



Press release

MIA INTERNATIONAL AUDIOVISUAL MARKET



MIA IS BACK

120+ SCREENINGS IN 4 DAYS

200+ INTERNATIONAL PREMIERS OF FILM, DRAMA SERIES AND DOCUMENTARIES

FEATURING NEW PROJECTS BY FERZAN OZPETEK, SALLY POTTER,
FRANCO MORESCO, EDOARDO DE ANGELIS, BEPPE FIORELLO,
FRANK SPOTNITZ, LUCIO PELLEGRINI, DAN PERCIVAL, ALESSIO CREMONINI,
TONI D'ANGELO, MARCO D'AMORE AND ALESSANDRO RAK
AMONG MANY OTHERS OF THE 5TH EDITION TITLES

From October 16th to 20th 2019, a unique event in the agendas of the international audiovisual industry leaders, creators and producers of high-quality content, MIA - International Audiovisual Market is back. An event that has established itself through the years as the most important market in Italy by numbers, participants and results: from the exporters of Italian products feedbacks, in only 4 editions, MIA already represents 25% of sales and yearly businesses, while national and international producers consider it an event not to be missed for productions and development of global projects, as confirmed by the 50% of the projects presented at MIA being already successfully finished.

Ferzan Ozpetek, Sally Potter, Franco Maresco, Edoardo De Angelis, Beppe Fiorello, Frank Spotnitz, Lucio Pellegrini, Dan Percival, Alessio Cremonini, Toni D'Angelo, Marco D'Amore and Alessandro Rak are only some of the prestigious hosts of the 2019 edition; four days full of events and content: 200 brand new products for the 2020-2022 season for a total value of 700 million euros.

107 films (38 from Italy) in the screenings of the Film section, **250 TV series episodes** presented of which more than 50% are Italian and **97 international previews** of which **80 are Italian**; **47 projects from 25 countries**, among films, TV series and documentaries for a total value of 120 million euros, aiming to support

co-production, financing and promotion of the most important premium content of the next seasons. In deference to the optimum work of women in the audiovisual industry and the growing importance of inclusion and valorization of female work, around 40% of the total selection consists of products made by women.

A thick calendar of important meetings, keynotes and panels for **more than 20 appointments** among which a 100% female panel will re-trace the creation of the much anticipated *Luna Nera*, a series produced by Fandango for Netflix. A special award, in collaboration with **VISIONARIE**, will celebrate MIA's support for diversity and inclusion.

With an annual growth rate of 30% since its first edition, since its inception, MIA is the only transversal event for the audiovisual, film, TV series and documentary industries, with the objective of supporting in the best way the Italian business relations in the international community, with custom-made activities dedicated to the co-production and distribution of products.

MIA is the result of a collective effort of the key players in the Italian industry sector, receiving great and synergic support from the institutions. MIA is born from the consolidated joint venture between ANICA and APA, supported by the Ministero dello Sviluppo Economico and ICE-ITA, Ministero dei Beni Culturali e del Turismo, Regione Lazio, UnionCamere and Camera di Commercio di Roma and Creative Europe with the participation of the institutions, international organisms and national partners, such as Apulia Film Commission, Unicredit, Fondazione Cinema per Roma and Eurimages, to mention a few; the precious contribution of the Comitato Editoriale MIA, with the nominated representatives of the main Associazione Audiovisive Italiane - 100autori, AGICI, ANICA, APA, Cartoon it, CNA, Italian Film Commission, LARA and UNEFA.

The positioning and credibility of MIA and its team is also shown with numerous and prestigious partnerships, including Sundance Institute, Cannes – Cinéfondation, Hot Docs, MediaXchange, Content London, Europa Distribution, European Producers Club, Göteborg Film Festival – TV Drama Vision, Midpoint TV, TV France International, Unifrance, GZ Doc di Guangzhou and HAF Hong Kong Finance Market.

The fifth edition of MIA will take place between October 16th and 20th 2019, in some of the most historic buildings of Rome's center: Palazzo Barberini, its headquarter, offers networking spaces, branded booths and meeting rooms for co-productions and match-making; the Multiplex Barberini and the Multiplex Quattro Fontane will host pitching sessions, screenings, talks and panels. All the locations have been conceived to best meet the exigence of the industry respecting the environmental, economic and social sustainability. MIA is in fact one of the few European audiovisual events that have achieved the ISO 20121 Certification. A virtuous path initiated along with the Trentino Film Commission.

Four of the main MIA activities:

CONTENT SHOWCASE:

Special events dedicated to the previewing of Italian products coming in 2020 are some of the vital and much-expected appointments.

This year, the MIA|Film section proposes WHAT'S NEXT ITALY, a special program dedicated to Italian work-in-progress films, which includes both established and emerging filmmakers, from features to documentary and animation, with a strong focus on first and second works. In this year's parterre we have:

La dea fortuna, latest and much-anticipated film by Ferzan Ozpetek, who directs Stefano Accorsi once again, along with Edoardo Leo and Jasmine Trinca; Calibro 9, presented by Nino D'Angelo (son of the famous Nino), sequel to Milano Calibro 9, considered by Quentin Tarantino as "the most beautiful Italian police movie ever"; L'immortale, official spin-off of the Gomorra TV series and bridge between the fourth and fifth season, in which the actor Marco D'Amore appears as film director (after having directed some of the episodes of the fourth season), to tell the story of Ciro di Marzio, the character that has made him famous. Again from

Gomorra arrives Salvatore Esposito, the protagonist of Spaccapietre by Gianluca and Massimiliano de Serio, second narrative work by the two awarded directors, that depicts the black labor, illegal employment and immigration with a beautiful -yet full of contradictions- Apulia as background. International buyers will also have the possibility to discover new Italian authors with the opera prima I Predatori, by Pietro Castellitto, that follows his father's Sergio steps with a film between comedy and drama, and also II Poeta by Gianluca Jodice, that has the very Sergio Castellito among the protagonists. Regarding animation we have The Walking Liberty by the awarded Alessandro Rak. And last, the documentary Faith by Valentina Pedicini: already winner of the Solinas award. Nick Vivarelli (Variety) will act as a moderator.

In addition to the already rich Italian program, MIA|Film, after the success of the first edition, presents the selection of the C EU SOON section dedicated to the new European talent, introducing 7 projects from 9 countries: a line-up of first works by leading young artists of the European scene addressing current issues such as terrorism, diversity and the LGBT world. The change of sex of a family man is the theme of *A Perfectly Normal Family* by the young Danish director Malou Reymann, *Hochwald* by Evi Romen from the Alto-Adige region, addresses mourning; *Body of Water*, by the English Lucy Brydon faces the drama of anorexia; Alessandro Tonda speaks of terrorism in *The Shift*; *Apples* of the Greek director Christos Nikou, student and assistant of Yorgos Lanthimos, takes us to a dystopic world; the psychological drama *Inland* by the Swedish director Jon Blåhed, based on the eponymous book by Elin Willows and Bernabé Rico's *One Careful Owner*, where drama and lightness are combined, are also some of the titles that stand out. Moderated by Wendy Mitchell (*Screen International*).

After achieving great participation last year, the MIA | DRAMA section comes back with GREENLIT the section-event dedicated to the most-anticipated and still unpublished Italian co-productions with international partners. The event will be presented by Walter Iuzzolino (Walter Presents). This year's selection will include, among others: Leonardo, an eight-episode series directed by Dan Percival (The Man in the High Castle) produced by Lux Vide on the 500th anniversary of the death of Leonardo Da Vinci for the Alliance of public broadcasters of RAI, France Télévision and ZDF; La Ragazza Francese, a twelve-episode thriller by the author of Baby Isabella Aguilar and produced by Fabula for RAI with Federation Entertainment; Picomedia presents Gli Orologi del Diavolo series with Beppe Fiorello on the true story of Gianni Franciosi in a co-production between Rai and Mediaset España; Metamorphosis, a young adult series focused on a group of teenagers with superpowers, produced Fabula Pictures in co-production with Federation Entertainment for RAI Fiction; the new Mare Fuori series with the direction of Carmine Elia, co-produced by Roberto Sessa with Beta Film for Rai Fiction; Il mafioso.Tommaso Buscetta produced by Taodue for Mediaset and Survivors, co-produced by Rodeo Drive with the French Cinétéve for RAI Fiction, presented at the Drama Series Pitching Forum in 2017.

For the MIA | DOC section, the appointment is at the ITALIANS DOC IT BETTER event, main and only showcase of Italian documentaries, which this year will offer the best of a rich and surprisingly modern selection. Among the titles presented to the international professionals of the sector we have: La mafia non è più quella di una volta by Franco Maresco, which achieved the special award of the jury at Venice; Bellissime, by Elisa Amoruso, also director of Chiara Ferragni-Unposted; Notaragelo - Ladro di Anime by David Grieco; Selfie by Agostino Ferrente, Sono innamorato di Pippa Bacca, by Somone Manetti, Emanuela Orlandi, by Claudia Pisano, Il pianeta in mare by Andrea Segre and Il terremoto di Vanja - looking for Cechov by Vinicio Marchioni.

Also this year, the Lazio Region will deliver the **Premio Lazio Frames** (Lazio Frames Award) to the title that most valorizes the region's territory, among the works presented in the different sections of MIA - What's next Italy, Greenlit and Italians Doc it Better- whose content, productive impact, possible international developments and involvement of resources in the territory can best represent Lazio's productive potentiality, evidencing local talents and locations within the territory.

During MIA 2019, the winners of the **Crossing Script** call will also be announced, dedicated to cinematographic subjects suitable for co-productions between Lazio and Israel, and developed in collaboration between the Roma Lazio Film Commission and Israel Cinema Project Rabinovich Foundation of

Tel Aviv.

CO - PRODUCTION MARKET E PITCHING FORUM

Each year, MIA offers the selected projects of each section the possibility to be shown in front of an audience of national and international key-players of the main European and American broadcasters and OTT platforms, with the purpose of supporting co-production, financing and promoting the most interesting premium contents to come. This year's rich line-up which totals **47 projects from 25 different countries**, is the result of a careful selection between 500 submitted projects (30% more than in 2018), confirming MIA's commitment to being the exclusive international platform for co-productions.

Among the sixteen projects chosen for the **FILM CO-PRODUCTION MARKET**, which go from historic to biographic and up to the inclusion topic (31% of the titles are made by females including the new films by the British **Sally Potter**, the Belgian **Vanja D'Alcantara** and the Israeli **Hadar Morag**), will find the Italian **The Commander**, by the multi-awarded **Edoardo de Angelis**, based on the true story of the commander Salvatore Todaro; **Runaway Rebels** by Fabrizio Cattani that tells the story of the resistance against the fascist regime by a group of boy-scouts; **The Prophet** by Alessio Cremonini.

The **DRAMA SERIES PITCHING FORUM** presents a selection of sixteen international and Italian titles, which covers a great landscape of highly requested genres by broadcasters and digital platforms; from political thrillers to horror created by an all-female collective, from teen drama to period, and also crime and black comedy. Italy will additionally present a great variety of TV series, with projects like *L'Isola*, created by Lucio Pellegrini, the gothic-thriller *Le Case del Malcontento*, a classical crime title like *Il Salto di Tiberio* based on the novel by **Gilda Piersantini**, *Transparensea*, (Alauda Films 2 e Makever Madiawan), an "ocean-drama-adventure-series" in collaboration with **Jean-Michel Cousteau**, son of the legendary ocean explorer Jacques, and also with *Il Sistema*, a series centered on contemporary topics, from the impact of social media to the drama of migrants, which is also revisited in the series *Radix*.

The MIA DOC PITCHING FORUM will introduce 16 projects, many of which are Italian, going from reality cinema to series and up to experimental. These are some of this year's titles: Alla Corte dell'Aga Khan by Lisa Camillo, on the crazy story of the prince's visit on Sardegna in 1962; Contractors by Antonio Palumbo, which addresses the assault and detentions of a group of Italian contractors in Irak; CINE LIBRE - Cinema and Graphics in the Cuban Revolution by Adolfo Conti and Elia Romanelli, on how the Cuban Revolution posters influenced graphic design; Alida by Mimmo Verdesca, portrait of the Italian Alida Valli, directed also by Alfred Hitchock in Il Caso Paradine; 2020: Space Beyond by Francesco Cannavà which tells the story of Luca Parmitano's space mission, selected in collaboration with MEDIA: Talents on tour; Il Posto, by Mattia Colombo and Gianluca Matarrese, account of the contest opened for nurses from northern Italy and I Diari Segreti del Papa (Gli Archivi Segreti Vaticani della WWII). Along with the Apulia Film Forum, the project Lost Sadhu, by Raz Degan will be presented, which narrates the life of an Italian rockstar that escapes into Asia where she begins a spiritual journey.

The important presence of first-level partners is also confirmed: **EURIMAGES - II Fondo per il Cinema del Consiglio d'Europa**, that, acknowledging MIA as one of the most efficient and important for European coproductions, will grant the Eurimages Co-Productions Development Award, a money reward of 20.000 euros for the development of projects that best fit the criteria of collaboration and co-productions that inspire Eurimages; and **National Geographic**, that sponsors again the award for the Best Pitch, confirming the vocation of MIA DOC of finding projects capable of combining great artistic achievement and significant commercial opportunities.

MATCHMAKING

During MIA's fifth edition, **2.000** guests from **53** countries will have a four-days meeting for B2B encounters, speed-meetings, round tables and workshops on a vibrant atmosphere. The presence of important international groups and societies is confirmed, amongst which we can find **Netflix**, **Lionsgate Television Group**, **Sony Pictures Television**, **Channel 4**, **ZDF**, **Fremantle**, **Lakeshore Entertainment**, **Skybound Galactic**,

A24, Curzon/Artificial Eye, Amazon, Endeavor Content, Hanway Films, Kino Lorber, Magnolia Pictures, Pathé Films, FilmNation, Exip/MGM, CAA, BBC, Submarine, YLE, ARTE, Skybound Entertainment.

TALKS

More than 20 appointments with panels, round tables and talks will likewise represent significative networking opportunities, that will see the protagonists of the global industry debate on the new challenges of the market. MIA Drama's Keynotes will have, amid its key figures, the RAI Delegate Administrator Fabrizio Salini, with a future vision of RAI, who will address diverse subjects, from digital strategy to the implementation of the revolution on the new levels of the main Italian cultural industry, Kevin Baggs, Lionsgate Television Group Chairman (*Orange is the New Black, Mad Men, Nurse Jackie*) and Alex Mahon CEO of the Channel 4 public broadcaster, will talk about the production of innovative contents and attention to diversity. Amid other encounters, the panel *Creating The World of Luna Nera* will revisit the creation of one of the most anticipated series of 2020, *Luna Nera*; produced by Fandango for Netflix, a tale of female empowerment in the ages of witch-hunting. In the panel *Content is King*, a prestigious line-up of speakers will discuss the challenges that the content creators face nowadays: Sean Furst (Skybound Entertainment); Mike Wald (Sony Pictures Television); Nancy Cotton (EPIX); Nina Lederman (Sony Pictures Television); Andrea Scrosati (Fremantle), Ted Miller (CAA) moderated by Rick Jacobs (Skybound Galactic).

Organized with APA (Audiovisual Producers Association), in collaboration with the PGA (Producers Guild of America), the panel *The Producer's Role* will include Italian and American producers explore how their role evolves continuously: Gary Lucchesi (Lakeshore Entertainment); Gale Anne Hurd (Alien, The Walking Dead); Lorenzo Mieli (Fremantle); Riccardo Tozzi (Cattleya); Matilde Bernabei (Lux Vide S.p.A.). The encounter will be moderated by Lorenzo De Maio, PGA Member and Partner in Endeavor Content.

This year MIA|Film also renews its partnership with Europa Distribution and announces the sixth edition of the series "Everything you have always wanted to know about distribution but never dared to ask" with the panel Perché insieme è sempre meglio (Because it's always better together) how collaboration between sectors can help to promote independent films. The participants will be the Irish producer Ed Guiney, the Polish saleswoman Katarzyna Siniarska, Stefano Massenzi of Lucky Red, the Danish distributor Kim Foss, Guido Zucchini Solimei, External & Institutional Relations Director at Chili. Many will be the encounters on the topic of distribution of international films in America, like the panel What US Distributors want, centered on an extensive list of subjects like the role of promoting, the impact of selection in festivals, marketing strategy and competition in great streaming outlets. The participants will be John Von Thaden (Magnolia, USA), Richard Lorber (Kino Lorber, USA), Thania Dimitrakopoulou (The Match Factory, Germany), Kristen Figeroid (Endeavour Content, USA), Ryan Werner (Cinetic Media, USA). Modera Wendy Mitchell (Screen International, UK).

One of the highlights of the MIA Doc schedule will be the panel in collaboration with the Apulia Film Commission called *BIO DOC - biographies between realistic cinema and docufiction*, dedicated to biographic documentaries that will be introduced by their own protagonists. True and own spin-off of the Italians Doc it Better Event, among the confirmed guests, will be the writer **Paolo Cognetti**, that will present the documentary *II grande nord di Dario Acocella* and the world champion Paolo Rossi, that will recount his experience in the documentary dedicated to himself in the world preview at Market Screenings. Do not miss the panels dedicated to the partnership between MIA Doc and the Hot Docs Festival – Toronto and GZ Doc of Guangzhou in China, neither the presentations of *National Geographic: new editorial horizons* with Paola Acquaviva (Programming Director National Geographic).

SPECIAL PROJECTS

MIA CREATORS' MAP FOR THE INTERNATIONALIZATION OF ITALIAN AUTHORS

MIA 2019 intends to increase the activities for Italian authors, to support their internationalization and enhance their positioning in the global market.

This is how the "MIA Creators'Map" project was born, which will provide authors with an itinerary of growth opportunities in terms of know-how, high-training appointments, networking and think tanks, which can help

their professional development and their job opportunities abroad and in particular with the new global OTT platforms.

DIVERSITY AND INCLUSION: COLLABORATION WITH "VISIONARIE" AND THE BIXIO CARLO AWARD

Since its first edition, MIA has respected and promoted the values of diversity, working in collaboration with several stakeholders of the international scene, to support inclusiveness and the enhancement of female professionalism in the audiovisual sector. The women leading positions in the industry has increased both in the arts and in technology, at a national and international level, with excellent results. Therefore MIA supports the visibility of these professionals, offering opportunities for debating and developing collaborations in order to assist their inclusion in the industry dynamics and audiovisual content.

For the 2019 edition, MIA chooses to collaborate with **VISIONARIE**: an event for reflection and debate conceived by the expert copyright lawyer Giuliana Aliberti, whose 'edition 0' was held at Palazzo Merulana last May, on the work of an Honorary Committee and a technical committee that includes names such as: **Jane Campion, Luciana Castellina, Liliana Cavani, Piera Degli Esposti, Dacia Maraini and Shirin Neshat.** Three days of successful meetings, debates and conversations, for over a thousand attendants, during which the leading professionals of film, television and literature discussed the daily challenges of this sensitive field.

Mia and Visionarie decided to team up and jointly award **two special prizes**, to reward their shared vision of the female role. The first will aim to recognize the value of a high-level project entirely completed by female authors, while the second will be given to an authoress for the development of a future project, through a mentoring activity.

Inclusion and diversity mean also, and above all, to create space and give visibility to the new talents and new voices of very young authors. For this reason, MIA 2019 is proud to host again and in addition to its official awards (Eurimages Film MIA Co-production Development Award and National Geographic Development Award) the **CARLO BIXIO AWARD** one of the most prestigious Italian distinctions in support of film and television writing. Promoted by **APA, RTI and RAI**, the award is in its eighth edition, and is addressed at young people under 30 providing the possibility of a 12-month license agreement with Mediaset for a fee of 10,000 euros for the best original screenplay and 5.000 euros for the best concept series.

ADVISORY BOARD 2019

More than 50 professionals of the audiovisual industry united in the diverse Advisory Boards and selection committees (one for each section) had the objective of directing the editorial choices towards international businesses and new market challenges. They have all made a great contribution to guarantee the success and the best results of the previous editions of MIA, in terms of both numeric and qualitative growth of the participation of operators and content.

MIA | FILM

The MIA|Film 2019 board sees the collaboration of great names of the international cinematographic industry, that have given their own experience to scout for contents and promote the international participation in the fifth edition of the market.

VICENTE CANALES

Managing Director Film Factory Entertainment (Spain)

CRISTINA CAVALIERE

International Sales Executive Rai Com (Italy)

JAKUB DUSZYNSKI

Head Of Acquisitions Gutek Film (Poland)

JASON ISHIKAWA

International Sales Executive Cinetic Media (USA)

VINCENZO MOSCA

President TVCO (Italy)

CATIA ROSSI

Managing Director & Head Of International Sales True Colors Glorious Films (Italy)

GUIDO RUD

CEO & Founder FILMSHARKS / THE REMAKE CO. (Argentina)

SUSAN WENDT

Managing Director & Board member Trust Nordisk e Europa International (Denmark)

FRANÇOIS YON

Board Member Playtime Group (France)

The MIA|FILM Coproduction Market Selection Committee, that had the task of selecting projects for the fifth edition is formed by:

SILJE NIKOLINE GLIMSDAL

Sales & Project Manager Trust Nordisk

ANTONIO MEDICI

CEO at Bim Distribuzione

KATRIEL SCHORY

Senior Consultant International for the Israel Film Fund

Antonio Medici, Katriel Schory e Jakub Duszynski are also members of the Selection Committee of the C EU Soon program.

MIAI DRAMA

The Board is proud to have excellent names, that will participate in the market activities and will direct some subjects of debate, encouraging the participation of projects in the Drama Series Pitching Forum.

ELEONORA ANDREATTA

Director Rai Fiction (Italy)

NATHALIE BIANCOLLI

EVP Co-productions and Acquisitions France Télévision (France)

PASCAL BRETON

Founder and CEO Federation Entertainment (France)

DANIELE CESARANO

Head of Drama RTI Mediaset (Italy)

IGNACIO CORRALES

CEO Atresmedia Studios (Spain)

DAVID DAVOLI

Executive Vice President International Television Bron Studios (USA)

KRISTEN DEL PERO

Senior Vice President, Current Series and New Business Development Universal Television (USA)

CARLO DUSI

EVP Commercial Strategy Scripted Red Arrow Studios International (UK)

DAVIDE ELLENDER

CEO Sonar Entertainment (USA)

SIMONE EMMELIUS

SVP International Co-productions and Acquisitions ZDF (Germany)

KATHRYN FINK

General Manager, Media, The Walt Disney Company Italia Group (Italy)

SEAN FURST

Co-President Film & TV Skybound Entertainment (USA)

WALTER IUZZOLINO

Co-founder & Curator Walter Presents (UK)

NINA LEDERMAN

EVP Global Scripted Development and Programming Sony Pictures Television (USA)

NICOLA MACCANICO

Executive Vice President Programming Sky Italia (Italy)

Nathalie Biancolli, Ignacio Corrales, David Davoli, Carlo Dusi and David Ellender have been part of the Executive Committe that had to value and select around 16 series for the Drama Series Pitching Forum.

MIA | DOC

In the 2019 edition Board are represented all the main Italian and international players of the documentary world. International societies operating in Italy and independent producers alongside with subjects from other countries in a position of offering a relevant perspective for the purpose of internationalization, in terms of production and sales of the Italian documentary.

DAVID BOGI

Head of International Distribution and Business Development Rai Com (Italy)

ANDREA BOSELLO

Executive Producer Fox Networks Group (Italy)

JOSH BRAUN

President Submarine Entertainment (USA)

RUDY BUTTIGNOL

President & CEO Knowledge Network Corporation (Canada)

MANDY CHANG

Commissioning Editor BBC (UK)

RICCARDO CHIATTELLI

Business, Content & Communication Director Effe TV - Feltrinelli Group (Italy)

SIMONE D'AMELIO BONELLI

Content & Creative Director A+E Networks (Italy)

SERGIO DEL PRETE

VP Editorial and Content Viacom International Media Networks (Italy)

HEIDI FLEISHER

Producer & Consultant (USA)

GABRIELE GENUINO

Head of documentaries RAI Cinema (Italy)

GLORIA GIORGIANNI

CEO/Producer Anele S.r.l (Italy)

CAROLINA LEVI

Producer TANGRAM FILM S.r.l. (Italy)

ERKKO LYYTINEN

Commissioning Editor Yle The Finnish Broadcasting Company (Finland)

ROBERTO PISONI

Head of *Sky Arte* (Italy)

DAVIDE VALENTINI

Producer EIE film (Italy)

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