



**MIA PRESENTS ITSELF WITH ITS 9TH EDITION  
ENRICHED AND ENHANCED  
BY AN "EXTENDED" PROGRAMME WITH A SECTION DEVOTED TO  
INNOVATION AND A TECH PAVILION.  
TO COMBINE INDUSTRY, CREATIVITY AND FACE  
THE NEXT CHALLENGES FOR THE AUDIOVISUAL INDUSTRY.**

**Over 80 events, 5 content showcases, 4 pitching forums,  
more than 60 market screenings and film presentations,  
9 awards, 5 immersive experiences, an ultra-tech hall,  
2 live podcasts and over 120 selected projects.**

**Rome, October 9<sup>th</sup> 2023 - MIA | Mercato Internazionale Audiovisivo**, directed by **Gaia Tridente**, returns to Rome from October 9-13, 2023 in its historic venues of **Palazzo Barberini** and **Cinema Barberini**.

The Roman Market returns with its 9th Edition with **over 80 events** including panels, meetings, keynotes, interviews and masterclasses, **5 content showcases** - all international from this year - **4 pitching forums**, **50 market screenings** and **11 presentations of films still in progress**, **9 awards**, **5 immersive virtual reality experiences**, a **tech hall** equipped with an 8x4 metres Absen cinema curved LED screen and a sensorial carpet for virtual production demos and **2 live podcasts**. **121 selected projects** will be presented during the Co-Production Market & Pitching Forum and Content Showcase, with titles in development and works in progress, from 47 countries.

This year's edition of MIA leads to a successful climax of a process that has developed over the years and has ensured continuous growth and international recognition by the entire audiovisual industry.

MIA 2023 will be rich and wide-ranging in terms of content and curatorial research, with an ambitious and "extended" programme that combines careful study and research of the industry sector in the various format and genre categories that MIA deals with in order to transform it into a key tool for the development of the national and international market. A hotbed of discussion and confrontation for the major market players, a fundamental hub of co-production and sales, with ample potential for growth to meet the needs of the complex audiovisual ecosystem.

MIA represents a *unicum* in the sector, one of the few professional events to truly bring industry and creativity together. It is devoted to a wide range of genres and formats, representing the needs of all players in the industry and anticipating the themes and spaces of the future. An ideal theatre for a business that relies on the visionary capacity of entrepreneurs, their passion and dedication, and the risk one takes when working on an intangible product.

Among the Italian works presented at MIA 2023 content showcases, is ***Sono ancora vivo (I'm still alive)***, directed by **Roberto Saviano**, an animation project based on his autobiographical graphic novel. Animation projects also include the feature film ***Fiammetta*** - screenplay by **Enzo D'Alò** - on the story of Fiammetta and Boccaccio. For the Doc division, the directorial debut of actress **Kasja Smutniak** with ***Walls*** about the dramatic situation of migrants on the border between Poland and Belarus. In the Drama division, ***Miss Fallaci***, Paramount+'s first Italian original series produced by Minerva Pictures and Paramount Television International Studios, in association with RedString Pictures, starring **Miriam Leone** in the role of the young Oriana Fallaci; ***Fireworks*** by Susanna Nicchiarelli

produced by Fandango and Rai Fiction. Among films, *Per amore di una donna* by Guido Chiesa produced by Colorado Film Production and Vivo film with Rai Cinema.

Among international works, the series *A Prophet*, an international co-production by CPB Films and Media Musketeers Studios, co-produced by UGC, Orange Studio, Entourage Series and Savon Noir, for OCS based on the 2009 film of the same name by Jacques Audiard; the eagerly anticipated series *The Count of Monte Cristo*, directed by **Bille August** and produced by Palomar, in collaboration with DEMD Productions, Rai Fiction and France TV. Plus the long-awaited new animation project from Paw Patrol creator **Keith Chapman**, *PaddyPaws*; and *Savages!* the new stop-motion feature from award-winning director **Claude Barras**, nominated for an Oscar in 2017. The films include *Persona non grata* by Antonin Svoboda, founder of the Austrian collective Coop99 filmproduktion, together with directors and producers Jessica Hausner and Barbara Albert; *En vigília*, a debut feature by Vigília Collective, Clara Serrano Llorens and Gerard Simó Gimeno, produced by Ringo Media and moreover the third feature by Portuguese director André Gil Mata, *Sob a chama da candeia/The Flame of a Candle*.

MIA is today one of the main international market events dedicated to the audiovisual industry. Born in 2015 and grown thanks to well-established joint venture between **ANICA** (Italian Association of Film, Audiovisual and Digital Industries), chaired by **Francesco Rutelli**, and **APA** (Italian Audiovisual Producers Association) chaired by **Chiara Sbarigia**, enjoys the support of the **Italian Ministry of Foreign Affairs and International Cooperation, ITA-Italian Trade Agency**, with the contribution of **Creative Europe MEDIA**. MIA is also supported by the **Italian Ministry of Culture, the Italian Ministry of Enterprises and Made in Italy**, and the **Lazio Region**.

**Unicredit** is the Official Sponsor.

MIA 2023 also received for this edition the patronage of **Eurimages**, the cultural support fund of the Council of Europe for the co-production, distribution, exhibition and digitisation of European cinematographic works.

For this edition, **the MIA Digital platform** will be active to allow registered attendees, live and remote, to access all sessions (live streaming and on demand).

## **MIA XR: THE INNOVATION PROGRAMME FOR CREATIVE INDUSTRIES AND THE TECH PAVILION**

The 9th Edition of MIA will be characterised by an "extension" of spaces and contents dedicated to **Innovation for Creative Industries** with an in-depth look at the theme of technological innovation and digitalisation linked to the audiovisual sector. In a dedicated area - a real **Tech Pavilion** created in the wonderful locations of Palazzo Barberini - in partnership with STS and EDI Effetti Digitali Italiani, and thanks to the collaboration of Mnemonica and Blackstone - it will be possible to discover VFX, Virtual Production and XR. MIA will offer a daily programme of activities including panels, showcases and masterclasses that will aim to bring all professionals interested in this new world and way of producing audiovisual content closer. An approach to the entire ecosystem of digital technologies applied to the production and distribution of audiovisual content in order to intercept international market trends and increase the international competitiveness of the sector by creating new business opportunities on a global basis, reaching an increasing number of operators and partners. The Tech Pavilion will host **Virtual Production demos every day**, organised by STS and EDI, and in the areas dedicated to VR MIA delegates will be able to enjoy Virtual Reality experiences selected in collaboration with XR content partners Unifrance, Institut Francais and French Embassy, Rai Cinema and One More.

Among the speakers of MIA XR conference programme, **Jake Morrison**, expert VFX supervisor of several films of the Marvel Cinematic Universe (*Iron Man 2*, *Thor*, *The Avengers*, *Thor: Ragnarok*) will present an extraordinary discussion on the global VFX market, through the analysis of his projects and techniques, and will delve into the future of high-budget VFX, between artificial intelligence and adherence to real life.

MIA XR's experiences and meetings include *The Powerplant* immersive experience belonging to the work *The origin of things*, by Jérémy Griffaud Scholar of the XR Farnese Residency of the Institut français Italia. *The Garden*, an installation combining interactive VR and real-time immersive projection funded by French institutions such as Villa Médicis, CNC, New Image Festival and Le Hublot. *Gaudi. The Atelier of the Divine*, produced by Small Creative, GEDEON Experience, where guided by the voice of Gaudí himself, users will immerse themselves in the mind of the Catalan architect to continue his work and complete the monument to which he dedicated his life: the Sagrada Família. *Shark Teeth*, a detailed journey through each stage of the production of a film's visual effects in a

panel curated by Blackstone Studio. *Is this still post-production?*, a panel curated by Mnemonica on the evolution of post-production, a topic that today is already being discussed at the pre-production stage.

## KEY NOTES AND PANELS

Over the five days of MIA 2023, among cross-cutting panels open to all genres and types of products and meetings focusing on specific topics, some of the most important professionals of the international audiovisual system will discuss the opportunities and challenges of audiovisual production and distribution. Among them, the **keynote speakers** of MIA 2023: **Nicole Clemens**, President of Paramount Television Studios (PTVS) and Paramount+ Original Scripted Series; **Sara Bernstein**, award-winning producer and President of Imagine Documentaries - the production company founded by Ron Howard and Brian Grazer; **Marge Dean**, Head of Skybound Entertainment's Animation Studio, Emmy winner and President of Women In Animation; **Ari Folman**, award-winning writer, director, producer and animator known for *Waltz with Bashir*; **Nicholas Weinstock**, Founder and President of Invention Studios, who developed and produced Apple+'s Emmy award-winning series *Severance*; **James Townley**, Chief Content Officer Development at Banijay.

Special attention will be paid to film financing models between equity and new solutions, as well as to the world of distribution with meetings with top professionals like **Frédéric Fiore**, President and Partner of Logical Pictures; **Claudia Bluemhuber**, CEO of Silver Reel Partners; **Maxime Cottray**, COO of XYZ Films; **Thor Sigurjonsson**, Managing Director of Scanbox; **Alex Brunner** of United Talent Agency; **Phil Hunt**, CEO of Head Gear Films/Bankside.

Adding to the already announced line up, the Netflix event-panel *The Craft of European Storytelling: a spotlight on Italy, Spain and the Nordics*, will feature **Tinny Andreatta**, VP Content Italy with **Diego Ávalos**, VP Content Spain and Portugal and **Jenny Stjernströmer Björk**, VP Content Nordics at Netflix, who will analyse the group's creative and production process, the editorial line on European content and the slate in development and production including films, series, documentaries and unscripted projects. To open the panel, there will be a live musical introduction by Raffaele Costantino.

## THE PANELS OF THE 4 DIVISIONS

The **ANIMATION SECTION** offers a series of encounters on the state of auteur animation in Italy and on strategies to foster collaboration between European producers. In *International Co-productions*, **Luca Milano**, Executive Director of Rai Kids; **Yago Fañdino Lousa**, Head of Children's Content and Director of Clan TV, RTVE; and **Jo Allen**, Commissioning Executive, BBC Children, will discuss the balance and challenges of public TV in their respective countries. In *Kizazi Moto: Africa roars*, **Stuart Forrest**, CEO of Triggerfish; **Lesego Vorster**, Co-Founder of The Hidden Hand Studios; **Raymond Malinga**, CEO of Creatures Animation Studio, will talk about Disney+'s first African anthology series. Content is also the focus of two other panels: *Graphic Novels and Screen Adaptations* in which **Corinne Kouper**, Co-Founder of TeamTO; **Emanuele Di Giorgi**, CEO of Tunué; and **Lila Hannou**, VP Creative Development and Strategy of Ellipsanime Productions, will address the topic of adaptations. In *Creative Renewal. Rebooting or Repeating?* the revisiting of classics will be discussed with **Gary Milne**, Head of Development at Banijay; **Simon Leslie**, VP Licensing Southern Europe, Middle East, Turkey & Africa at Paramount; and **Ana Gonzalez**, Kids Editorial Lead Southern Europe and Africa at Warner Bros. Discovery. Finally, the focus shifts to Diversity&Inclusion in the world of animation in *Toon's Gaze* and the transformative impact of advanced language models - like ChatGPT - in the film industry in *Language Models in Film Production*, to be hosted in MIA XR programming. *Perspectives and Development Potential of European Animation* will discuss the common challenges and opportunities for the European animation industry in a talk with producers from different countries: **Francesco Manfio**, General Manager of Gruppo Alconi (Italy); **Giorgio Scorza**, CEO-Creative Director of Movimenti Productions (Italy); **Jožko Rutar**, Member of the Board of Directors of CEE Animation (Slovenia); **Maria Bonaria Fois**, CEO of Mondo TV Studios (Spain); **Ina Sommer**, Head of Animation Germany (Germany).

MIA's **DOC&FACTUAL SECTION** offers a great space for co-productions and the hottest and most relevant topics in the world of international documentaries and factual shows. A series of keynotes and panels will allow the MIA audience to meet some of the main players on the international market. The new series of *Meet the Commissioner* meetings will be launched with **Alessandro Saba**, Head of Original Production of Walt Disney Company Italia; **Giovanni Bossetti** Netflix Nonfiction Manager, Italy; and **Angelo Mellone**, RAI Daytime Entertainment Director. Two appointments related to co-production with Italy will see **Fabrizio Zappi**, Director of

Rai Documentari, confronting with his counterparts **Antonio Grigolini** of France Television and **Christiane Hinz** of the German WDR. **Cinetel**, the company that has been monitoring Italian Box Office data for almost 30 years, exclusively for the MIA, will present a research on the commercial value of documentaries in Italian cinemas in the post-pandemic period. Space will also be given to reflections on the use of **Artificial Intelligence**, to the differences between **documentaries and journalistic reportage**, and to a new way of telling stories from new viewpoints related to **diversity**. Not to be forgotten, among the many events, is the live episode of **Telly Cast**, the most popular podcast in the international industry directly from the Barberini Cinema in Rome, curated by its creator **Justin Crosby**, as well as **Dalla pagina al grande schermo (From the Page to the Big Screen)**, part of the roadshow of seminars organised by ANICA in collaboration with the Ministry of Culture, with a dialogue by MIA Deputy Director Marco Spagnoli with Strega Prize-winning writer and screenwriter **Francesco Piccolo**, author of the documentary presented at Venice *Le mie poesie non cambieranno il mondo (My poems won't change the world)*, produced by Piccolo with Annalena Benini and dedicated to poet Patrizia Cavalli. **Artificial Intelligence and creation of original TV formats. Legal issue or creative revolution? How to protect original ideas while A.I. catches on as the turning point of this era**, will be hosted in the MIA XR area, with **Francesco Saverio Nucci**, Director of Sustainable Society Lab, Engineering Group; **Leonardo Pasquinelli**, CEO of Endemol Shine Italia; **Elena Varese**, Lawyer, Partner IP Dept., DLA Piper; **Michael Von Wurden**, Managing Director of Snowman Productions.

**DRAMA SECTION: Drama Breakthroughs: Stories Of Representation And Success** presents a selection of TV series whose main theme is representation. On stage **Bilal Baig**, showrunner and star of the HBO series *Max Original Sort Of*; **Abby Ajayi** producer and screenwriter of the series *Riches* and screenwriter of milestones in Shonda Rhimes' ShondaLand universe such as *How to get away with murder* and *Inventing Anna*; **Maddalena Rinaldo**, Producer and Head of Content of Cross Productions; **Dhanny Joshi**, Managing Director of Big Deal Film and producer of the series *Dreaming Whilst Black* (defined as the new *Fleabag* in a black and male key) and **Nicola De Angelis** CEO and Head of Development and International Coproductions of Fabula Pictures. The panel **The Producer's Role** tells the point of view of international independent producers, among speakers some top players of the global industry such as **Danna Stern**; **David Levine**; **Nicholas Weinstock**, President and Founder of the newly founded Invention Studios and **Marc Helwig** new Head of Worldwide TV at Miramax. **New Studios Models** explores the role of studios today, bringing together some of the industry heavyweights including **Tesha Crawford**, the new SVP Global Scripted Series at Universal International Studios; **Brendan Fitzgerald**, SVP International Co-Productions at Sony Pictures Television; **Françoise Guyonnet**, Executive Managing Director TV Series at StudioCanal; **Elisabeth D'Arvieu**, CEO of Mediawan. **Anonymous Content** will be present with a panel in which **David Levine**, HBO's long-time Head of Drama and now CCO of Anonymous, and **David Davoli**, President of Television, will present the company's new production and management projects along with their strategies for co-productions and financing. **Drama Financing Trends** reports on new production and financing models and explores co-production as a way of sharing risks. **The CEE drama Outlook** is a panel entirely composed of women industry leaders who will explore opportunities for collaboration with producers, studios and talent from Central and Eastern Europe and report on current and future trends together with opportunities and challenges.

**THE FILM SECTION** will open with a panel on Italian cinema, **Cinema in Italy: a brighter tomorrow?**, a conversation between the main players of the industry to take a snapshot of the current condition and outline future approaches, with **Alessandro Araimo**, General Manager Southern Europe of Warner Bros. Discovery; **Paolo Del Brocco**, Managing Director of Rai Cinema; **Piera Detassis**, President & Artistic Director of the Accademia del Cinema Italiano-Premi David di Donatello; **Giampaolo Letta**, Managing Director of Medusa; **Federica Lucisano**, Managing Director of **Italian International Film**; **Marina Marzotto**, Founder and Senior Partner of Propaganda Italia; **Massimiliano Orfei**, Managing Director of Vision Distribution. With **Local and yet global, introducing Vuelta Group** we will follow the recent entry on the European scene of an important new player that is charting a new course in the field of local and international production and distribution, with **David Atlan-Jackson**, CCO of Vuelta Group; **Daniel Campos Pavoncelli**, Partner & Producer of Indiana Production; **Al Munteanu**, CEO of SquareOne Entertainment; **Thor Sigurjonsson**, Managing Director of Scanbox; **François Yon**, Managing Director, Production, Sales & Acquisitions at Playtime. Financing models and equity investments are at the centre of **The Morning Show**, MIA film's focus on opportunities for building financial plans between equity and co-production. A snapshot of today's viable financing models, a unique opportunity to pick up tips from leading experts, with **Frédéric Fiore**, President and Partner of Logical Pictures; **Naima Abed**, CEO & Co-Founder of Paradise City; **Alex Brunner**, of United Talent Agency; **Claudia Bluemhuber**, Managing Partner of Silver Reel Partners; **Maxime Cottray**, COO of XYZ Films; **Phil Hunt**, CEO of Head Gear Films. In the highly competitive scenario of creating entertainment, films and series, it is crucial to find stories that can be recognised and appeal to a wide audience: in **Hunting the next goldmine IP, from books to screen**, **Valentina Bertoldo**, Head of Development and Production of Vision Distribution; **Lorenzo Gangarossa**, Producer of Wildside; **Geoff Morley**, Motion Picture Literary Agent of United Talent Agency; **Joseph Rouschop**, Producer of Tarantula; **Maria Grazia Saccà** CEO and Producer of Titanus Production, will talk about the world of film adaptation from a creative, legal and commercial viewpoint. With

**Unlocking Growth: Exploring the European Investment Fund**, EIF's **Nathalie Chollet** will explain the European Investment Fund's Medialinvest programme, which facilitates access to equity financing for companies in the audiovisual sector.

## **THE CONTENT SHOWCASES**

MIA's 5 content showcases - **C EU SOON, GREENLit, AnyShow, Italians DOC it Better, International Factual Forum**, open to all international products - will present previews of the most interesting and eagerly anticipated Italian and international titles of the coming season.

**ANYSHOW** is the international **Animation** showcase dedicated to projects of various formats conceived for television, digital and film distribution. It is open to projects at an advanced stage of development, production or post-production, or completed but not yet broadcast. A unique opportunity and an essential reference point for animation operators, an industry undergoing profound transformation at international level and characterised by great vivacity in the number of proposals and productions. The call raised great interest with projects coming from numerous countries including Argentina, Belgium, Canada, France, Germany, India, Ireland, Israel, Italy, Luxembourg, Mexico, Panama, Portugal, Saudi Arabia, Slovakia, Spain, Switzerland and the US. The **14 selected projects** present a rich and diverse proposal in terms of topics with a focus on urgent and relevant issues such as inclusion, environmental issues, climate change and science dissemination. Among the selected titles, some have participated in past MIA editions and are now at advanced stages of production or soon to be released. These include the feature film **Allah is Not Obligated**, about the dramatic situation of child soldiers in Africa and **Anselmo Wannabe**, a children's series about dreams and wishes for the future. There is a strong focus on climate change issues and the relationship with nature in the feature film **Black Butterflies** and the children's series **Harrison and Me**. Among TV Series, the long-awaited new project by **Paw Patrol** creator **Keith Chapman, PaddyPaws**. History and literature in the feature film **Fiammetta**, with a screenplay from **Enzo D'Alò**, dedicated to teens and telling the story of Fiammetta and Boccaccio. Scientific dissemination for all ages with **Gateway 66**, a series halfway between animation and live-action. Finally, very anticipated are, the presentation of the feature film **Sono ancora vivo (I'm still alive)**, directed by **Roberto Saviano**, based on his autobiographical graphic novel, and that of **Savages!** the new stop-motion feature film by award-winning director **Claude Barras**, nominated for an Oscar in 2017.

**ITALIANS DOC IT BETTER** is the showcase of the **DOC&Factual** Section, dedicated to **Italian documentaries** - feature films, docuseries and television one-offs - completed in the last year and not yet distributed abroad. The showcase promotes the circulation of new Italian projects, offering producers a platform to present their work and find international distribution in cinemas, on television or on streaming platforms. Among the **17 titles selected**, testifying to the quality and variety of Italian production, **The Dozier kidnapping. NATO in the sights of the red brigades** (TV One-Off) by Mary Mirka Milo, produced by Light History; the biography of Shoah survivor Edith Bruck, simply titled **Edith** (TV One-Off) by Michele Mally, produced by 3D Produzioni; **Italo Calvino in the Cities** (Feature Doc) by **Davide Ferrario**, produced by Gloria Giorgianni for Anele; **The Overlooked Serial Killer** (Docuserie) titled in Italian *Dove nessuno guarda* inspired by Pablo Trincia's work on the Elisa Claps murder case and the work by artist-director **Pappi Corsicato** dedicated to **Il Perugino** produced by Piergiorgio Bellocchio and the Manetti Brothers with Mompracem. Also of note is the presence of actress **Kasja Smutniak**'s directorial debut with **Walls** dedicated to the dramatic situation of migrants on the border between Poland and Belarus, produced by Fandango.

**THE INTERNATIONAL FACTUAL FORUM**, showcase of the **DOC&Factual** section, celebrates and enhances international talents and formats, presenting some of the best titles produced in the last year. An event where producers who own 100% of the rights to a format present the year's best titles to an international audience of potential buyers. The aim is to allow TV or digital content producers to present and promote their format ideas and factual programmes to potential buyers, executive producers, TV networks, streaming platforms and other key players in the entertainment industry. Here too, great quality and variety characterise the selected titles: **The Queer Explorer**, a French factual entertainment format on a journey through the LGBT+ world; **Dakar Sistaz**, a Czech reality format on the dream of 2 sisters to become the youngest pilots of the Paris-Dakar; **My Faith**, a multi-platform format, an Italy-Germany-Singapore co-production on the search for faith; **Celebrity Wines**, with actress Esmeralda Spadea who takes us into the homes of famous Italian wine producers such as Gian Marco Tognazzi and Ron Moss.

After five editions, **GREENLIT**, the showcase of the **Drama** section traditionally dedicated to the most anticipated Italian **TV series** of the year, **opens to a selection of international titles**. **Seven** series will be presented by their Producers, Commissioning Platforms, Broadcasters and Talent on MIA main stage: **A Prophet, The Series**, based on

the award-winning film by Jacques Audiard, directed by Enrico Maria Artale, produced by CPB Films and Media Musketeers Studios and shot between France and Apulia. **Fireworks/Fuochi d'artificio**, winning series of the MIA's Drama Pitching Forum 2021, based on the novel of the same name by Andrea Bouchard and directed by Susanna Nicchiarelli, produced by Fandango and Matrioska, in collaboration with Rai Fiction. **Miss Fallaci**, series winner of the first Paramount+ Award assigned at the MIA 2020 Drama Pitching Forum, produced by Minerva Pictures and Paramount Television International Studios, in association with RedString Pictures, is Paramount's first original Italian production for Paramount+. The long-awaited international series **The Count of Monte Cristo**, based on the famous novel by Alexandre Dumas, directed by Bille August and produced by Palomar, in collaboration with DEMD Productions, Rai Fiction and France TV. **The Lions of Sicily/I Leoni di Sicilia**, based on the novel by Stefania Auci and directed by Paolo Genovese, produced by Compagnia Leone Cinematografica and Lotus Production-a Leone Film Group Company for Disney+ and to be released on 25 October. **The Vanishing Triangle**, a crime thriller series from showrunner Alon Aranya and based on a trail of crimes in Ireland in the 1990s, written by Ivan Kavanagh, Sally Tatchell, Rachel Anthony and directed by Imogen Murphy and Laura Way, produced by Park Films, Paper Plane Productions and 87 Films for Virgin Ireland and Sundance/AMC. **We're on it, Comrades! /To Se Vysvětlí, Soudruzi!**, a Czech Republic-Germany co-production with mystery and paranormal overtones, written by Miro Šifra, Lucie Vaňková and Marie Stará, directed by Matěj Chlupáček and Michal Samir, produced by Barletta Productions and Network Movie for ZDF and Czech Television.

**Eight films** have been selected for **C EU SOON**, the work-in-progress programme dedicated to European films in post-production looking for international sellers. The selection shows the vitality of European cinema: Antonin Svoboda, founder of the famous Austrian collective Coop99 filmproduktion together with fellow directors and producers Jessica Hausner and Barbara Albert, directs **Persona non grata**, a drama about a woman facing the demons of an abusive past. Guido Chiesa returns to drama with **Per amore di una donna/For the Love of a Woman**, based on the bestseller *The Loves of Judith* by Meir Shalev. Ringo Media returns to C EU Soon, after having won the Screen International Award in 2022 with Álvaro Gago's *Matria* (selected for the Berlinale Panorama in 2023), with **En vigilia/The Imminent Age**, a debut feature by Clara Serrano Llorens and Gerard Simó Gimeno. With **Emalovi/Lioness**, produced by the award-winning Estonian production company Allfilm, Liina Trishkina-Vanhatalo follows the journey of a mother struggling with her teenage daughter. The third feature by Portuguese director André Gil Mata, **Sob a chama da candeia/The Flame of a Candle** is a poetic vision of a woman coming to terms with her past. **Pietinia Kronikas/Southern Chronicles**, by Ignas Miskinis is a comedy about the joys and sorrows of a first love. **bluish/bläu** by Lilith Kraxner & Milena Czernovsky casts a tender glance at 2 bewildered teenagers. With **The Answer to all Questions** Dimitar Kotzev signs his third feature film with a mysterious drama about 3 young women in search of happiness.

The films selected for C EU SOON compete for the **Screen International Award**, which consists of dedicated press coverage in Screen International.

### **MIA BUYERS' CLUB**

MIA's international distribution programme has been redesigned to better support the circulation of films, with a focus on theatrical distribution. In addition to screenings of completed films, the **Comin'UP** sessions will feature exclusive scenes, excerpts or teasers from 11 films that will only be released in theatres in 2024. Also in support of films and theatrical distribution, the **Market Screenings** are back: 50 premieres and films most recently seen at major late summer festivals.

Companies attending MIA 2023 for **Theatrical distribution** include Acek, All Rights Entertainment, Arthood Entertainment, Bankside Films, Be For Films, Begin Again Films, Bendita Film Sales, Charades, Fandango Sales, Feel Sales, Film Factory, Filmax, France Tv Distribution, Gaumont, Intramovies, Kinology, Latido Films, Le Pacte, Les Films du Losange, Luxbox, Minerva Pictures, Newen Connect, Orange Studio, Picture Tree International GMBH, Playtime, Pulsar Content, Rai Com, Sideral, SND - Groupe M6, Sony Pictures Television, True Colours, Urban Films, Vision Distribution, Wide Management and WTFilms.

### **B2B EXCHANGE**

Also for its 2023 edition, MIA is promoting the **B2B Exchange** programme, launched in 2022 to support the Ukrainian TV and film industry. The aim of the programme is to nurture the talents and circulation of professionals from **emerging markets** to strengthen their ability to adapt to new creative processes and business models by maximising and fully exploiting the opportunities of innovation and digital transformation. The programme, dedicated to producers, will range from business skills acquisition to market awareness, from digital technologies

to data analysis, sustainable business models, internationalisation and how to make the audiovisual industry a greener industry. The countries involved for this edition are Egypt, Sudan, Lebanon, Serbia, Czech Republic, Morocco and Ukraine. The cultural partners of this initiative are: ACE Producers, EWA, CEE Animation, Qumra, Midpoint.

## **EUROPEAN PARTICIPATION**

In order to stimulate cross-border cooperation, mobility for European participation and strategic outreach, MIA has enriched its programme by structuring more targeted relations at the European level. Involving a larger number of European participants, MIA 2023 hosts a number of delegations from the main European institutions operating in the sector, in a programme of activities that sees MIA at the centre of policy interests in support of the audiovisual market.

Among the panels promoted by the European partners, a very topical discussion in the meeting ***Being an independent producer. What does it really mean today?*** promoted by **Creative Europe Desk Italy MEDIA**, in which the changing role of the independent producer in Europe will be examined, amidst changing dynamics, the acquisition of international groups, new rules for public funding and an analysis of the evolving European directives. Among speakers, **Martin Dawson**, Deputy Head of Unit Audiovisual Industry and Media Support Programmes, DG CNECT, European Commission.

The meeting organised in collaboration with **ACE Producers** entitled ***Dal film alla serie e viceversa/From film to series and back again*** in which **Judy Counihan**, producer and creative director of Scripted by Pulse Films will delve into her 25-year career in Europe and the USA, from producer of Oscar-winning European films to producer of highly successful comedies and drama series.

In the panel ***European Writers Club. Boosting Impact: From Facts to Fiction***, organized by **EWC** - the unique network of European creators, writers, producers and broadcasters present at the MIA also for a closed-door meeting - we will talk about how to increase and enhance the stories of television series based on real events.

***Is it finally time for equity financing in the TV series and Feature films business?***, held in collaboration with the **EPC-European Producers Club**, focuses on the current scenario of financing models and the new tools implemented by the Media Programme, with **Maxime Cottray**, COO of XYZ Films; **Sebastian Janin** of Media Musketeers and **Frédéric Fiore**, President and Partner of Logical Pictures.

**EBU-European Broadcasting Union** returns again this year with the participation of numerous Heads of Drama from the main European public broadcasters who will meet at the MIA for their annual assembly. This year MIA and EBU will also offer all delegates participation in an open session entitled ***New European Collaboration*** in which new European collaborations will be discussed which will be presented exclusively to the market.

In the ***EWA Network's vision for women in the European AV industry*** panel, the issue of female underrepresentation in key positions in the European audiovisual industry will be addressed. The pan-European community of women in the EWA network is committed to turning this around. Taking a deep dive into the landscape of fiction series, EWA Executive Director **Anamaria Antoci** will shed light on the concrete steps the network is taking to bring more female-led European stories to life.

As part of strategic relations work at a European level, MIA will host the second edition of the **Spanish Screenings on Tour**, one of the main initiatives of Spanish Screenings XXL, supported with the Recovery, Transformation and Resilience Plan promoted by the Spanish Ministry of Culture and sports through ICEX España Exportación and Inversiones, the Malaga Festival and the San Sebastian Festival. Among the objectives of the initiative is to give impetus and offer new opportunities to the Spanish audiovisual industry, also through presence in internationally relevant markets, such as the MIA.

## **HOSTED SESSIONS AND PROGRAMS**

MIA 2023 will present the second part of the research ***The distribution of Italian films on foreign markets***, promoted in 2022 by **ANICA** (Italian Association of Film, Audiovisual and Digital Industries), in collaboration with the **eMedia** Research Institute and with the support of the **Directorate General for Cinema and Audiovisual of the Italian Ministry of Culture**. The data and quantitative evidence have already been presented in two events in



the last quarter of 2022. The new processing, of a qualitative nature, delves into some characteristics of the foreign distribution segment of films of Italian origin with the aim of analysing the competitive framework in which national companies operate and identify the elements of strength and/or weakness that characterise the International Sales sector. Welcome speech: **Francesco Rutelli**, President ANICA. Research presentation: **Emilio Pucci**, Founder and Director eMedia. Speakers: **Nicola Borrelli**, Director of the General Directorate for Cinema and Audiovisual of the Ministry for Culture; **Micaela Fusco**, Partner and Head International Sales, Intramovies and President of the Union of International Sales Agents, ANICA; **Benedetto Habib**, Partner and Producer, Indiana Production and President of the Union of Producers, ANICA; **Alice Lesort**, Head of Sales, Les Films du Losange and Co- President Europa International; **Stefano Massenzi**, Head of Acquisitions and Business Affairs, Lucky Red and Co-Chair of the board of Administration of Europa Distribution. Moderator: **Francesca Medolago Albani**, Secretary General, ANICA.

**APA** (Italian Audiovisual Producers Association) will present the **5th Report on national audiovisual production**, realised in collaboration with important Italian research institutes such as eMedia, Ce.R.T.A - Television and Audiovisual Research Centre of the University of the Sacred Heart of Milan and Symbola. The Report will illustrate the value of investments in the sector, from fiction content for TV and VOD to entertainment. This year the research is enriched with data on documentary and animation. Established since 2017 as a significant tool and a fundamental reference point for evaluations and analyses on the evolution of the audiovisual industry, the APA Report is now a strategic focus to reason about future scenarios in order to better direct the regulatory and industrial dynamics of the national audiovisual industry. After the presentation, by **Chiara Sbarigia**, President of APA; speakers will include: **Lucia Borgonzoni**, Undersecretary of State to the Ministry of Culture; **Eleonora Andreatta**, Vice President for Italian content at Netflix; **Marco Azzani**, Country Manager Italy at Amazon Prime Video; **Antonella d'Errico**, Executive Vice President Content at Sky Italia; **Antonella Dominici**, Senior Vice President Streaming for Southern Europe, Middle East and Africa at Paramount+ and Pluto TV; **Giampaolo Rossi**, General Director of RAI. Moderator: **Elisabetta Stefanelli**, ANSA Culture and Entertainment Editor-in-Chief.

**Discovering a new professional role in Italy: The Intimacy Coordinator**, is a panel promoted by **ANICA Academy**, addressing the theme of the representation of intimacy on screen and the role and training of professionals who can ensure that scenes are represented and handled in a safe and respectful manner. With: **Francesco Rutelli**, President of Anica Academy ETS; **Lucia Borgonzoni**, Undersecretary of State to the Ministry of Culture; **Kate Lush**, Intimacy Coordinator and Founder of "Safe Set" with Sara Blecher; **Erica Negri**, Head of Commissioning of Sky Studios Italia; **Chiara d'Alfonso**, Head of Production Italy of Netflix; **Luisa Lazzaro**, Certified Intimacy Coordinator.

Two are the panels organised by the **Ministry of Culture - General Directorate for Cinema and Audiovisual**: in **Cinema Revolution: A Record Breaking Summer**, the Undersecretary of State to the Ministry of Culture **Lucia Borgonzoni**; the Director of the General Directorate for Cinema and Audiovisual of the Ministry of Culture **Nicola Borrelli**; Cinetel President **Simone Gialdini**, Cinecittà President **Chiara Sbarigia** will analyse the Cinetel data, on the results of the *Cinema Revolution* campaign of the Ministry of Culture, according to which 2023 was the best summer ever with earnings and attendance which recorded record numbers. In the presentation of the report **All the numbers of Italian Cinema and Audiovisual – Year 2022**, an overview of national audiovisual production and the system of public contributions/incentives for the cinematographic and audiovisual sector in Italy will be provided; with **Lucia Borgonzoni**, Undersecretary of State to the Ministry of Culture; **Nicola Borrelli**, Director of the General Directorate for Cinema and Audiovisual of the Ministry of Culture.

In **Lazio, land of cinema: a system of opportunities**, we will take stock of the activities and opportunities related to the audiovisual sector in Lazio, the Italian region that hosts the major institutions and the most important companies in the audiovisual industry. The objective is to respond to the needs of the entire sector in an increasingly effective way. Lazio is a set of opportunities: extraordinary locations, qualified manpower, training and economic support for international productions. The main activities and the next calls for proposals of the annual plan will be presented. With: **Francesco Rocca**, President of the Lazio Region; **Lorenza Lei**, Cinema and Audiovisual Delegate, Lazio Region.

During the **Development of 5G Technology in the production and distribution department for Audiovisual Content** panel, organised as part of the agreement between the **MIA and the Ministry of Business and Made in Italy**, the winning pilot projects of the 2022 MIMIT call will be presented for audiovisual projects that have exploited 5G technology in the production and distribution of content.

In **The Rai Service Agreement: documentary section**, the topic of the new role of the Italian public broadcaster in the production, distribution and acquisition of documentaries will be addressed. With: **Federico Mollicone**, President of the Culture Commission of the Chamber of Deputies; **Matteo Orfini**, Member of the Culture Commission of the Chamber of Deputies; **Anna Laura Orrico**, Former Undersecretary of State to the Ministry of



Culture; **Antonio Nicita**, Member of the Parliamentary Commission for the General Direction and Supervision of Radio and Television Services; **Giannandrea Pecorelli**, APA Executive Committee; **Fabrizio Zappi**, Director of Rai Documentaries; **Enrico Bufalini**, Director of the Luce, Cinema and Documentary Archive; **Francesco Virga**, President of Doc/it.

**Unicredit**, official sponsor of the MIA, will present **Unicredit4Cinema**, an insight on the best ways to support the international growth of the Italian audiovisual system. The first results of a survey on the internationalisation of the audiovisual industry, promoted in collaboration with MIA, will be discussed, with the aim of outlining the actions the bank can concretely implement to support growth across borders. With **Piero Ferettini**, Area Manager UniCredit Corporate Rome; **Davide Della Casa**, SW Service; **Carlo Degli Esposti**, Palomar; **Alessia Iannoni Sebastianini**, SACE; **Roberto Sessa**, Picomedia; **Giampaolo Letta**, Pres. AdB Region UniCredit Center; **Roberto Fiorini**, Regional Manager UniCredit Central Region.

In **Puglia. Grants & Industry Projects**, an important new project created by the Apulia Film Commission in collaboration with RaiCom will be presented: **Apulia Digital Experience**. With **Piemonte Film TV Development Fund**, the Torino Piemonte Film Commission will present the results of the first call for applications for the development fund for feature films and television series entirely supported by the Compagnia di San Paolo as part of a two-year agreement with the Piedmont Region. In **Let's tell the Basilicata: Call for projects Lucana DOC**, the Lucana Film Commission will present the incentives to support documentary production. The **Calabria Film Commission** will illustrate the opportunities for supporting the development of feature films and audiovisual works and will present the first report of the Foundation's activities from 2017 to 2022. In **Making movies**, the Emilia Romagna Film Commission will talk about the results and objectives of the audiovisual sector in region; while in **Tuscany Region's Call for Cinema and Audiovisual Activities 2023**, the **Tuscany Film Commission** will illustrate the new funds, services and opportunities for those filming in the region. The training and production Lab created by the Sardinia Film Commission will be presented at **NAS COPRO-Animation in Sardinia**. In **Some Like it International**, the Film Commission Südtirol will illustrate how to realise international co-productions with its support.

In **MEDIA: Talents on tour: presentation of results and awarding of certificates**, the Creative Europe Desk Italy MEDIA, in collaboration with Apulia Film Commission, Calabria Film Commission, Film Commission Regione Campania, Lucana Film Commission and Sicilia Film Commission, will present the main results achieved by the **MEDIA: talents on tour initiative**, a mentoring initiative aimed at young film producers from Southern Italy to improve their participation in Creative Europe's MEDIA calls and their entrepreneurial skills. With **Enrico Bufalini**, Creative Europe Desk Italy MEDIA/Cinecittà SpA; **Fabiola Solvi**, Creative Europe Desk Italy MEDIA/Cinecittà SpA; **Andrea Coluccia**, Creative Europe Desk Italy MEDIA/Cinecittà SpA; **Raffaella Delvecchio**, Apulia Film Commission; **Giampaolo Calabrese**, Calabria Film Commission; **Maurizio Gemma**, Campania Region Film Commission; **Francesco Porcari**, Lucana Film Commission; **Nicola Tarantino**, Sicily Film Commission.

In **The Reality that 'DOES NOT' exist: the launch of the sixth edition of the transmedia Contest**, the 6th edition of the contest will be presented. *The Reality that 'DOES NOT' exist* is aimed at promoting new forms of digital storytelling in transmedial format, narratives capable of speaking to teens and their families of the threats and opportunities from the web, social networks and new technologies for dissemination and training purposes.

The 10 years of **Cross Productions** - producer of the Italian version of Skam - will be celebrated in the **GLocal or Global panel? The challenge for the Italian Audiovisual Producer**, in which we will talk about what could be the best product strategy for Italian producers to grow in today's audiovisual market. With **Marco Follini**, President of Cross productions; **Jan Mojto**, CEO of Beta Film; **Rosario Rinaldo**, Founder of Cross productions; **Chiara Sbarigia**, President of APA and Cinecittà; **Riccardo Tozzi**, President of Cattleya.

In **Notorious Pictures unveils "Forbidden Notebook": Alba de Céspedes re-engineered for today's audiences**, over 70 years after their debut, the masterpieces of the Italian-Cuban writer Alba de Céspedes are reborn and retranslated worldwide. Notorious Pictures presents a contemporary reimagining of this profound literary work, highlighting the common struggle of men and women for gender equality. With **Stefano Bethlen**, CEO of Notorious Pictures; **Benedetta Galbiati**, Head of Scripted Series Development & Production at Notorious Pictures; **Francesca Serafini**, screenwriter and author.

Also present at MIA 2023 is **Titanus** with its new production division headed by **Maria Grazia Saccà**.

Among the **hosted sessions** of MIA 2023, is the recording of the video podcast **Avrei questa idea (I would have this idea)** with comedians **Valerio Lundini** and **Edoardo Ferrario**. Produced by **Giffoni Innovation Hub** and dedicated to the pitching of films and TV series to offer young screenwriters and directors the opportunity to tell

their ideas for films and TV series. The format is conceived to bring together young audiovisual writing talents and production companies, unearthing new concepts from talents from all over Italy with each episode.

### **MIA AWARDS 2023**

During the awards ceremony, which will be held on 13 October, 9 awards will be given to works selected by MIA.

**EDI MIA Visionary Award Alessandro D'Alatri:** with which EDI-Effetti Digitali Italiani intends to valorise a film or series project in development in which the use of visual effects potentially emerges as a fundamental creative tool of expression and narration.

**Paramount+ Award:** assigned by a global jury of experts nominated by Paramount to the best project presented at the Drama Pitching Forum 2023. The Award will be presented by Antonella Dominici, SVP Streaming South Europe, Middle East & Africa at Paramount+ and Pluto TV.

**Tuscany Film Studios Award:** 2 awards to support the development of Film Co-Production Market & Pitching Forum projects. The **Film Co-Production Market & Pitching Forum Tuscany Film Studios Award** is an in-kind award for the best project of the Film Co-Production Market & Pitching Forum; while the **Wanna Taste IT? Tuscany Film Studios Award** is an in-kind prize to the best project in the *Wanna Taste IT?* section, dedicated to Italian film projects in development and a launch and growth platform for the Italian industry and talent.

**GEDI Visual Award:** GEDI Digital will award the GEDI Visual Award to one of the titles selected in *Italians Doc It Better*, the showcase of the Doc & Factual section of the Mia Market which over the years has established itself as the main international showcase of the best Italian documentary products. The winning title of the GEDI Visual Award will be supported in promotion and distribution activities, being able to access an unparalleled visibility platform thanks to the means of the GEDI Group. GEDI Digital, in fact, will be the film's media partner and will accompany it throughout its distribution and festival journey.

**Screen International Award:** a special press coverage dedicated by Screen International to a film selected for C EU Soon, when it will be released in theatres or upon its debut at international festivals.

**Toon Boom Award:** winners in 3 animation categories will be awarded an annual Storyboard Pro licence of their choice for storyboarding or animation production.

**WIFTMI Award:** assigned by Women in Film, Television and Media Italia-WIFTMI, to the Italian scripted project selected within the Co-Production Market & Pitching Forum of the Animation, Drama and Film divisions with the greatest potential for realisation on the basis of related criteria to the elimination of gender inequality, positive and balanced representation, diversity and inclusion.

Among the hosted awards, the **Carlo Bixio Award** returns for its 11th edition. The competition, promoted by RAI, APA and RTI, is aimed at authors under 30 who are asked to present a serial project without genre limits, respecting the values of novelty, originality, creativity and internationalisation of which the Award has always been a promoter. In compliance with the alternation - edition after edition - between the 2 promoting broadcasters, RAI will be giving this year's prize.

### **THE GREEN FILM LAB WORKSHOP**

At the end of the 5 market days of MIA 2023, the **3rd annual Green Film Lab workshop** will be held, a program of **TorinoFilmLab-Museo Nazionale del Cinema** and **Green Film-Trentino Film Commission** aimed at promoting sustainable practices in audiovisual production and guiding professionals in applying a green protocol, also useful for obtaining specific certifications. The workshop, organised together with MIA, from 13 to 15 October at the Cinema Barberini, will be held entirely in English, and will involve 24 professionals from the film and serial industry, delegates from funds, film commissions and institutions, and also professionals active in the field of sustainability who will work together to develop a sustainability plan on 6 film projects, in line with the Green Film protocol. Furthermore, on the afternoon of 13 October, Green Film Lab in collaboration with MIA offers **an open session** dedicated to the various aspects of sustainability in the audiovisual sector with **Antoine Prost** of Eurimages; **Cristina Priarone**, President of the Italian Film Commission; **Luca Ferrario**, Director, Trentino Film Commission; **Massimiliano Navarra** of Dugong Films.

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MIA is possible thanks to the collaboration of a work, editorial and organisational **team**, led by director **Gaia Tridente**, who has participated in the success of the event for years: **Francesca Palleschi**, Deputy Director and Head of Film; **Marco Spagnoli**, Deputy Director and Head of Doc & Factual; **Paolo Ciccarelli**, Head of Drama; **Alexia De Vito**, Head of Film Co-production Market; **Ben Pace**, International Programming Manager Doc&Factual; **Carla Vulpiani**, Manager of Animation Content, responsible for the division's co-production market; **Sabrina Perucca**, Coordinator Animation Showcase; **Daniela Di Maio** and **Simona Fabbri** who take care of the animation conferences; **Marta Bertolini**, Head of Corporate Communications and PR; **Sergio Garufi**, Head of MIA Digital and Editor in Chief of the website; **Francesca Campagna**, Head of Guest Relations and Hospitality Management; **Matteo Pollone**, curator of the official catalogues; **Lorenzo Fiuzzi** who takes care of Business Development; **Ida Panzera**, who takes care of the general coordination; **Francesca Cagliani**, who takes care of programming, with the support of **Federico Cadalanu**.

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