

THE FIVE W'S OF MIA

WHO, WHY, WHAT, WHEN, WHERE

THE NEW MERCATO INTERNAZIONALE DELL'AUDIOVISIVO

Roma 16-20 October 2015

www.miamarket.it

MIA: WHO

MIA is a brand of the **National Association of Film and Affiliated Industries** (ANICA) and the **Television Producers Association** (APT), produced by **ANICA**, **APT**, **Doc/it** and **Fondazione Cinema per Roma** (Implementing Body), backed by the **Ministry of Economic Development** and **ICE – Agency for the global promotion and internationalization of Italian companies**, promoted by the **Ministry of Cultural Activities and Tourism** and **Luce-Cinecittà** with the collaboration of the **Roma Lazio Film Commission**, in synergy with the **Italian Film Commissions** association and with the participation of **RAI Com**.

MIA: WHY

MIA is an ambitious project that intends to **put Italy back on the map of the European and global audiovisual industries** and offer the most active players from the world over a series of **invaluable market tools**.

MIA is an event not to be missed, the place to be for the national and international industry. Under a comprehensive vision, it unites clear strategic objectives for **supporting scripted and non-scripted production and distribution** with targeted actions to meet all specific needs.

MIA is working to converge cinema, television and documentaries towards the common goal of **internationalization**, an essential element for the health and growth of the industry nationwide. **MIA** is an effective mediator for developing an active network of activities that give Italy a central role in **co-development, co-production and export relationships: intra- and extra-European and on European relations with lesser-explored markets**.

MIA strives to position itself as an important event for European and international industry professionals – producers, distributors, broadcasters and digital platforms – and distinguish its **original, informal and targeted format** for sustaining business “relations” in a strategic and broad context.

MIA: WHAT

MIA is both a **content market** and **matchmaking hub**. A European market with an innovative and flexible format, it aims to be a **networking & business booster** via: an effective **acquisitions and sales platform** for the most recent film product and TV premieres; a **co-production market** of the most interesting film and documentary projects; a **hub for analyzing and discussing** TV drama and a unique matchmaking tool with the top players of the television industry; a **focus on factual TV** and documentaries that examines the opportunities of non-scripted production and distribution; a **think tank and an instrument for information**, discussion and exploration of all business models (specific and general) and present and future market opportunities, in an environment of shared strategies and visions by industry professionals and national and international institutions.

As a tool, **MIA** is thus available to every industry professional – Italian and international – and is a **map of opportunities for business, networking, analysis and “inspiration”** through which every participant can build their own path, based on specific industry and business strategies.

The MIA Map

MIA CINEMA: TBS, NCN, MIWI, business tools for cinema – buying, selling and co-productions

MIA Cinema bolsters the best practices of **The Business Street (TBS)** and **New Cinema Network (NCN)**, events for which some of the most active European and international buyers, sellers and producers have confirmed their attendance. The 2015 figures – though still in the making – confirm the loyalty and growing involvement of the sector's major players, as well as the interest and adherence of new distributors and producers from **53 countries**.

MIA TBS is an ideal platform for **selling and promoting quality independent cinema**: an informal, convenient and flexible tool for international distribution and for all film buying and selling activities. The market **nurtures product promotion** and **facilitates relationships** between international sales agents and buyers.

To date, **90 titles** have been programmed for the **MIA TBS** screenings, reserved for buyers only. **There are 35 market premieres.** Along with **20 screenings of the most recent Italian titles**, backed by the Italian Film Boutique, which is organized by Ass.For.SEO and the Roma Lazio Film Commission.

The **MIA terrace** (900 sq. meters) will host **professional meetings**, facilitating spontaneous networking and the ensuing negotiations and sales of rights to the line-ups of over **40 sales agents from the world over** who are scheduled to attend.

The **Digital Video Library**, located at the Hotel Boscolo Exedra and organized in collaboration with RAI COM and WCP Media Services, will offer distributors on-demand viewing of the titles from the Market, by the NCN filmmakers and from the Rome Film Fest programme, also available on a mobile app.

In order to further inspire international strategies, **MIA TBS** was backed by a **board of experts** of Italian and international industry professionals who contributed to the birth and growth of **MIA**, offering strategic ideas essential to the initiative's success: Vicente Canales (Film Factory, International Sales, Spain); Paola Corvino (Intramovies, International Sales, Italy) Raffaella Di Giulio (Fandango, International Sales, Italy), Jakub Duszynski (Gutek Film, Distribution, Poland), Ed Guiney (Element Pictures, Production, Ireland), Catia Rossi (RAI Com, International Sales, Italia), Guido Rud (Filmsharks Intl, International Sales, Argentina), Fred Tsui (Media Asia Film, International Sales, Hong Kong), Michael Weber (The Match Factory, International Sales, Germany), Susan Wendt (TrustNordisk, International Sales, Denmark), Stephen Woolley (Number 9, Production, UK), François Yon (Films Distribution, international sales, France).

With its **30 projects** from **20 countries**, selected by an **international expert committee** (which this year comprises Matthew Baker of HanWay Films, Iole Giannattasio of MiBACT, and Anne Lai and Paul Federbush from the Sundance Institute), the **MIA New Cinema Network forum for international film projects** offers producers from across the globe effective and concrete co-production opportunities. **MIA NCN** helps its chosen projects in development – that are aligned with the requests and needs of producers and suitable for co-productions and wider audiences – find the ideal partners for artistically and financially closing their films through targeted matchmaking events. **NCN** works to **identify the best partners** through careful selection of participants, and to create the best atmosphere and conditions for solidifying **valuable opportunities for exchange**. For each selected project, the **NCN** staff organize **a personalized schedule** in advance of one-to-one meetings held during a session of three days, which most effectively respond to the needs and strategies of both parties – the project representatives and potential co-producers, sales agents and interested buyers.

Today a **reference point for European and international industry professionals** in the co-production market, **NCN** has successfully accompanied – from development to post – over **50% of selected projects** over the course of previous editions.

NCN's credibility has allowed it to build and consolidate relationships and partnerships across the entire film industry. Today, **NCN counts 40 partners**, including Cinéfondation-L'Atelier de Cannes, Film London Production Finance Market, Sundance Feature Film Labs, Rotterdam CineMart, Sarajevo CineLink, ACE-Atelier du Cinéma Européen, Binger Film Lab, Durban FilmMart, and HAF Hong Kong – Asia Film Financing Forum.

The **NCN** projects are flanked by the inaugural **Make It With Italy (MIWI) forum, which incentivizes Italian producers to participate in European and international co-productions** and thereby strengthens businesses relationships between our industry and top foreign players. There are seven projects in the first edition; carefully selected and targeted for the concrete minority co-production occasions they offer our industry. **MIA** also guarantees networking and matchmaking opportunities to incentivize Italian producers to invest in **large-scale international projects**.

MIWI allows **MIA** to add an important step for the Italian audiovisual industry, as both networking and support for new industry strategies and a synergetic tool for funds introduced by national and regional institutions.

Last, but certainly not least, **MIA Cinema** will present two prestigious co-production prizes: the **Eurimages Co-production Development Award**, a €20,000 prize for the development of the best European project of New Cinema Network that best meets the collaboration and co-production criteria that inspires Eurimages; and the **MIA Prize**, a special €30,000 award to the best Italian producer, minority or majority, from among the projects presented in **New Cinema Network** and **Make it With Italy**.

MIA TV Days: The matchmaking hub for TV Drama

MIA TV Days 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 TV intends to bolster networking and matchmaking among participants, to become the cornerstone of the internationalization of the entire audiovisual industry.

MIA TV 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 TV industries – and

others – can openly and informally discuss and analyze the current TV landscape, successful business models, and industry trends, practices and strategies.

An invaluable event, **MIA TV Days** is a wholly innovative market format that supports the creation of a network of stable relationships among the leading figures of the TV sector. The **top 60 international players in TV Drama**, selected from the most eminent in the world, will spend three days in Rome in open and continuous dialogue with European producers and broadcasters and the Italian industry, sharing ideas, visions, experiences and good practices, and above all building strong, strategic future relationships – amongst themselves and with our country.

MIA TV offers important and original market and matchmaking tools. Such as **MIA TV Soft Talks**: 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. These **fluid discussions** will explore the **major issues of international TV Drama**, examining which stories travel and the economic models that support them, co-productions and distribution, the new “digital challenge,” and the bankability of European talent. Each Soft Talk will be followed by the **TableX5 matchmaking tool**: five tables of five people each. These mini-meeting and networking hubs for building strategic relationships are meant to stimulate effective and concrete exchanges between the most dynamic professionals working in international television.

There will also be occasions for boosting relationships and setting up **B2B Meetings**, which can be pre-scheduled either by individual participants or the heads of TV Days. As well as multiple opportunities for **spontaneous networking** during **MIA** brunches, breakfasts, cocktail hours and parties. Lastly, in the mornings, MIA TV Days will offer participants the opportunity to flex their business muscles with **BreakFastKeepFit**, 15-minute meetings with national and international experts for exchanging the latest, up-to-date information.

MIA TV's prestigious **board** comprises Antony Root (HBO), Jan Mojto (Beta), Petri Kempinen (Nordisk Film&TV Fond), Andrea Scrosati (Sky Italia), Oliver Wotling (Arte), Carole Baraton (Wild Bunch) and Tinni Andreatta (RAI Fiction).

MIA TV Days are a true novelty for Rome and Italy, and are sparking enormous interest among the sector's leading international figures. The number of participants signed up to attend proves the need to offer the national and international industries a comprehensive market for all things audiovisual.

MIA AGORA: Focus on Factual

With over **10 countries attending**, nearly **50 broadcasters & producers from the world over** will participate over the course of three days in **meetings, round tables, focuses, Doc&Factual Agora** and the International Forum for Factual Product.

There will be a special focus on **global broadcasters** who have conquered the planet; TV networks, slots and products that occupy international screens will be presented by heads of production, who will analyze the reasons for their great success – and highlight international trends and new roads for bringing Italian producers to center stage.

There will also be a spotlight on the 30 years of activity and success of **Discovery Networks International** and its branch, **Discovery Italy**.

There are many key events on the **Agora** agenda. During meetings we will try and glean the international trends and new roads for bringing producers center stage. And discuss the important role of the **Public Service** as a key cultural undertaking. The meetings will be attended by institutions and top public broadcasters from diverse European countries, Canada and Australia.

There will be discussions on the return to documentary's roots, in an attempt to also understand, throughout Europe and the world, how to seek out the **authenticity** that all broadcasters require and what form the social storytelling must take.

There will be **conferences, keynotes and masterclasses**, held or attended by leading TV managers, on storytelling, totally unscripted programming, to the confines of fixed-camera rig shows. The **BBC, DR** and **SVT** will speak on the macro-project "**WHY**" that broadcasters from around the world desired in the name of engagement and "good television." And **MIA Agorà** will offer broadcasters and producers of factual shows and documentaries a chance to compare, reflect and analyze the direction that **factual is taking, as a strategic segment for the health of the industry**.

Agora was supported in its work by an **international board** comprising: Stephen Hunter (Shunter Media, US), Corentin Glutron (RMC Découverte, France), Fenia Vardanis (Melina Media, UK), Gabriele Immirzi (Fremantle, IT) and Glenda Galliano (Polymorphi, IT).

MIA IDS: Documentary co-production market

MIA will include the 11th edition of **Italian Doc Screenings. IDS** brings together the most distinguished broadcasters, producers, distributors and fund managers working in Italy and internationally for some intense networking: **one-to-one meetings between producers and financiers** for pre-selected projects; **public pitches**, presentations of slates by channels and

broadcasters; shared discussions on innovative experiences; and **streaming** of the most recent Italian documentary production through on the web platform ITALIANDOC.

The 20 Italian projects selected represent all the documentary genres: television one-offs, feature-length theatrical docs, TV doc series and factual shows. **Two Chinese projects** are new this year, and come to us through a cooperation agreement signed by Doc/it and GZDoc – Guangzhou International Documentary Film Festival. There will also be **two projects** from the Match Making **IDS Academy** in Palermo.

There are diverse events of guided networking between the selected projects and international professionals: 20-minute **one-to-one meetings**, between a producer and a potentially interested commissioning editor; **public pitches** for a restricted number of selected projects; “**30 minutes with**” meetings, during which a commissioning editor illustrates the network’s programming standards in a friendly, informal presentation; and “**get inspired**”, 15-minute talks for “learning by sharing,” during which an expert shares his or her – positive and negative – experiences with audiences.

MIA offers concrete support for this co-production market as well, through three development prizes: a **€5,000 Development Award for Factual TV Series** offered by **A&E**; and two €5,000 **Development Awards** offered by **MISE**

The work of **IDS** has also been supported by an **International Board** composed of: Agnese Fontana, Catherine Olsen, Markus Nickel, Christian Popp.

MIA TALKS: A cross-boundaries platform for exploring new creative, industry and market territories

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.

To this end, **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, Poland, Cuba** and **Southern Asia**.

Also back this year, thanks to the cooperation of ANICA and ICE, is **China Day**: two days of pitching sessions and professional meetings dedicated to the structural collaboration between two great audiovisual industries: Italy and China.

In collaboration with the Polish Film Institute, **MIA** pays homage to the country's recent cinematic output, hosting a large delegation of producers and distributors, including the producer of Pawel Pawlikowski's Oscar-winning film *Ida*, and an in-depth look at Poland's co-production incentives.

MIA: WHERE

The industry hub will be in the heart of the historical center. The **Terme di Diocleziano** will host the co-production meetings and networking activities. The **Hotel Boscolo Exedra**, in Piazza della Repubblica, will be home to the conferences and meetings between buyers and international sales agents. And the **Cinema Quattro Fontane** and **The Space Cinema Moderno** will screen the most recent titles offered at the Market.

MIA: WHEN

16-20 October 2015.

We'll see you there.

CO-PRODUCTION MARKET – THE 2015 SELECTION

NEW CINEMA NETWORK

THE SIEGE ON LIBERTY STREET by Stavros Pamballis (Cyprus)

Produced by Panos Papahadzis

MUSTANG by Laure De Clermont-Tonnerre (France)

Produced by Alain Goldman

MOBILE HOMES by Vladimir de Fontenay (France)

Produced by Eric Dupont

DIGGER by Georgis Grigorakis (Greece)

Produced by Maria Hatzakou

LA DEA DELLE ACQUE CALME by Elisa Amoruso (Italy)

Produced by Costanza Coldagelli

PALATO ASSOLUTO by Francesco Falaschi (Italy)

Produced by Daniele Mazzocca

IL MIO CORPO VI SEPPELLIRA' by Giovanni La Parola (Italy)

Produced by Olivia Musini

SEMBRA MIO FIGLIO by Costanza Quatriglio (Italy)

Produced by Andrea Paris

GUARDA IN ALTO by Fulvio Risuleo (Italy)

Produced by Donatello Della Pepa

GRACE PERIOD by Saleh Nass (Lebanon)

Produced by Paul Baboudjian

OLIVER AND THE POOL by Arcadi Palerm (Mexico)

Produced by Mariana Monroy

THE MAN WITH THE MAGIC BOX by Bodo Cox (Poland)

Produced by Iza Igel

237 YEARS by Ioana Mischie (Romania)

Produced by Vanessa Džijan

WE DIDN'T TALK ABOUT THE END by Mina Djukic (Serbia)

Produced by Snežana Maric

RIOT WAIF by Zinaid Meeran (South Africa)

Produced by Jean Meeran

ITALO DISCO by Richard Garcia (Spain)

Produced by Richard Garcia

DELIVER US FROM EVIL by Agnieszka Lukasiak (Sweden)

Produced by Peter Krupenin

50 MILES FROM BOOMTOWN by Flo Linus Baumann (Switzerland/USA)

Produced by Alex Scharfman

HILAL, FEZA AND OTHER PLANETS by Kutlug Ataman (Turkey)

Produced by Tacim Acik

THE DEATH OF BLACK HORSES by Ferit Karahan (Turkey)

Produced by Ferit Karahan

A HYMN FROM MARS by Ruth Paxton (UK)

Produced by Tom Wood

THE PARTY by Sally Potter (UK)

Produced by Christopher Sheppard

KING OF NORWAY by Sylvia Saether (USA)

Produced by Steven J. Berger

MAKE IT WITH ITALY!

DANTE'S SECRET by Sebastian Schindel (Argentina)

Produced by Nicolás Battlle

L'EPREUVE by Pascal Adant (Belgium)

Produced by Olivier Rausin

IL BOEMO by Petr Vaclav (Czech Republic)

Produced by Jan Macola

SINGLE MOTHER by Hana Makhmalbaf (Iran)

Produced by Maysam Makhmalbaf

CYCLE by Aku Louhimies (Ireland)

Produced by David Collins

LES CELESTES by Gabriel Le Bomin (France)

Produced by Didier Denise

LES FILLES DU TEMPS by Valerio Mieli (France)

Produced by Laura Briand

ITALIAN DOC SCREENINGS selection

12 SHORT FILMS ABOUT EUROPE by Gustav Hofer and Luca Ragazzi

Produced by Hiq Productions

AK STORIES by Marco Pasquini, produced by Nacne

AMP - ART & MEDITATION PROJECT by Matteo Bellizzi, produced by Kiné Società Cooperativa

CON LA MIA MATITA by Ai Nagasawa, produced by GiUMa produzioni

EASTWEST REFUGEE CAMP by Emanuela Gasbarroni, produced by MelaMagnum Production

HAIKU ON A PLUM TREE by Mujah Maraini-Melehi, produced by Interlinea

HAPPY WINTER by Giovanni Totaro, produced by Labirinto Visivo

I DRITTI - GENTE DEL VIAGGIO by Emanuele Tammaro, produced by Passo Uno Produzioni Soc. Coop.

IL MONDO È TROPPO PER ME by Vania Cauzillo, produced by Jump Cut

IL PRESIDENTE DEL MONDO by Francesco Merini and Michele Cogo, produced by Mammut Film

ISEN – WIKIMANIA ESINO LARIO by Lorenzo Faggi and Chiara Campara

MY FAITH by Davide Tosco produced by Showlab

PERCHÉ SONO UN GENIO! LE TANTE VITE DI LORENZA MAZZETTI by Steve Della Casa, Francesco Frisari, produced by Tangram Film

PLAKAT - THE GOLDEN AGE OF THE AD GRAPHIC by Adolfo Conti produced by Doc Art

REPLAY by Marco Fantacuzzi produced by Cinema Key

SOULS OF SYRIANS by Matteo Bastianelli produced by Ouvert

THE KILLER AND THE BUTTERFLY by Alessandro Cassigoli and Casey Kauffman produced by Alessandro Cassigoli

THE LIVES OF OTHERS by Diego D'Innocenzo produced by TERRA

THE PRINCE AND THE DIBBUK by Elwira Niewiera and Piotr Rosolowski produced by EiE film

UFFICIO ZONE DI CONFINE - LA STORIA SEGRETA by Massimo Garlatti-Costa produced by Quasar Multimedia

VIA DELLA FELICITÀ by Martina Di Tommaso produced by Kinesis Film.