



Press release

MIA | INTERNATIONAL AUDIOVISUAL MARKET

**AT THE 77TH VENICE INTERNATIONAL FILM FESTIVAL ORGANISED BY LA
BIENNALE DI VENEZIA WITH THE NEW PLATFORM**

MIA DIGITAL

**IDEAL BRIDGE BETWEEN VENICE AND ROME
FOR THE *VENICE GAP-FINANCING MARKET* PROJECTS
OF THE **VENICE PRODUCTION BRIDGE****



6th EDITION

ROME, 14 - 18 OCTOBER 2020

A fundamental event for the entire Italian cinematic audiovisual system, **MIA | INTERNATIONAL AUDIOVISUAL MARKET** continues to carry out its activities to help the sector restart.

Precisely in order to encourage new opportunities for financing and circulation of audiovisual products, the Market has made a digital and innovative window available to the *Venice Gap-Financing Market* projects of the **Venice Production Bridge**, thanks to the new **MIA DIGITAL** platform.

The sixth edition of MIA will take place, in fact, **from 14 to 18 October 2020 in Rome** and also online. The event, which is one of the first **'mixed' market events of the post-Covid era**, will introduce itself to the global industry in an enhanced and renewed form. To anticipate the business models and challenges of the near future, the 2020 program provides for a series of increasingly profiled and efficient activities, organized in an integrated way between the two areas of MIA: in the usual spaces of **Palazzo Barberini**, ready to safely welcome the industry, and on the **MIA DIGITAL** platform, a fundamental tool to enhance the market experience.

The format of MIA 2020 is designed to respond not only to new health needs, but above all to the needs of the rapidly changing audiovisual industry, which entails a progressive digitization of processes - even more amplified by the consequences of the lockdown and the cancellation of most of the national and international market events.

Born from the consolidated joint venture and joint commitment between **ANICA** and **APA**, this year MIA represents an unmissable event at the service of the industry, thanks to the renewed support from all institutions and entities involved in the sector.

Among these, the **Ministry of Foreign Affairs and International Cooperation** strongly confirms its support, together with **ICE - Agency for the promotion abroad and the internationalization of Italian companies**, which have accompanied MIA since the first year and increasingly play a fundamental role for the

internationalization of companies in the audiovisual sector in general, as a strategic asset capable of favoring the recovery of the Country.

Among the collaborations that have marked the history of the Market, the one with the **Ministry of Cultural Heritage and Activities and Tourism** is also renewed, which offers its support to a 2020 edition totally renewed both in the format and in the environments (both digital and physical).

Among the partners of MIA, the **MEDIA sub-programme of Creative Europe**, which recognizes the Market as one of the key events on the European scene for the transnational circulation of EU productions, conveyed through international sales agents, and encourages networking on new international production projects for cinema and television.

The **Ministry of Economic Development** also confirms its support, which this year especially, together with MIA, takes a further step forward, promoting, **in synergy with ICE and with MAECI**, a dual path in support of the economic development of the sector: on the one hand, with the **Export Plan for Southern Italy – PES2 Project**, it intends to favor the access of audiovisual companies in Southern Italy to the international market, promoting their creative and productive capacity and highlighting their value and positive effects on the territory. On the other hand, it wants to respond to the growing needs of the rapidly changing audiovisual industry, supporting the digital path of MIA and its program dedicated to innovative industries, start-ups and new generations of Italian entrepreneurs.

The renewed and confirmed support of the **Lazio Region** also goes in this innovative and technological direction, which, in line with the past, opens a window within MIA for companies in the region, thus favoring access to the young talents.




Among the collaborations confirmed: **Unicredit**, which supports the market and its contents even more strongly; **Apulia Film Commission**; **Fondazione Cinema per Roma**; **Eurimages**; for this edition, MIA makes use once again of the contribution of the Editorial Committee - a discussion table, open to all trade associations: **Italian Audiovisual Associations - 100autori**, **AGICI**, **ANICA**, **APA**, **Cartoon it**, **CNA**, **Italian Film Commission**, **Doc/it**, **LARA**, **UNEFA**.

MIA continues to move as a systemic organism, whose collaborative approach with other local realities has allowed the event to consolidate its format over the years: since the first edition, the market has grown by almost double in terms of attendance and number of content presented (**+84% since 2015**), registered operators have increased by 35% since 2017, by 20% since 2018. **In the 2019 edition, 2,600 people attended** Palazzo Barberini during the 4 market days, including panels, screenings, pitching forums and content showcases, of which **44% international**.

Official website: www.miamarket.it

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