-to', approach.

We also will present a daily recap of the upcoming activities for the day and receive feedback from the previous day.

On the day of the market there will be a rundown of what was done during this year's event and an introduction to MIA's 2016 edition.

Short talks of 15' aimed to inform and update.

17/10 9.00 - 10.00 am
Boscolo Terrazza Roma Lazio FC - IFB
Terrace Zona Posh

Bruno Zambardino (Media Observatory I-Com)
*Italian Audiovisual Industry:
Overview and Key Data*

Domenico Fucigna (Tia Trends)
*Cultural and Aesthetic Trends.
A Path through Images and Sounds.*

18/10 9.00 - 10.00 am
Boscolo Terrazza Roma Lazio FC - IFB
Terrace Zona Posh

Teresa Fernandez Valdes (Showrunner)
*The Role of the Showrunner - Grand Hotel
and Velvet*

Andrea Porporati (Showrunner, director)
*From Concept to Script and Shooting - Nome
della Rosa*

19/10 9.00 - 10.00 am
Boscolo Terrazza Roma Lazio FC - IFB
Terrace Zona Posh

Matteo Rovere (Producer, director)
*The Approach to Talents Between Producing
and Directing - The Pills*

Riccardo Chiattelli (Effe TV Gruppo Feltrinelli)
Drama by Books: a New Player

NETWORKING Tx5

Location
Boscolo Sala Vip Lounge

Matchmaking, with the goal of stimulating new and original professional connections and long term relationships. Small meetings: group of 5 people, 20' session networking (to participate please book online on MIA's website restricted area), counting one head-of-table player and four registered participants. Industry players with very specific experience are making themselves available to meet industry participants that are interested in knowing their business practices and challenges and share an operational point of view or discuss best business opportunities.
5 tables/mini-lounge, 5 people on rounds of 20' each.

17/10 2.30 - 4.00 pm
Médéric Albouy (France Television)
Diana Bartha (Wild Bunch)
Naoise Barry (Pinewood Studios Ireland)
Jonas Bauer (Studio Canal Tv)
Georgia Brown (FremantleMedia International)
Carlotta Calori (Indigo)
Nicola De Angelis (DAP, Fabula Pictures)
Ludovica Fonda (Mediaset)
Laurentina Guidotti (Iter Film)
Dariusz Jablonki (Apple Film Production)
Riccardo Russo (Lux Vide)
Fatma Sapci (Ay Yapim)
Nicola Serra (Palomar)
Nicola Soderlund (Echo Rights)
Antonio Visca (Sky)
Eric Welbers (NDF)
Olivier Wotling (Arte)

18/10 10.00 - 11.00 am
Eleonora Andreatta (Rai Fiction)
Avi Armoza (Armoza Formats)
Pelin Distas Yasaroglu (Kanal D)
Petri Kemppinen (Nordisk film & TV Fund)
Jan Mojto (Beta)
Michael Prupas (MUSE)
Antony Root (HBO)
Andrea Scrosati (Sky)

18/10 4.00 - 5.00 pm
Noel Hedges (DRG)
Maxine Lapiduss (Storyverse Studios)
Peter Gerard (Vimeo)
Alexander Lewin (Maker Studios)
Valeria Jamonte (Tempesta)

19/10 12.00 - 1.00 pm
Sarah Doole (FremantleMedia International)
Michael Fitzgerald (Taos)
Giovanni Stabilini (Cattleya)
Marianne Gray (Yellow Bird)
Lily Williams (Curtis Brown London)

19/10 4.00 - 5.00 pm
Justin Deimen (SAAVA)
Jose Miguel De La Rosa (ASEAN)
Ngo Phuong Lan (Vietnam Cinema Ass.)
Grace Swe Zin Htaik (Producer, Director)
Tiffany Wang (Sky Digi Entertainment Co.)

DOC & FACTUAL AGORA, where ideas become tomorrow's television. In 2014, DOC & FACTUAL AGORA kick started a dialogue between factual producers and broadcasters from Italy and from around the world. In 2015, DOC & FACTUAL AGORA is broadening the conversation. Together with key broadcasters, producers, distributors and platform operators who are shaping the future of content, we will catch up on international trends, discuss the things to come and explore ways for Italian producers to get in on the action.

DISCOVERY: FROM KITCHEN TABLE TO GLOBAL DOMINATION

16/10 10.00 - 11.00 am
Hotel Boscolo - Sala Diocleziano

The story goes, Discovery was founded by a teacher, who wanted his students to have a more educational TV. Over the years, Discovery has grown into a multinational entity, inventing brand new genres, venturing into factual drama, creating new channels (over 60 at the last count) and acquiring entire media groups. And along the line, the leopard has changed spots. Nowhere is this change more visible than in Italy where Discovery and its offspring, Realtime, Dmax and now DeeJay are again writing an all new playlist: scripted entertainment, sports, factual, lifestyle... fiction. Some of its alumni reveal the secret of its success and what is coming next.
Producer: Bettina Hatami (Agora), Gioia Avvantaggiato (Director Agora), Sergio del Prete (Discovery Networks Italy)
Moderator: Gioia Avvantaggiato (Director Agora).
Experts: Laura Carafoli (Discovery Networks Italy) Michela Giorelli (Discovery Latin America) Clare Laycock (TLC)

HIGH INFIDELITY FATAL ATTRACTION

16/10 11.00 - 11.45 am
Hotel Boscolo - Sala Diocleziano

Real or fake? There is more than one way to betray the truth... High Infidelity (Alta Infedeltà) plays on two registers...a series focused on betrayal, it is Italy's first scripted reality. The stories are true, the telling is not. It's delivered by professional actors. There are those who cry foul, and others scream genius. But the proof is in the pudding and High Infidelity's audience is not only faithful but growing day by day. In this session, we reveal the ingredients of Italy's love affair with Real Time's latest hit ...and ask if fiction is today's reality.

Producer: Gioia Avvantaggiato (Director Agora)
Moderator: Simonetta Martone (Hangar)
Experts: Alessandra Sogliani (DNI) Annalisa Giaccari (Stand by me)

THE LAST HIJACK CASE STUDY

16/10 12.00 - 12.30 pm
Hotel Boscolo - Sala Diocleziano

Another transmedia success from the Netherland, The Last Hijack produced by Submarine, won the Digital Emmy Award in 2015. Documentary, animation, fiction. A hybrid form in the service of storytelling worthy of Roshomon. We examine the whole creative process that has generated one of the best transmedia initiatives of the year.

Producer: Gioia Avvantaggiato (Director Agora)
Moderator: Davide Valentini (EIE Film)
Expert: Yaniv Wolf (Submarine)

CURIOSITY WITHOUT BORDERS

16/10 12.00 - 1.00 pm
Hotel Boscolo - Sala Diocleziano

Einstein said "The important thing is not to stop questioning. Curiosity has its own reason for existing"...And that could be the motto of new kid on the block, CuriosityStream. Brainchild of Discovery Channel's founder and launched in spring of 2015 in the USA and rolling out internationally soon, it is the non-fiction answer to Netflix. In addition to original productions, CuriosityStream will show programs and series supplied by the world's leading content producers and provide an alternative and complementary offer to traditional factual channels. Elizabeth Hendricks North, President of Curiosity Stream introduces us to what might be a revolution, on a screen near you.
Producer: Bettina Hatami (Agora).
Moderator: Gioia Avvantaggiato (Director Agora)
Expert: Elizabeth Hendricks North (Curiosity Stream)

WHY?

16/10 3.00 - 4.00 pm
Terme di Diocleziano - Rai Com Luce

In an incredible move, in 2004, a number of commissioning editors and TV stations got together and decided to address in a meaningful way some of the crucial questions of our times. Through the non-profit organization THE WHY, they recruited independent filmmakers and 48 broadcasters from all over the planet and asked "Why Democracy", then "Why Poverty", with 8 feature films and a number of shorts that have so far been shown by 74 channels across the world. And now, they have just launched "Why Slavery"...a collection of 5 films on modern slavery and "World Stories", an initiative to show documentaries from Vietnam to Palestine and Colombia on global platforms such as BBC World News.
Producer: Bettina Hatami (Agora).
Moderator: Lucio Mollica (GA&A)
Experts: Mette Hoffmann Meyer (DR) Nick Fraser (BBC) Axel Arno (SVT)

BACK TO THE CORE? SPECIALIST FACTUAL

17/10 10.00 - 11.30 am
Hotel Boscolo – Sala Diocleziano

In this session, we try to navigate the increasingly murky waters of specialist factual. On the one hand, factual giants like Discovery, Nat Geographic and History Channel are sending mixed messages. What has over the last 10 years made their success, no longer seems to be the flavour of the day and there seems to come back to the brands' original DNA... Why and how? As shows based on survival against the elements, races across extreme landscapes, big science experiments and even bigger history are about to hit the schedules, we find out what is hot - and what's not.

Producer/moderator: Carl Hall (Rare Day)
Experts: Phil Craig (Discovery Network Int.)
Caroline Behar (France 5)
Jan Ronca (A&E Networks Italy)
Stefan Schneider (Gruppe 5)
Fred Fougea (Boreales Production)

CERTIFICATE OF AUTHENTICITY

17/10 12.00 - 1.00 pm
Hotel Boscolo – Sala Diocleziano

"Authenticity". It's the Broadcaster buzzword of the past year. But what does it mean? Is it a mere stylistic reaction against the approach to factual that took hold during the last decade of Reality Shows? Or is it in step with a deeper trend, in the sense that producers and viewers want more unfiltered, manipulation free, direct, open ended, questioning and observational experiences from the factual content? Indeed, has life become too canned, too controlled by so called experts and how do we respond?

Producer/Moderator:
Stephen Hunter (SHunter Media)
Experts:
Nils Hartmann (Sky - TBC)
Elizabeth Hendricks (North Curiosity Stream)
David Glover (Channel 4)
Katharina Feistauer (Scripps/EMEA)
Doug Bailey (Travel Channel)
Corentin Glutron (RMC Découverte).

TELLING IT LIKE IT IS

17/10 3.00 - 4.30 pm
Hotel Boscolo – Sala Diocleziano

Do docs really matter? And what matters in a doc? How much impact can non-fiction really have or are we all just kidding ourselves because we've lost our audience to non-cause reality TV? A film that's never seen by an audience is just raw material, the saying goes. Is it really the mattering cause that makes a film seen, or is it rather a good story? We would advocate on behalf of entertainment and claim it's the stories that are craved, not the messages. However, docs these days often come with a cause, a campaigning element, even a crowdfunding campaign - do broadcasters really need that? #reallyreallymattering.

Producer:
Stephen Hunter (SHunter Media).
Moderator:
Esther Van Messel (First Hand Film)
Experts:
Peter Dale (Rare Day)
Kim Bondy (Al Jazeera America)
Mette Hoffman Meyer (DR)
Diego Bunuel (Canal +)
Erkko Lyytinen (Yle)
Renato Coen (SKY TG 24)

THE TWITTER REVOLUTION

17/10 4.30 - 5.30 pm
Hotel Boscolo – Sala Diocleziano

Twitter: 316 million active users in the world, more than 9 million in Italy alone. People around the world are today spending an average of 7 hours per day online... What are these people doing on the Internet? What are they looking for? What are they watching and sharing? A revolution is underway. Are the barbarians at the gate or is this the next evolution of the species? We find out with two highly qualified... visionaries...

Producer:
Lillo Tombolini
Expert:
Antonella Di Lazzaro (Twitter Italia)

RIG&ROLL

18/10 10.30- 11.30 am
Hotel Boscolo – Sala Diocleziano

Perhaps the biggest trend and stylistic revolution, especially in the UK, over the past year has been the emergence of the so called "rig show". What is a "rig show"? What's the appeal? What does it practically mean in terms of production workflows, budgets; can it fulfill its promise that an authentic TV show can be delivered without massive manipulation that undermines the starting promise. What are its limitations? What is its future? Is it... a lie? We talk to the men and women in the thick of this revolution.

Producer/Moderator:
Stephen Hunter (Shunter Media)
Expert:
David Glover (Channel 4)
Peter Dale (Rare Day)
Alessia Ciolfi (Fremantle)
Alan Hayling (Renegade Pictures)

TOP GEAR FULL THROTTLE

18/10 11.30 am - 12.15 pm
Hotel Boscolo – Sala Diocleziano

Top Gear is without a doubt the BBC's most prized export and has conquered the world's airwaves. Others have tried and failed to emulate its success... And some have preferred to launch their own domestic version... Together with the people behind the French version and the Italian one that will soon air, we go under the hood of Top Gear.

Producer:
Luca Finardi (A&E Networks)
Moderator:
Cinzia Bancone (TV Talk)
Experts:
Corentin Glutron (RMC Découverte)
Ettore Paternò (TORO Produzioni)

DAVID GLOVER TALK LIVING TELEVISION

18/10 12.15 - 12.45 pm

Hotel Boscolo - Sala Diocleziano

David started in documentary at the age of 8 years old...Obviously, the passion set in early because since then David Glover has pretty much done every job that was worth doing in television and more! In this session, he reflects on a life in television and draws lessons for its future.

Producer:

Bettina Hatami (Agora)

Experts:

David Glover (Channel 4)

LIFESTYLE ON TRIAL

18/10 3.00 - 4.30 pm

Hotel Boscolo - Sala Diocleziano

Now that the audience no longer cares about what you wear, how you decorate a home in less than a day or how you raise your 19 children and counting; now that if cooking does not bleed, it does not lead and that keeping fit is a big fat loser - we wonder if there is a life still in lifestyle? Are commissioners taking enough risks to try out new formats? Are budgets encouraging or stifling creativity? Is lifestyle now the life of others and in that case, how sustainable is the trend? Or is the answer sex and more sex? Or at least the promise of everlasting love? How can Lifestyle programming stay ahead of the game and re-invent itself? In this panel, we put lifestyle commissioners on trial. The charge? That they have killed lifestyle programming.

Producer/Moderator:

Fenia Vardanis (Melina Media)

Stefano Orsucci (Magnolia)

Experts:

Andreas Gutzeit (Storyhouse Prod)

Michela Giorelli (Discovery Latin America)

Katharina Feistauer (Scripps)

Gesualdo Vercio (Real Time)

Clare Laycock (TLC), Grazia Didier (Foxlife)

MARRIED AT FIRST SIGHT MASTERCLASS

18/10 4.30 - 5.15 pm

Hotel Boscolo - Sala Diocleziano

Networks everywhere are saying "I do" to "Married at First Sight". With an Italian adaptation about to hit the airwaves, the man responsible for complete strangers walking down the aisle is coming to Agora to share the secrets of one of the hottest formats of the last 2 years.

Producer:

Bettina Hatami (Agora)

Moderator:

Dante Sollazzo (Endemol/Shine)

Experts:

Michael Von Wurden (Snowman Prod.)

KEYNOTE & CLOSING SESSION

18/10 5.30 - 6.00 pm

Hotel Boscolo - Sala Diocleziano

Elizabeth North, President of CuriosityStream offers her perspective about the evolution of factual entertainment, where it fits into the new paradigm of television.

Moderator:

Gioia Avvantaggiato (Director Agora)

Expert:

Elizabeth Hendricks North (Curiosity Stream)

The eleventh edition of Italian Doc Screenings comes to MIA - Mercato Internazionale dell'Audiovisivo. This Doc/It event is the most important international meeting devoted to the Italian documentary market. IDS brings together the most influential broadcasters, producers, distributors and investors from Italy and across the world for a programme of intensive networking: one-to-one meetings between producers and funders about selected projects, public pitching sessions, presentations of the editorial lines of channels and slots from Italy and beyond, talks on innovative approaches and streamed screenings of the most recent Italian documentaries via the ITALIANDOC web platform.

IDS many activities include **1-to-1 meetings**, **Get Inspired** talks and **30 Minutes** with in which a commissioning editor or investor outlines the editorial line followed by his or her channel, slot or organisation: strategy, focus, working practices, examples of previous successes, criteria for selection and how to apply. 30 minutes of informal and friendly presentation, advance booking required.

KICKSTART PITCHING

Terme di Diocleziano Sala Conferenze

16/10 10.00 - 10.30 am

Welcome to IDS & The Rules of The Game. Raffaele Brunetti, Massimo Arvat, Heidi Gronauer, Agnese Fontana

GET INSPIRED

Terme di Diocleziano Sala Conferenze

16/10 10.30 - 10.45 am
START ME UP

The attention span of your audience has never been shorter. Therefore, the beginning of your film is more crucial than ever. Without a good start, your story will be lost. So how do you do it? Axel Arno talks about what turns him on - and what doesn't.

Speaker: Axel Arno (SVT)

16/10 10.45 - 11.15 am

THE MAGIC OF A GREAT TRAILER

You've got to have a great story... but your trailer is the most important funding and marketing tool you have. What's the difference between a trailer that helps get your documentary financed and one that doesn't? Catherine Olsen, Commissioning Editor for CBC for 20 years, will show us examples of both.

Speaker: Catherine Olsen (Passionate4doc)

16/10 12.00 - 12.15 pm

SHOOT THE PLACE YOU LIVE

There are places TV never goes. There are points of view you have never heard. There are people who could become professional directors thanks to your slot. There are collective projects many commissioning editors would like to be part of... Try this idea: a competition for short programmes (3 mins max) in your own country. Shoot the place you live in! We did it on France 3. Make it European!

Speaker: Clémence Coppey (France 3)

16/10 12.15 - 12.30 pm

DON'T BE AFRAID TO DREAM BIG! OR THE MAKING OF "THE ADVENTURERS OF MODERN ART"

A young producer, a start-up, a 6x52-min series on the birth of modern art. A large and very ambitious project with an unusual approach, mixing archive material, animation, stop motion and drawings. A considerable budget and a hard fact: cultural slots don't usually pre-buy series... unless they find people who aren't afraid of dreaming big.

Speaker: Nathalie Verdier (ARTE France)

17/10 3.00 - 3.15 pm

ITALY: A JOURNEY INTO BEAUTY

High-definition documentaries and multimedia content. A project spanning history, art and culture to evoke Italy's extraordinary cultural and artistic heritage.

Speaker: Eugenio Farioli Vecchioli (RAI Storia)

17/10 3.15 - 3.30 pm

FILMS THAT MAKE THE WORLD FEEL DIFFERENT

Does every documentary have to spark social and political revolution? Do audiences want to be told what to do? Sometimes you want a film that just makes you think and changes how you see the world around you, and that's a different kind of revolution. Find out more.

Speaker: Charlie Phillips (The Guardian)

17/10 3.30 - 3.45 pm

CROSS THE DISCIPLINES

How to combine different tools (infographics, interactive maps and films) from different disciplines (design, documentary filmmaking and the web) to create new storytelling patterns: "People's Republic of Bolzano" is a crossmedia production which opens a new window on the Chinese community in Bolzano.

Speaker: Matteo Moretti (Università di Bolzano)

17/10 3.45 - 4.00 pm

SUPERNERDS A TRANSMEDIA PROJECT TO MAKE DIGITAL SURVEILLANCE TANGIBLE

Stage plays, live TV events, SecondScreen, Suddenlife Gaming, 90-min documentaries, books...exploring the phenomenon of web activists and the "new dissidents". Producer Georg Tschurtschenthaler shares key lessons learned and do's & don'ts, and gives an optimistic perspective on the possibilities of transmedia storytelling.

Speaker: Georg Tschurtschenthaler (Gebroeder Beetz)

17/10 4.00 - 4.15 pm

BETTER THAN FICTION LIFE WITNESSED!

Europe is undergoing an economic /humanitarian crisis. Dark ghosts from the past loom up again. "Information" has become synonymous with "entertainment". Documentary filmmakers tell the stories that matter but huge battles lie ahead to make sure that they make it to the audience. Are we ready for that struggle?

Speaker: Paul Pauwels (EDN Denmark)

17/10 4.15 - 4.30 pm

OUT OF CONTROL

It is becoming ever clearer that, as well as excellent technique, a good producer/director/writer needs to develop skills that come only with experience: trusting your own and other people's intuitions and letting go of your fears and sometimes even your convictions. Our fun dynamic interactive sessions will give you an opportunity to assess how good you are at trusting and letting go. Are you ready to throw off the shackles or afraid of losing control?

Speaker: Paolo Pallavidino (EIE Film)

17/10 6.30 - 7.00 pm

FACTUAL CHECKUP

10 things you will love to learn about the Italian Audience, in collaboration with A&E.

Speaker: Andrea Bellavita (Neopsis)

30 MINUTES WITH

16/10

Terme di Diocleziano Sala Conferenze
 3.30 - 4.00 pm Anne Grolleron & Karen Michael (ARTE France)
 4.00 - 4.30 pm Aleksandra Biernacka (TVP)
 4.30 - 5.00 pm Marie-Pierre Chazeau (France 5)
 5.00 - 5.30 pm Claudia Bucher (ARTE G.E.I.E.)
 5.30 - 6.00 pm Stefano Knuchel (RSI)

16/10

Terme di Diocleziano Sale Piccole Mostre 1
 4.00 - 4.30 pm Milka Pavlicevic (ARTE ZDF)
 & Monika Schäfer (NDR/ARTE)
 5.00 - 5.30 pm Jessica Raspe (AVRO)
 5.30 - 6.00 pm Tore Tomter (NRK)
 6.00 - 6.30 pm Jean Emmanuel Casalta
 (FRANCE 3 Corse)

17/10

Terme di Diocleziano Sale Piccole Mostre 1
 12.00 - 12.30 pm Francesca Johnson (NATGEO)
 12.30 - 1.00 pm Erkkko Lytinen (YLE)

18/10

Terme di Diocleziano Sala Conferenze
 9.00 - 9.30 am Isabelle Pisani (LCP)
 9.30 - 10.00 am Charlie Phillips (The Guardian)
 10.00 - 10.30 am Anne Lai (Sundance)
 10.30 - 11.00 am Luciano Castillo & Danilo Patricio Leon Alonso (ICAIC)

1-TO-1 MEETINGS

16/10

10.30 am - 1.00 pm *Terme Sale Piccole Mostre 1*
 and *Piccole Mostre 2*
 3.00 - 4.00 pm *Terme Sale Piccole Mostre 1*
 3.00 - 6.00 pm *Terme Sale Piccole Mostre 2*

17/10

9.00 am - 1.00 pm / 3.00 - 5.00 pm
Terme Sale Piccole Mostre 2
 12.00 pm - 1.00 pm / 3.00 - 5.00 pm
Terme Sale Piccole Mostre 1
 6.30 - 8.00 pm
Terme Sale Piccole Mostre 2

PUBLIC PITCH: TV SERIES & ONE OFFS

17/10 5.00 - 6.30 pm
Terme di Diocleziano Sala Conferenze

IDS PUBLIC PITCH: FEATURE DOCS

18/10 11.00 am - 1.00 pm
Terme di Diocleziano Sala Conferenze

NCN, MIWI & IDS CO-PRODUCTION MEETINGS

18/10 3.00 am - 7.00 pm
Terme di Diocleziano Sale Piccole Mostre 1

ROME CANDIDATE FOR UNESCO CITY OF FILM

16/10 10.00 am - 1.00 pm
Terme di Diocleziano Rai Com Luce

This event is an opportunity to present the final project for Rome's candidacy as a UNESCO City of Film and to that end offers eminent speakers on some of the most salient issues on the relationship among the city, urban policies and the creative and cultural industries. An initiative of the Fondazione Cinema per Roma, which is delegated to coordinate all pertinent activities with Roma Capitale, it takes place on the opening day of both the 10th Rome Film Fest and the first edition of the MIA - International Audiovisual Market.

Moderators

Piera Detassis (Fondazione Cinema per Roma)

Speakers

David Wilson (Bradford UNESCO City of Film), Vittorio Salmoni (Fabriano UNESCO City of Crafts and Folk Art), Roberto Cicutto (Istituto Luce Cinecittà), Silvia Costa (Committee of Culture and Education of the European Parliament), Valentina Montalto (KEA European Affairs, Brussels), Daniele Pitteri (Fondazione Forum Universale delle Culture), Maurizio Carta (University of Palermo), Yves Ullman (Screendoctor), Richard Bean (Producer, Director)

INTERNATIONAL SERIES DEVELOPMENT: THE BLS WRITERS' ROOM

19/10 6.00 - 8.00 pm
Boscolo Sala Michelangelo

The production companies Palomar and Letterbox (Studio Hamburg Group) have developed two concepts for TV series that are interesting for the international market as well as suitable for a co-production; the concepts were developed as part of the BLS RACCONTI #4 Script Lab, together with Italian and German screenwriters. The innovative Writers' Room method, with which both concepts were developed, will be presented by the two production companies involved in the project, along with the head of the BLS Film Commission, Christiana Wertz, an international expert on TV series, and two of the writers who participated in RACCONTI #4.

Speakers

Nicola Serra, Torsten Götz, Christiana Wertz, Simone Gandolfo and Roberto Gagnor

CINEMA AND ACCESSIBILITY. CURRENT STATUS AND PROSPECTS.

19/10 3.00 pm
Terme di Diocleziano - Sala Conferenze

Throughout the world, one in six people have some form of visual or hearing impairment. More than 70 million people in Europe are deaf or hearing-impaired. Despite these staggering numbers, sensory disabilities are still treated differently among European countries, as well as within the film industry. This event will explain how a film can be made accessible, what rights users have in terms of regulation/rules/laws and the impact of audiovisual accessibility on the market. Organized by Sub-ti Access, in cooperation with HBBTV4ALL, endorsed by the ITU (United Nations Agency for information and communication technologies).

GREEN SET IN ITALY ROUND TABLE

17/10 10.00 - 11.30 am
Terme di Diocleziano - Sala Conferenze

Focus on Sustainability is increasingly at the center of the international Film/TV production discussions. Film Commissions and various film institutions are campaigning to help rethink producing routines and to find new patterns for a positive ecological impact of a film or TV production in the territories. Recycling, reduced energy consumption, sustainable trans are just some options that can become a real cost cutter. What does it take for productions to go green in ITALY? IFC is leading the discussion in partnership with Edison. Different approaches, models, and experiences used in various Italian Regions (Piemonte, Sardegna, Trentino) will be discussed.

Speakers

Nevina Satta (Sardegna Film Commission), Luca Ferrario (Trentino Film Commission), Enrico De Lotto (Torino-Piemonte Film Commission), Gianfranco Capizzi (Green Film Network), Gianluca Della Campa (Edison Green Movie)

ITALIANA RAI COM

18/10 4.00 - 6.00 pm
Terme di Diocleziano Rai Com Luce

Italiana is a multiplatform project conceived and produced by Rai Com, Rai Group trading and commercial company, which intends to represent to the world the excellences for which Italy is so beloved. Italian cuisine, art, museums, fashion, design, innovation, cities and villages, are among the core elements of an exciting story of one of the most beautiful countries in the world.

The project has a cross-media structure and vocation and consists of a TV format (a magazine divided into 27 episodes lasting 26 minutes each) and some companion channels, web, social and app, that allow the chance to have access to each TV magazine episode and to conduct e-commerce transactions.

MAIA MASTERCLASS PITCH AND PACKAGE FOR SUCCESS

Terme di Diocleziano Rai Com Luce

19/10 10.00 - 12.00 am

PITCHING PANEL: HINTS AND TIPS

Pitching your project: How to prepare for an International Film Market, Hints and tips from special experts.

Moderator

Graziella Bildesheim (Maia Workshops)

Speakers

Jean Baptiste Babin (Backup Media Group)

Els Vandevost (N279 Entertainment)

Stefano Tealdi (Stefilm)

19/10 3.00 - 6.00 pm - Upon registration

6 tables of experts open to discuss participants' projects.

MAIA MASTERCLASS PITCH AND PACKAGE FOR SUCCESS

Terme di Diocleziano - Sala Conferenze

20/10 10.00am-13.00pm

PACKAGING PANEL: MARKETING STRATEGIES

Moderator

Graziella Bildesheim (Maia Workshops)

Speakers

Cynthia de Souza (The Works International)

Claire Launay (Arte France)

Mathias Noschis (Alphapanda)

20/10 3.00 - 7.00 pm - Upon registration

SPEED DATING

MAIA producers/MIA attendees

Maia Workshops is a European training programme for young and upcoming producers supported by Creative Europe Media and many more Institutional partners.

400 producers, 35 countries, 20 partners and 10 years experience in training!

<http://www.maiaworkshops.org>

DOCUMENTARY AND FILM PRODUCTION OF THE VATICAN TELEVISION CENTER

19/10 12.00 - 1.00 pm

Terme di Diocleziano Rai Com Luce

Established in 1983, the Vatican Television Center (CTV) has since November 1996 been fully associated with the Holy See. CTV's principal objective is to contribute to the universal message of the Gospel, documenting through television the Pope's pastoral ministry and the activities of the Apostolic See.

The main services offered by CTV are live broadcasts, daily assistance to other broadcasters, production and archiving.

Under the direction of Mons. Dario Edoardo Viganò, in 2013 CTV returned to making documentaries, and in collaboration with the production company Officina della Comunicazione has since then made 13 documentaries for the leading Italian networks and publications (RAI Com, RAI Uno, Sky, TV2000, Corriere della Sera, Famiglia Cristiana, Credere and Gazzetta dello Sport). The most eminent titles include Francesco – Storia di un Pontificato, Il Primo anno di Papa Francesco, Alla scoperta del Vaticano (with Alberto Angela), Archivio Segreto Vaticano – Un viaggio nella storia, Come in cielo così in terra – La Dottrina Sociale della Chiesa and Sindone – Storia di un Mistero.

CTV has also worked with Sky 3D, to produce the documentaries 27 Aprile 2014 – Storia di un'elezione and The Smallest Army in the World, presented at the latest Venice Film Festival.

It is currently in production with the longest series dedicated to the Vatican Museums, produced by CTV and the Vatican Museums in collaboration with Officina della Comunicazione, and hosted by Alberto Angela.

A leader for its cutting-edge filmmaking and editing techniques, and immense film and television archives, the Vatican Television Center's innovative production system brings CTV's productions to leading private and institutional outlets in Italy and the world.

During the upcoming Rome Film Fest, CTV will host an important presentation of its activities and production and distribution models.

Speakers:

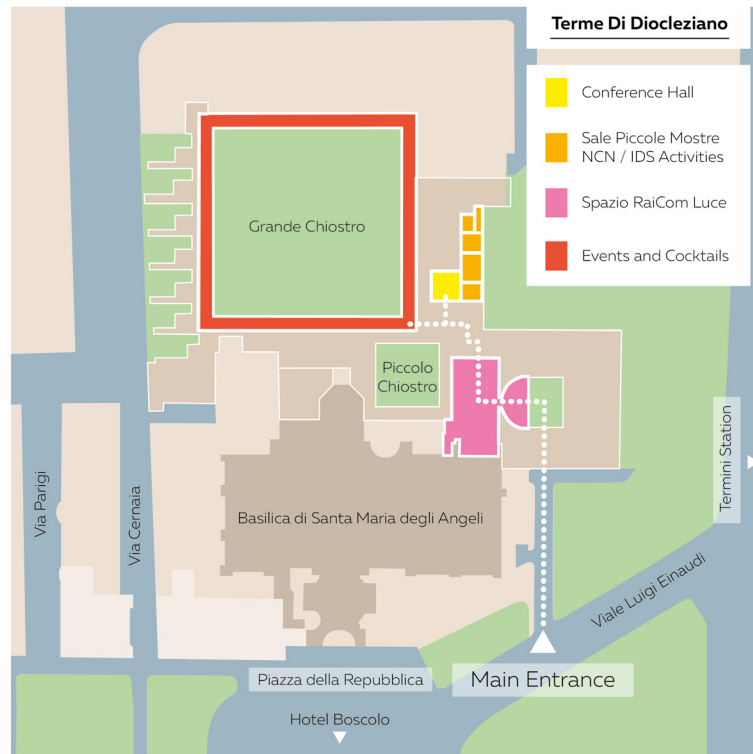
Mons. Dario Edoardo Viganò (Prefect of the Secretariat of Communications of the Holy See)

Stefano Agostini (Vatican Television Center)

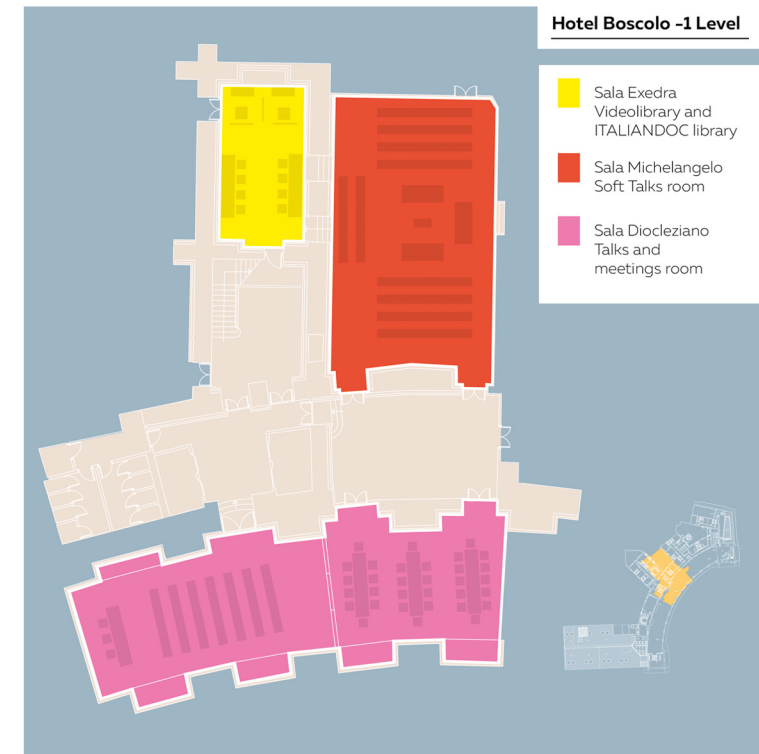
Nicola Salvi/Elisabetta Sola (Officina della Comunicazione)

Cosetta Lagani (Sky3D Channel)

MIA | MAPS



MIA | MAPS



MIA

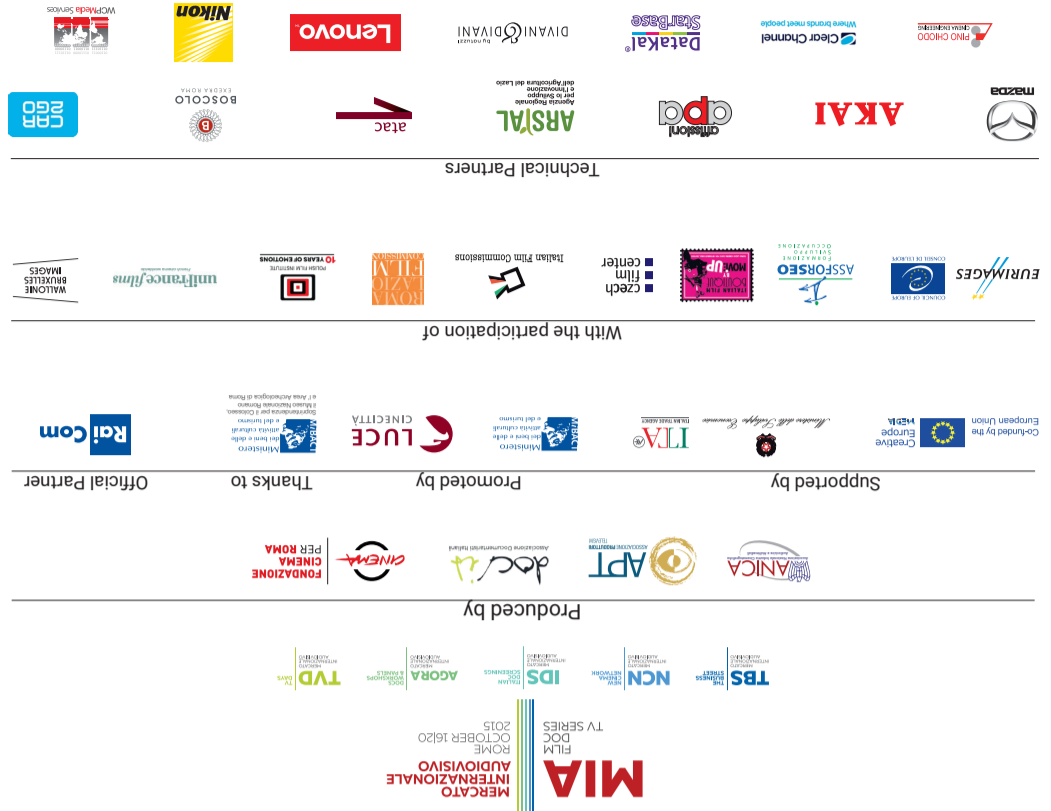
FILM
DOC
TV SERIES

**MERCATO
INTERNAZIONALE
AUDIOVISIVO**

ROME
OCTOBER 16|20
2015

MARKET SCREENINGS

Mia wishes to thank all its cultural partners for their precious cooperation



16 OCTOBER Friday

ALICE NELLA CITTÀ

OFFICIAL SELECTION

PRE-OPENING

TBS

TV DAYS

	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00
Quattro Fontane Sala 1			11:00 Departure Andrew Steggall Mongrel International 109'		13:00 Angry Indian Goddesses Pan Nalin Mongrel International 104'		15:00 A Childhood Philippe Claudel Les Films Du Losange 100'		17:00 Suburra Stefano Sollima Indie Sales 123'		19:30 My Men Emma Luchini Gaumont 90'	
Quattro Fontane Sala 2			11:00 The Wait Piero Messina Pathé International 100'		13:00 Dégradé Arab and Tarzan Nasser Elle Driver 83'		14:30 Retribution Dani de la Torre Film Factory Entertainment 100'		16:30 Bang Gang (A Modern Love Story) Eva Husson Films Distribution 98'		18:30 It's Now or Never María Ripoll Film Factory Entertainment 91'	
Quattro Fontane Sala 3		10:00 Anna Giuseppe Gaudino Rai Com 110'	1/2 12:00 Courted Christian Vincent Gaumont 97'				14:30 Don't Be Mean Claudio Caligari Rai Com 100'	1/2 16:30 God Willing Edoardo Galea Intramovies 87'		18:00 Napoli Jungle Antonio Capuano TVCO srl 102'		
Quattro Fontane Sala 4		10:00 La Novia Paula Ortiz Fortissimo Films 96'		12:00 Dreams of the Salt Lake Andrea Segre Ambleto 72'	1/2 13:30 Porno e Libertà Carmine Amoroso Wide House 81'		15:00 The Choice Michele Placido Intramovies 86'		16:30 600 Miles Gabriel Ripstein NDM 85'		18:00 Mediterranea Jonas Carpignano NDM 107'	
The Space Moderno Sala 5		10:00 All Three of Us Kheiron Gaumont 102'		12:00 The Apaches Nassim Amaouche Films Distribution 97'		14:00 Looking For Her Ounie Lecomte Films Distribution 104'		16:00 The Final Lesson Pascale Pouzadoux Elle Driver 105'		18:00 Heatwave Raphaël Jacoulot Doc & Film International 102'		

17 OCTOBER Saturday

ALICE NELLA CITTÀ

OFFICIAL SELECTION

PRE-OPENINGS

TBS

TV DAYS

	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	
Quattro Fontane Sala 1			11:00 Italian Race (by invitation only) Matteo Rovere Fandango 110'										
Quattro Fontane Sala 2	09:00 3000 Nights Mai Masri Intramovies 103'		11:00 True Colours Promo Reel + Me, Myself and Her Maria Sole Tognazzi True Colours 120'	1/2 13:00 The Mad Kings Laurent Laffargue Jour2fête 100'	1/2 15:00 My Great Night Álex de la Iglesia Film Factory Entertainment 97'				17:00 The Beginners Claudio Cupellini Films Distribution 124'		19:00 That's Happiness R. Milani Publispei 60'		
Quattro Fontane Sala 3	09:00 Lost and Beautiful Pietro Marcello The Match Factory 87'	10:30 Arianna Carlo Lavagna Rai Com 84'	1/2 12:00 Italian Gangsters Renato De Maria Minerva Pictures Group 86'	1/2 13:30 Rai Com Promo Reel Rai Com 30'		14:00 Me & Kaminski Wolfgang Becker The Match Factory 120'		16:00 They Call Me Jeeg Robot Gabriele Mainetti Rai Com 105'	1/2 18:00 Once in Summer (Buyers only) Fiorella Infascelli Fandango 100'				
Quattro Fontane Sala 4	09:00 2 Nights Till Morning Mikko Kuparinen Wide 84'	10:30 Campo Grande Sandra Kogut Films Distribution 108'		12:30 The Fear of 13 David Sington Dogwoof 95'		14:00 Rai Com Private Screening Rai Com 115'	1/2 16:00 Demon Marcin Wrona Reel Suspects 94'			18:00 Wonderland VV.AA. Wide 100'			
The Space Moderno Sala 5	09:00 Too Close to Our Son Yves Angelo Be for Films 103'		11:00 Learn by Heart Mathieu Vadepiéd Gaumont 86'		12:30 Mountain Yaelle Kayam Films Distribution 82'		14:00 Francis Beda Docampo Feijoo Filmsharks Int'l 104'		16:00 As I Open My Eyes Leyla Bouzid Doc & Film International 102'		18:00 Tomorrow After the War Christophe Wagner Samsa Film 106'	1/2	

