



**MIA | MERCATO INTERNAZIONALE AUDIOVISIVO**  
**Rome, October 9 - 13 2023**

**MIA | INTERNATIONAL AUDIOVISUAL MARKET**  
**THE 9TH EDITION CLOSSES WITH AN INCREASE**  
**IN ATTENDANCE AND PARTICIPATING COUNTRIES**

*Over 2600 participants from 66 countries.*  
*More than 80 panels and events. Over 800 articles in the*  
*International and Italian press.*  
*The presence of the MIA on social media is also growing.*

**Rome, October 13th, 2023** - The 9th edition of **MIA | Mercato Internazionale Audiovisivo**, directed by **Gaia Tridente** ended today. The industry event took place from 9 to 13 October in Rome at Palazzo Barberini, Cinema Barberini and on the MIA Digital platform, allowing physical and remote access to all sessions (live and on demand).

**Attendance increased** compared to the 2022 edition, with **2,600 participants** from **66 countries** around the world (**+10%** more countries than in 2022).

MIA is also growing on social media with a **+14% increase in followers on Facebook** and **nearly 30% increase on LinkedIn**.

The accredited press also increased: **190 journalists (+19%** compared to 2022), of which 27 were international, wrote over **800** articles published in major international and Italian outlets (**+37%** compared to 2022). The 7 rooms at Cinema Barberini were always full as was Palazzo Barberini where over **80 panels and events, 5 content showcases, 4 pitching forums, over 60 market screenings and film presentations were held.**

Key industry players participating in MIA took part in **international co-production market meetings** where **international distributors** met with **theatrical buyers in the two floors of Palazzo Barberini, which were completely sold out.** Also at Palazzo Barberini, MIA presented the new **Tech Pavillion**, a space dedicated to technological innovation with daily meetings and **Virtual Production** presentations in which the conferences of the **MIA XR** program were also held. Participants enjoyed fully immersive and **Virtual Reality** experiences at this space.

MIA is today one of the main international industry events dedicated to audiovisual. Created in 2015 by a 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**, MIA is supported by the **Italian Ministry of Foreign Affairs and International**

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**Cooperation, ITA-Italian Trade Agency, with the contribution of Creative Europe MEDIA; the Italian Ministry of Culture, the Italian Ministry of Enterprises and Made in Italy, and the Lazio Region.**

"MIA today represents for all international operators a place of excellence for the audiovisual industry. A fundamental hub for business development and growth for the network of companies and professionals in the industry. MIA attracts players from all over the world, from 5 continents. We are proud of the results achieved and of the ambitious program offered, developed with the objective of consolidating the national, european and global audiovisual sector, fostering the circulation of talent, and encouraging the participation of emerging markets. What made this edition unique, rich and wide-ranging in terms of content and curatorial research, were the new and interesting projects that represented the complex audiovisual ecosystem, enhancing the different requirements of all the players in the industry and anticipating the themes and spaces of the future," said **Gaia Tridente**, Director of MIA | International Audiovisual Market.

"The success story of MIA continues. Thanks to the collaboration between Anica and Apa and the commitment of Gaia Tridente and her team, MIA is now an essential appointment for the growth of our industries, product quality, and employment, as demonstrated by the large Italian and International participation," said **Francesco Rutelli**, president of ANICA.

"MIA is increasingly important for our industry, especially for independent producers"- said **Chiara Sbarigia**, APA President - "We were able to showcase our companies, the quality of our products, our talents, to tell about employment and industry trends. Together with Anica we are already at work for the next edition, which will contain many surprises."

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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.

**The MIA Digital platform will be active until November 30th  
allowing registered attendees to access panels, talks and contents from MIA 2023.**

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During the final day, the **MIA AWARDS 2023** were announced:

**EDI MIA VISIONARY AWARD ALESSANDRO D'ALATRI:** the prize hosted by **EDI-Effetti Digitali Italiani** highlights a project in development, film or series, in which the use of visual effects is identified as a fundamental creative tool of expression and storytelling. The prize was awarded *ex aequo* to **COSTA ARMONIA** (Drama), in which *Parasite* meets *Dark Star* on the set of *The White Lotus*, produced by Amanda Livanou for Neda Film; and to **ANTHOLOGY**, by Nicolas Saada, a journey through time and space, weaving six unique narratives from Paris to Seattle, from World War II London to postwar Vienna. These are the reasons for the awards: *the COSTA ARMONIA series is a project in which new technologies and inherent philosophical issues become a real "character." Finding the form to represent Artificial Intelligence, its advantages and threats, on the screen in an original way seems to us a challenge for true visionaries. The film ANTHOLOGY ranges between the dreamlike and the horrific, prospecting itself as a true anthology of "visions."*

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A special mention is given to **KANUN** - the story of Arion who discovers that he is the heir to the most infamous Albanian family of marijuana growers - with the following motivation: *a story of fierce conflict between tradition and progress that we would like to see shot in Italy with the visual quality it promises and deserves.*

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**PARAMOUNT+ AWARD:** awarded by a global jury of experts appointed by Paramount to the best project submitted to the Drama Pitching Forum 2023. The Award was given to **NON ISSUE**, a dramedy, created by Gal Rosenbluth and Nayef Hammoud, and produced by United Studios of Israel, which tells the story of an Israeli-Palestinian couple produced by Efrat Dror for Herzelia Studios. This is the motivation: *It has been a real pleasure meeting all the brilliant producers and writers, and to be presented with such an eclectic, thought-provoking range of projects. The quality this year has been exceptionally high, which has made our decision all the more difficult. We would like to present the Paramount+ award to a story which stood out to us for its originality, international appeal, and strong universal themes of love and identity. As a dramedy, the project balances humour and emotion in a compelling way, with a diverse mix of characters, whilst impactfully exploring the political context that underpins the central characters' conflict and the catalyst that drives their story. This touching returnable series mixes the classic tale of Romeo & Juliet with gripping contemporary dramas, such as Unorthodox, and we feel it is a story that will resonate with a broad audience.*

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

**The pitching forum project award** went to **A STORY OF THREE GIRLS**, by Nursen Çetin Köreken, in which the world of weightlifting is the backdrop for the stories of 3 girls, who amidst abuse and social constraints struggle to assert their identities in the complex reality of contemporary Turkey. This is the motivation for the award: *sometimes being underestimated is a superpower. This project brings us to the intersection of the fragility of youth and the power of hope. A fresh take on an oft-explored theme of grit amidst adversity, we truly grasp here that vulnerability and fortitude are not mutually exclusive. The three protagonists are a master class in moxie. In an exploration of the transformative properties of purpose, these young girls build agency over their future even when the past is bruised by consequences that shouldn't belong to them. At a time when it's easy to lose sight of what success means, the realism and approach of this project celebrates how small triumphs can fuel a powerhouse and transform a destiny.*

**The Wanna Taste IT? Tuscany Film Studios Award** was given to **JAZZ SUITE FOR A DYSFUNCTIONAL FAMILY** by Tommaso Pitta, about a disastrous and surprising week in the lives of 3 half-siblings. This is the motivation for the award: *A remarkable project that delves into the intricacies of familial relationships and mental health. It effectively portrays the internal battles of three half-siblings,*



highlighting their personal struggles and efforts to overcome fears and anxieties. The film stands out for its interesting storytelling, allowing a deep exploration into each character's vulnerabilities and their journey toward self-discovery. The award recognizes the project's ability to intertwine real-life struggles with messages of hope, showcasing a unique blend of personal turmoil and resilience, which we hope could make a significant contribution to cinema.

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**GEDI VISUAL AWARD:** GEDI Digital has awarded the GEDI Visual Award to one of the titles selected in **Italians Doc It Better**, the showcase of the Doc & Factual section of MIA, which over the years has established itself as the main international showcase of the best Italian documentary product. The title winning the GEDI Visual Award will be supported in promotion and distribution activities, being able to access a platform of unparalleled visibility thanks to GEDI Group's media. GEDI Digital, in fact, will be the film's media partner and will accompany it throughout its distribution and festival journey. The prize was awarded to **BROKEN DREAM** (Feature Doc) an Italian-French production directed by Jacopo De Bertoldi and produced by NANOF on the dramatic story of the killing of Italian Ambassador Luca Attanasio in Congo. This is the motivation for the award: *Broken Dream recounts the painful story of Luca Attanasio-a young Italian ambassador killed in the Democratic Republic of Congo in 2021-which Gedi Group's outlets also followed with particular intensity. The documentary shows Attanasio's more intimate side thanks to the use of private footage and his wife's precious narration, but also his way of interpreting the role of ambassador, fully immersed in the reality of the countries where he worked in order to understand as much as possible their problems. All this with interviews and field footage-a journalistic approach that we particularly appreciated.*

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**SCREEN INTERNATIONAL AWARD:** to a film selected for **C EU Soon** - the work-in-progress program dedicated to European films in post-production looking for international sellers. The prize consists of special press coverage dedicated by **Screen International** to the winning title. This year's winner is **BLUISH** by Lilith Kraxner and Milena Czernovsky, which casts a tender look at two disoriented characters struggling with their daily lives. This is the motivation for the award: *The film is a portrait of a generation that is finding itself embracing both the highs and lows of life. This young directing duo promises to bring to the screen the vibes of gen Z through electrifying images.*

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**TOON BOOM AWARDS:** to works in 3 animation categories, the prize consists of an annual license from Harmony or Storyboard Pro, for storyboarding or animation production. Winning the recognition were **MOTHERHOOD**, a poetic journey into the female body and desire that entrusts its representation to the surreal visual world of Italian artist Virginia Mori, co-produced by Miyu (Romania-France), awarded for its visionary perspective and intimate approach. **RO** by Magdalena Osińska, an intimate stop-motion feature film, a joint production effort between Poland's ANIMOON and France's Les Film du Cygne, awarded for the poetic and delicate look.. **TASTE BUDDIES** by Veronica Lassenius, produced by Pikkukala, Spain-Ireland-Finland and with food at the center of the story, awarded for the appealing graphics, the mixed techniques and great characters..

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**WIFTMI AWARD:** awarded by **Women in Film, Television and Media Italia-WIFTMI**, to an Italian scripted project selected as part of the Co-Production Market & Pitching Forum of the Animation, Drama and Film divisions with the greatest potential for achievement based on criteria related to the elimination of gender inequality, positive and balanced representation, diversity and inclusion. The WIFTMI Award 2023 went to **HALLYU-KOREAN WAVE**, an Italian-French co-production about the fictional story of the first Western K-pop band. The series is produced by Stefano Centini (Volos Films Italia), Farid Rezkallah (24images Production) and Paolo Maria Spina (Revolver). This is the motivation: *The Jury of Women in Film, Television and Media, Italia have decided to award the project HALLYU - KOREAN WAVE for its freshness and originality, for putting women at the heart of the story, and for dealing with issues close to them, i.e., our society's obsession with body image and performance, while celebrating values such as inclusion, solidarity and empathy. We appreciate that the co-creator and writer of the show is a woman, hoping more women will take key creative roles in the production of the series, and applaud the project's inclusivity, multiculturalism and multiethnicity, both on-screen and off-screen. In our view, the project has commercial potential, especially thanks to its young target audience, the comedy genre and the musical/performance aspect of the show, considering also the growing popularity of K-Pop around the world. The European-Asian co-production model presents an innovative approach to financing and producing, and opens the door to the possibility of international distribution. While we support the project, we believe that it will benefit from the consultancy of Women in Film, Television and Media, Italia, in its further development, and thus would like to offer this award to the team.*

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Among hosted awards, the **CARLO BIXIO AWARD**, now in its 11th edition, returns to MIA. The award, promoted by **RAI, APA and RTI**, is aimed at young authors (under 30) who are asked to submit a serial project without genre limits, respecting the values of novelty, originality, creativity and internationalization of which the Award has always been a promoter.

Respecting the alternation - edition after edition - between the two promoting broadcasters, it will be **RAI** that will put up this year's awards. The competition is divided into two categories: series concept and screenplay. The winners will receive 5 thousand euros and 10 thousand euros, respectively, and a 12-month licensing contract with RAI, which will evaluate the chances of realization of the winning projects.

The Carlo Bixio Award was also given the Medal of the President of the Italian Republic for this edition and, as further confirmation of the value and success of the initiative. SIAE returns to award the "Premio Idea d'autore," recognition to the original screenplay that has most distinguished itself for its characteristics of innovation and creativity.

The **Carlo Bixio Award for Best Screenplay** was won by **OBBLIGO O VERITA'?** by Chiara Milana, with the following motivation: *Through the vicissitudes of multifaceted and realistic characters, "Obbligo o verità?" succeeds in reinventing the topos of the deadly social challenge by adapting it, in a sophisticated and original way, to a context as global as it is authentic. Building on this insight, the author tackles crucial themes for teen audiences, especially the relationship with technology and the anxiety associated with asserting one's identity, developing a compelling and tense narrative and using a contemporary language that perfectly intercepts the voice of the very young.*

The **Carlo Bixio Award for Best Series Concept** was won by **LASCIAMI** by Rebecca Gatti, Diletta Dan and Enrica Polemio. *Five stories of love and unlove that intersect with each other in the same time and place:*





*a cold and dark contemporary Turin. Effective, poetic writing that with a few brushstrokes gives us back portraits of real and multifaceted protagonists. A story that convinces not only for its originality, for its unaccustomed structure, but also for the desire and courage to tell something so indefinite but also very powerful, such as the feeling of Love.*

The **SIAE Idea d'autore Award** was given **ex aequo** to:

**IL MASSO DEGLI ORCHI** by **Diego Pelizza**, with the following motivation: *Il masso degli orchi has the courage and boldness to tackle a genre little practiced in Italy, that of a teen serial with mystery and perhaps horror veins. The group of men and women who find themselves today coming to terms with a mystery from the past related to their adolescence hold the threads of a secret that grips the reader throughout the script. The jury rewards this project for its courage and solid writing, and wishes the creators well as they continue to disengage in original and personal ways from the genre models they are inspired by.*

**BARRIERA** by **Raffael Fiano and Antonio Dal Mas**: *For the quality of the writing that supports with a participatory style this harsh and powerful story: in a suburban neighborhood of Milan, the "Barriera" of the title, a young sports promising talent, who has become disabled due to an accident, finds herself imprisoned in a dysfunctional family: a delinquent and amoral father, a brother incapable of rebelling. Her father's unwise choices seem to drag everyone into an uncontrollable spiral of violence, but the protagonist will struggle to realize her irrepressible need for freedom and life.*

**For more information**

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