



Always ahead

Upgrade your business.

Mercato Internazionale
Audiovisivo
Film - Drama - Doc

ROME OCTOBER 14 | 18
2020

Exhibit

A brand and a project produced by



Supported by



Ministero degli Affari Esteri
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Media Partners



Mercato Internazionale Audiovisivo

Always ahead.

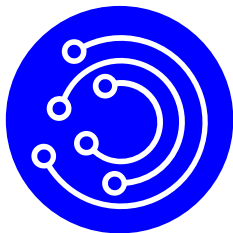
An integrated environment -on-site and online - to bring the market experience to the next level and create innovative business opportunities.

Others adapt, we evolve.

MIA 2020 is conceived to offer the global industry a strengthened and renewed market, a safe experience, layered and integrated, to grow businesses, find inspiration, and meet potential partners.

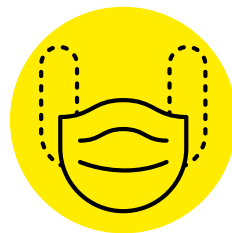
October, here we come.

The MIA 2020 project is future-proof: both in Rome and on the new MIA DIGITAL platform, everything is designed to offer the best and safest environment, for a market experience that is both efficient and inspiring.



Close, at distance.

If you can't come to Rome, MIA comes to you. This year you can access all the activities and opportunities the event offers from your desk, with the new online platform MIA DIGITAL.



Rome in Fall, a safe place for business.

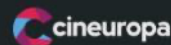
During the duration of the event, maximum security will be guaranteed, thanks to social distancing protocols and prevention tools. We will take care of your health, while also offering the best hub for your business.





VARIETY

Rome's MIA market Confirms Physical Edition, Launches MIA Digital



cineuropa

Rome's MIA 2020 to be "COVID-proof" and to boast a digital component

SCREEN
INTERNATIONAL

Rome's MIA Market unveils digital and "Covid-proof" plans

Prensario
Internacional

MIA 2020 confirma evento físico en octubre en Roma y suma MIA Digital

le film français
le premier magazine web de professionnels de l'audiovisuel

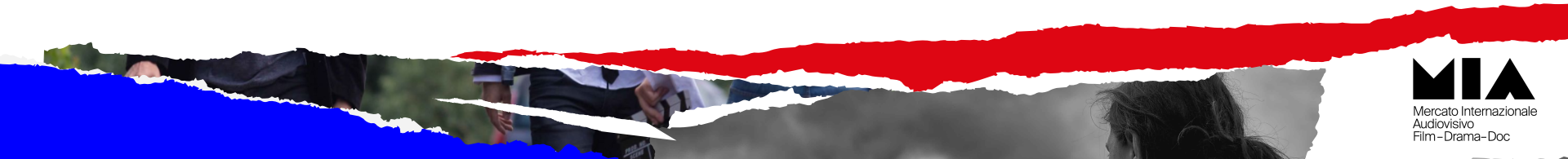
Le MIA confirme sa tenue à Rome en octobre prochain

Upgrade your Business Visibility @MIA 2020

MIA offers you various opportunities to boost your business and visibility both online on the new MIA Digital Platform and on-site in our market locations at the Barberini District:

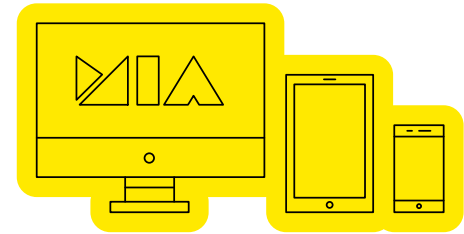
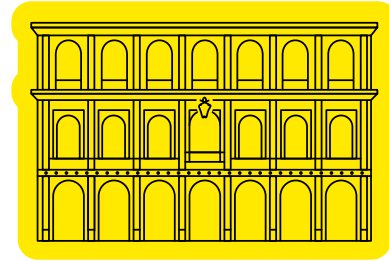
- **Exhibition booths**
- **Market screenings** - in cinemas and in streaming
- **Advertising** - online and on-site

Check out our offer and choose the one that best suits your business!



Booths

@ Palazzo Barberini &
On Mia Digital Platform



Exhibitors Area

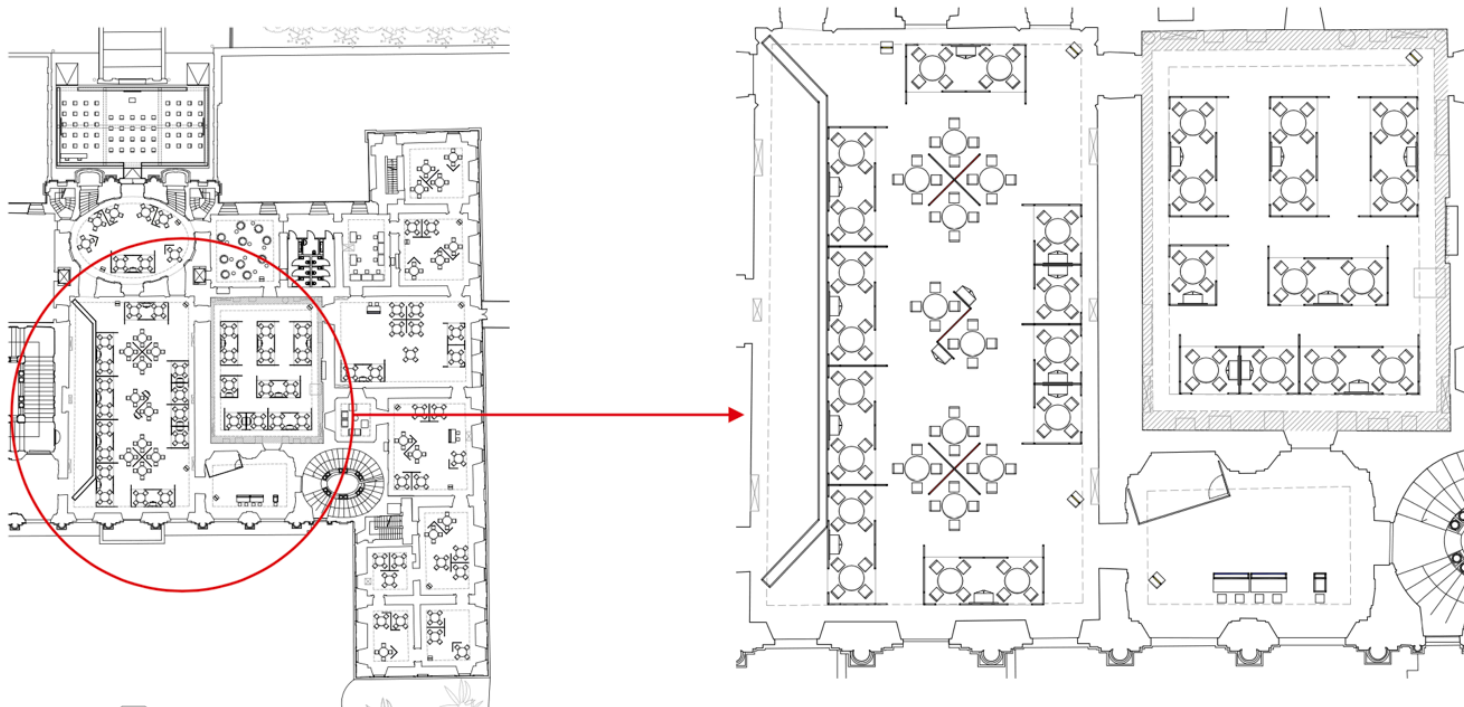
MIA offers all international distributors and audiovisual promotional institutes the possibility to reserve a spot for meetings while raising their visibility in the MIA most dynamic areas at Palazzo Barberini, the MIA headquarters, and on MIA Digital platform: a double-environment dedicated space to boost your business and showcase your content.

**Choose your formula:
on-site+online or digital only!**



Exhibitors Area

SALONE PIETRO DA CORTONA AND SALA DEI MARMI





unlock
the future

A safe place for
business



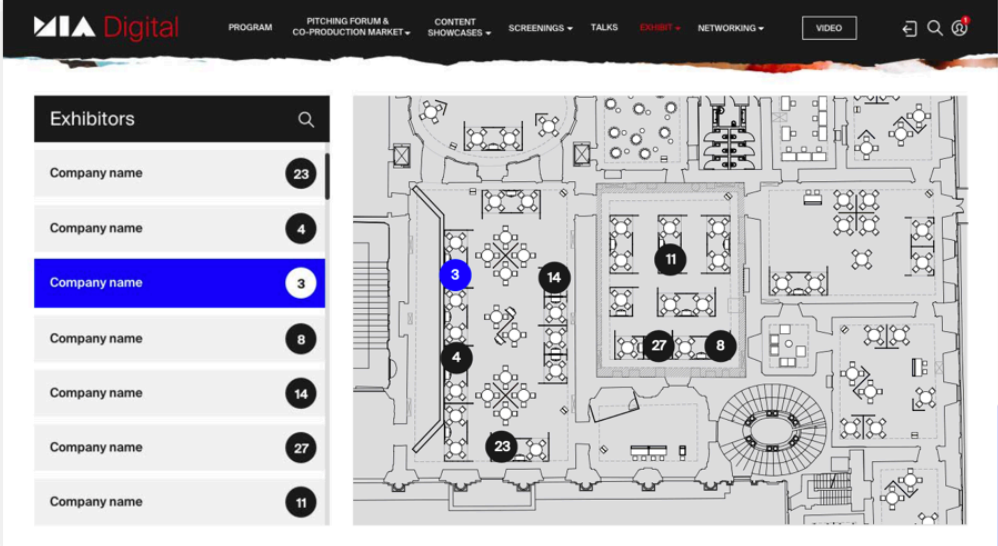


MIA Digital Virtual Booths

EXHIBITORS AREA

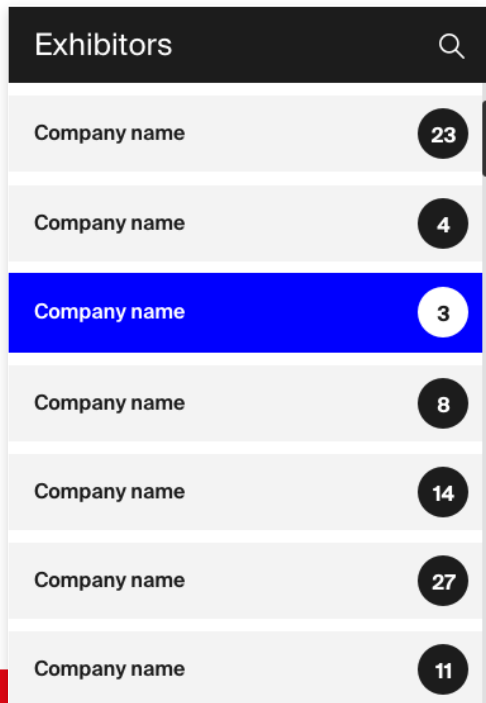
MIA offers you various solutions to improve your business, raise your visibility and enhance your content.

You may choose our double-environment solution and have your physical stand mirrored online, where you may promote your content with all MIA participants, being them present in Rome or participating online. You may also choose to book an only digital booth and enjoy a totally private virtual space for your company. In both cases you'll always have your booth at your fingertips.



The screenshot displays the MIA Digital website interface. At the top, there is a navigation bar with the MIA Digital logo and several menu items: PROGRAM, PITCHING FORUM & CO-PRODUCTION MARKET, CONTENT SHOWCASES, SCREENINGS, TALKS, EXHIBIT (highlighted in red), and NETWORKING. A VIDEO button is also present. Below the navigation bar, there is a search bar labeled "Exhibitors" with a magnifying glass icon. To the right of the search bar is a list of exhibitors, each with a "Company name" placeholder and a circular icon containing a number. The third item in the list is highlighted in blue, with a white circle containing the number 3. To the right of the list is a floor plan map of the exhibition area, with numbered circles (3, 4, 8, 11, 14, 23, 27) placed on the map to indicate the locations of the exhibitors. The number 3 is highlighted in blue on the map, corresponding to the selected exhibitor in the list.

This map is for graphic purposes only



The screenshot shows a mobile application interface for exhibitors. At the top is a dark header with the title 'Exhibitors' and a search icon. Below the header is a list of seven items, each consisting of a light gray bar with the text 'Company name' and a dark circular badge containing a number. The third item in the list is highlighted with a blue background, and its badge contains the number '3' in white. The other items have badge numbers: 23, 4, 8, 14, 27, and 11.

Company name	Count
Company name	23
Company name	4
Company name	3
Company name	8
Company name	14
Company name	27
Company name	11

EXHIBITORS AREA

The complete list in alphabetical order of all exhibitors will be presented in the left column. You can search by company name using the bar above the list. By running the mouse over on an exhibitors name the position will be displayed on the map. When clicked, it will send to the exhibitor page.

DIGITAL BOOTH

This page can be customized independently and directly by the booth's owner.

Changes and uploads of content can be made from a page created ad hoc.

The editable parts are:

- Main picture
- Company logo
- "Buyer" flag
- Label "Interested in"
- Company profile (free text)
- Recent credits/works (poster image with title and descriptive text)
- Video (specifications below)
- Images (images with title)
- Download (downloadable pdf documents)

Don't hesitate! Book your booth and start showcasing your contents!

Request a meeting

	OCT 14	OCT 15	OCT 16	OCT 17	OCT 18
09:00am					See Meeting Room
10:00am					
11:00am					
12:00pm					
01:00pm					

Exhibitor and Partner Booth's Area

TECHNICAL SPECIFICATIONS OF THE UPLOADABLE CONTENT

Video files that can be loaded into Virtual Booth and Exhibitors

Maximum size: 100 MB

Format: .mp4

Codec: H264

Max Bitrate: 2Mbps

Resolution: 1920x1080 (minimum 1280x720)

Aspect Ratio: 16:9

Audio: Stereo

Codec: AAC

Audio bitrate: 192kbps

Subtitles, if present, must be burned in on the original file.

Image files that can be loaded into Virtual Booth and Exhibitors

Maximum size: 5 MB

Format: JPEG or PNG

Document files that can be loaded into Virtual Booth e Exhibitors

Maximum size: 15 MB

Format: PDF

Market Screenings





Market Screenings in Cinemas and Online!

Market screenings will be held inside 5 screening rooms in actual cinemas. Not in Rome? Not a problem. This year, our brand-new virtual screening platform MIA Digital will mirror the 5 physical screenings. In addition to this, MIA Digital will offer 4 more screenings, bringing the total number of online screenings to 9.

Physical screenings will be held at Cinema Quattro Fontane from Thursday October 15th, through Saturday October 17th.

Digital screenings will be scheduled from Wednesday October 15th through Sunday October 18th.

Digital Screening

Screenings will be available on the MIA digital platform in three different time slots according to the established schedule: CEST, CEST+8 and CEST-8.

The screening schedule timetable will be available in the local time, depending on the location of the viewer.

Like in near-video-on-demand mode, once the digital screening has started it cannot be paused, fast-forwarded or resumed from the beginning. Each time the viewer re-enters the screening room, the film resumes according to the pre-designated schedule.

On top, Sales agents may choose to have their titles available on demand for the accredited participants until October 25th.

The screenshot displays the MIA Digital platform interface for a film screening. The top navigation bar includes the MIA Digital logo and various menu items like PROGRAM, CONTENT, SCREENINGS, FILMS, EXHIBIT, and NETWORKING. The main heading is "SCREENINGS" with sub-tabs for "SCREENING PROGRAM" and "ALL FILMS".

INFO

- Original Title: Lorem ipsum
- Original Version: Italian
- Subtitles: English
- Duration: 100
- Genre: Drama
- Screenplay: John Doe
- Production: Company Name
- World Sales: Lorem ipsum
- Cast: Lorem ipsum, Lorem ipsum, Lorem ipsum
- Shooting Format: Digital

INTERNATIONAL FILM TITLE

Director: P Country

Download Full movie | Add to My Favourites

SCHEDULED SCREENINGS

Request a Meeting: @ REQUEST A MEETING

OCT 14	OCT 15	OCT 16	OCT 17	OCT 18

PARTICIPANTS @ MIA

- Name Surname, Job Title, Job Position @ Company Name
- Name Surname, Job Title, Job Position @ Company Name

DISCOVER MORE

- Videos: Lorem ipsum
- Images: Lorem ipsum
- Documents: Lorem ipsum, Lorem ipsum



Name Surname
Job Title
Job Position @ Company Name



Name Surname
Job Title



Name Surname
Job Title



Name Surname
Job Title

SYNOPSIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Incidunt ut labore et dolore magna aliquet enim ad interim sit...

[read more](#)

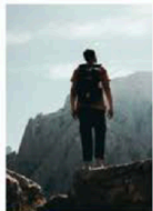
YOU MAY ALSO LIKE



Film Title



Film Title



Film Title



Film Title

MIAMercato Internazionale Audiovisivo | C/O ANICA | V.le Regina Margherita, 200 00198 Roma +39 06 4425961 info@miamarket.it

DIGITAL SCREENINGS SECURITY

Screeners are secured with DRM anti-piracy system, ensuring that playback occurs only on the authenticated video player.

Only MIA accredited users can access the platform and the screenings.

Digital platform doesn't allow multiple access through the same account. The User access requires password and a one-time code sent automatically to the user's mobile.



Mercato Internazionale
Audiovisivo
Film - Drama - Doc

Reservations

Sales agents may choose to reserve slots for physical and digital screenings, physical-only or digital-only.

Physical screenings may be reserved by sales agents who are accredited to MIA 2020.

Digital-only screenings are exclusively open to sales companies with a physical or virtual stand at MIA.

Market screenings requests should be done through the official entry form available [HERE](#) within September 10th



Reservations

RATES

A 120 minutes physical slot (Oct. 15-17): 700,00 euros.

Digital screenings Only (available to sales companies with physical or virtual booths):

- **up to 2 screening slots:** 100,00 euros each
- **up to 4 screening slots:** 87,50 euros each
- **up to 6 screening slots:** 75,00 euros each

DEADLINES & IMPORTANT DATES

September 16: deadline to request market screenings.

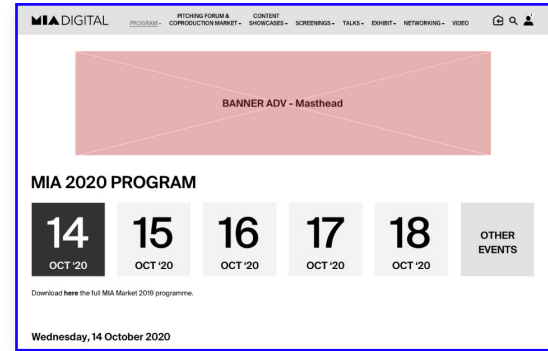
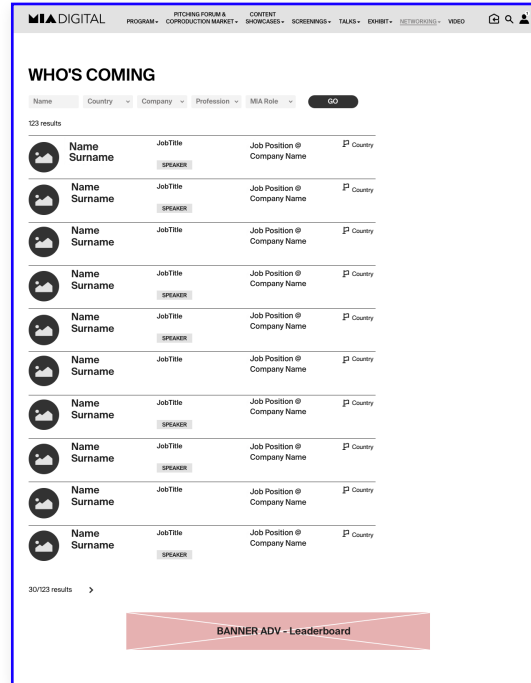
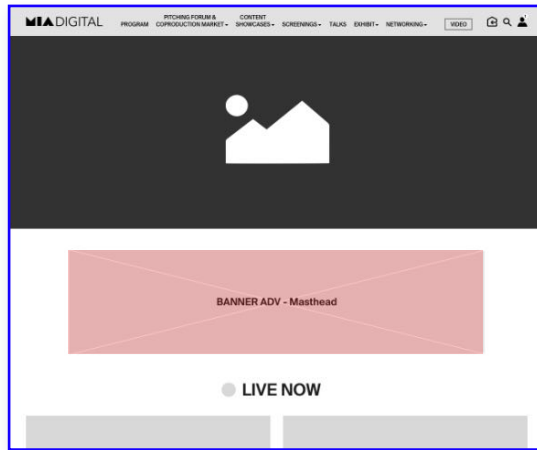
September 28: screening schedule is published on the digital platform.

September 28: deadline to receive materials for market screenings.

October 5: deadline for payment of market screenings' fees.

Advertising @MIA 2020!


Promote your brand at MIA 2020! Choose the best positions online & on-site!




Advertising @MIA 2020!

MIA DIGITAL PITCHING FORUM & PROGRAM CO-PRODUCTION MARKET SHOWCASES SCREENINGS TALKS NETWORKING VIDEO

PARTNER BOOTH



COMPANY NAME Add to favorites



Position: Lorem Ipsum
Main Activity: Lorem Ipsum
Phone: +5447095528
Country: Argentina
City: Buenos Aires







Company Profile

Company Name was launched in 2012 by Santiago Aires and Jesus Carol to produce creative feature fiction and documentary films, and multimedia projects, actively encouraging Argentinian cinema. Since then we produced and premiered 9 feature films, 5 short films and 2 web series. Our works has been presented in many international film festivals around the world.

Request a meeting

OCT 14	OCT 15	OCT 16	OCT 17	OCT 18
				DOC Pitching Forum

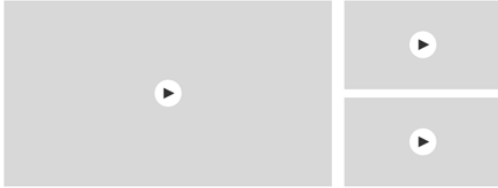
Participants @ MIA

 Name Surname Job Title	 Name Surname Job Title	 Name Surname Job Title
 Name Surname Job Title	 Name Surname Job Title	 Name Surname Job Title

BANNER ADV - Leaderboard

BANNER ADV - Leaderboard

Video



BANNER ADV - Leaderboard

Images



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Pricing and Offers

BOOTHS, MARKET SCREENING, ADVERTISING

ITEM		PALAZZO BARBERINI	MIA DIGITAL PLATFORM	PACKAGES ONLINE AND ON-SITE
Booths		€ 1.500,00	€ 500,00	€ 1.500,00
Market Screening		€ 700,00	<ul style="list-style-type: none">• up to 2 screening slots: 100,00 € each• up to 4 screening slots: 87,50 € each• up to 6 screening slots: 75,00 € each	€ 700,00 (on-site + online screening)
Advertising				
	Two items, online + offline			10% discount on the total
	From two to five items, online + offline			15% discount on the total
	Five items and above, online + offline			20% discount on the total

Pricing and Offers

PALAZZO BARBERINI ADV BILLBOARDS

PALAZZO BARBERINI ADV BILLBOARDS ITEM		PALAZZO BARBERINI
80x200 self-standing board - internal	Main entrance	€ 800,00
	Coproduction rooms	€ 600,00
	Networking lounges	€ 600,00
100x200 self-standing board - internal	Main entrance	€ 1.000,00
	Coproduction rooms	€ 800,00
	Networking lounges	€ 800,00
	Main entrance	€ 1.500,00
	Coproduction rooms	€ 1.200,00
	Networking lounges	€ 1.200,00
Palazzo Barberini gardens	200x200 self standing board	€ 1.100,00
	100x200 self standing board	€ 900,00

Pricing and Offers

MIA DIGITAL ADV

MIA DIGITAL ADV ITEM	<i>prices are intended for 5 weeks visibility, from Sept. 28th to October 31st</i>	MIA DIGITAL PLATFORM
MASTHEAD	Home	€ 2.000,00
	Program	€ 1.600,00
	Pitching Forum - Listing	€ 1.200,00
	Screening - Program	€ 1.200,00
	Content Showcase - Listing	€ 1.200,00
	Screening - All film	€ 1.000,00
	Talks - Listing	€ 1.200,00
	Networking - Who's Coming - Listing	€ 1.800,00
	Video	€ 2.000,00
LEADERBOARD	Personal Area	€ 1.500,00
	Search	€ 1.500,00