



**Business  
ahead**

Mercato Internazionale  
Audiovisivo  
Film-Drama-Doc

ROME OCTOBER 13 | 17 2021

MIA | Mercato Internazionale  
Audiovisivo  
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**MIA (Mercato Internazionale dell'Audiovisivo) – 7th edition**  
Accreditation regulation  
(13-17 October 2021)

## 1. INTRODUCTION

**1.1** The International Audio-visual Market (hereafter called 'MIA') is a brand and a project promoted and organized by ANICA Servizi Srl (with ANICA – National Association of Film, Audio-visual and Multimedia Industries – as sole shareholder) and APA Association of Audiovisual Producers.

**1.2** MIA is carried out by ANICA Servizi Srl and APA through a Temporary Grouping of Companies (hereafter called 'TGC'), with the support of MAECI (the Ministry of Foreign Affairs and International Cooperation), ICE – National agency for the promotion of trades abroad and internationalization of Italian companies, the contribution of MiC (the Ministry of Culture), MISE (the Ministry of Economic Development), Regione Lazio, MEDIA Programme of the European Union and with the technical sponsorship of Fondazione Cinema per Roma.

**1.3** MIA is a market event dedicated to the audio-visual sector, which offers product screenings, co-production meetings, support for networking and conferences to the Italian and international industries.

**1.4** The seventh edition of MIA will be held in Rome and on the new MIA Digital Platform from the 13th to the 17th of October 2021.

**1.5** Admission to MIA and the issuance of the QR code, passwords for the MIA Digital and entry to the physical locations for the admission are covered by this Regulation.

**1.6** The request of the accreditation implies the acceptance of this Regulation. Any violation will justify the withdrawal of the login credentials.

**1.7** The Editorial Director of MIA has the right to settle all the cases not covered by this Regulation, and to derogate from Regulation in specific and justified cases. In cases of disputes concerning the interpretation of the individual articles of the Regulation, the original text in the Italian language shall be authentic.

**1.8** This Regulation and the receipt of requests to participate in MIA are not in any way binding on the TGC and don't imply any obligations towards the interested parties and/or participants to the proceedings covered by this Regulation. No right to any performance and/or any valid commitment by the TGC shall be acquired under this Regulation for the benefit of the latter.

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## 2. ACCREDITATION

2.1 The MIA accreditation is reserved exclusively to film and audiovisual industry professionals. The MIA accreditation is open to:

- Audio-visual Support Funds
- Broadcasters
- Business Development/Affairs
- Buyers
- Commissioning Editors
- Content creators
- Directors
- Distributors
- Exhibitors
- Festivals/Markets
- Film Commissions
- Film/TV Promotion Institutes
- Game developers
- Institutions
- Investors
- Law Firms
- Marketing
- PR / Publicists
- Press
- Producers

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- Publishers/Agents
- Screenwriters
- Showrunners
- Talent Agents
- Technical Industry
- Trade Associations
- TV Content Buyers
- World Sales
- Writers

**2.2** Students attending university level courses related to the audiovisual industry can be admitted on an exceptional basis, up to a limited number of 200 admissions. In order to benefit from such exceptional admittance and receive their Badge, students shall email [accreditation@miamarket.it](mailto:accreditation@miamarket.it) and provide evidence of their enrollment to said courses related to the audiovisual industry.

**2.3** It is necessary to apply for the accreditation to participate in the activities of MIA within the period and in the manner stipulated by this Regulation.

**2.4** People under 18 years of age are not allowed to participate, exceptions must be requested to the MIA Director with adequate motives. The Director will decide at its sole and unquestionable discretion.

**2.5** The accreditation can be requested through the form provided online ([www.miamarket.it](http://www.miamarket.it)) The form must be completed in its entirety and sent including the documents requested therein. Accreditation requests not complying with the methodology or incomplete will not be considered.

**2.6** Accreditation requests will be considered and proceeded on a first-come-first-served basis and the TGC will confirm acceptance of the accreditation request by e-mail through its suppliers.

**2.7** The Accreditation is strictly personal and non-transferable. Each applicant may request a single accreditation indicating one professional category. In the event that the QR code and login credentials were used by a person other than its right holder, they will be taken and not be returned.

**2.8** The submission of the request form does not guarantee or represent the accreditation to MIA. By confirming that the TGC will give maximum attention to every request, it is reiterated

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that the final decision on the admission to MIA and the issuance of the accreditation (subject to the methodology) shall be expressed by the Director of MIA.

**2.9** The accreditation is valid for the entire duration of MIA. The QR code must be shown, upon request, to personnel in all areas where the activities of MIA take place.

**2.10** Upon confirmation of the accreditation's purchase, the participant will automatically receive his/her personal credentials to access the area reserved for the MIA Digital Platform and their personal area.

### 3. REGISTRATION DEADLINE, COSTS AND FORMS OF PAYMENT

**3.1** Accreditation to MIA has different costs depending on the date the participant finalizes his/her accreditation process and on the activity for which the access is requested. The fee is reduced for participants registering in advance of the market dates and increased for the registration close to the event (after verification of the availability of seats). During MIA, daily accreditations may be requested; the request must be presented 24 hours in advance for access to the spaces of the MIA in Rome. Daily accreditations for the MIA Digital Platform are not available. The issuance of the daily accreditations is subject to the same conditions covered by this general Regulation and after the verification of the availability of seats.

"Talks" accreditations for the sole access to Panels are available, valid both for physical spaces in Rome and for the MIA Digital Platform. A discount shall be applied if a company requests the purchase of accreditations for groups of its employees: with the purchase of 5 accreditations, there will be a 20% discount. The requests shall benefit from this discount only if submitted to [accreditation@miamarket.it](mailto:accreditation@miamarket.it), including names of people to accredit.

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MIA 2021	INDUSTRY (full access)		PRESS (talks only)	TALKS (talks only)	STUDENT (talks only)	DAILY (full access)
	Onsite+Digital	Digital	Onsite+Digital	Onsite+ Digital	Onsite+Digital	On-site only
<b>Early Bird</b> 12/07- 23/08	€180,00		On request	€90,00	On request	€130,00
<b>Regular</b> 24/08- 05/10	€240,00	€150,00	On request	€90,00	On request	€130,00
<b>Late</b> 06/10- 17/10	€300,00	€150,00	On request	€90,00	On request	€130,00
<b>WHAT YOU GET</b>	Full access to all MIA activities in MIA locations in Rome from October 13° to 17° 2021. Full access to MIA Digital online market and exclusive content from October 1° to October 25°. Access to on-demand content, registered companies and players, networking system, webinars till November 15th 2021.		Full access to all MIA talks, masterclasses, keynotes, special content in MIA locations in Rome from October 13° to 17° 2021. Full access to MIA Digital online talks from October 1° to October 25°. Access to on-demand talks till November 15th 2021		Full access to all MIA activities in Rome for one day. No access to MIA Digital platform.	

\*These costs include VAT at 22%. Deadlines refer to the Central European Time (CET).

**3.2** The date of the finalization of the accreditation's process and its relevant invoicing may vary depending on the method of payment: if by Paypal or credit card payment, the day following the payment, subject to clearance; if by bank transfer, 7 days following the payment, subject to clearance. Once the purchase has been finalized, ANICA Servizi srl will issue an invoice according to the methods and terms prescribed by the legislation in force in Italy on the date of completion of the purchase.

**3.3** The rate applied will be the one in force at the time of payment, and not the one in force at the time of the accreditation request. Payment for the Early Bird accreditation shall be made by credit card or PayPal within August 23th 2021 at 00.00, by bank transfer within August 16st 2021; the payment for the Regular accreditation shall be made in advance by credit card or PayPal within October 5th 2021 or by bank transfer within September 28th 2021; the Late accreditation may be paid in advance by credit card or PayPal within October 17th 2021 or bank transfer within October 10th 2021 or on site the by credit/debit card. The Daily accreditation may be purchased only on site only by credit/debit card. Cash payments are not allowed.

**3.4** Data to pay in advance shall be provided in the confirmation letter of accreditation sent by MIA as provided for in paragraph 2.6 and the invoice for the payment of the accreditation shall be sent to the address provided by participants in the application form.

**3.5** The accreditation shall be given to private individuals and/or companies in a liability position with MIA only after the payment of any debt due.

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**3.6** For professionals who forgot to pick up the Badge/s and to pay the debt without providing written notice to the organization that they wish to cancel (paragraph 5 – ‘Terms of cancellation’) in the previous edition of MIA, accreditation requests shall be accepted only if paid in advance (online payment with credit card or bank transfer), according to the guidelines and the timetable determined in the confirmation letter of accreditation. For further information, please contact MIA staff: [accreditation@miamarket.it](mailto:accreditation@miamarket.it).

**3.7** Any requests for the change of name for the accreditation shall be communicated in writing (via e-mail at [accreditation@miamarket.it](mailto:accreditation@miamarket.it) and [catalogue@miamarket.it](mailto:catalogue@miamarket.it)) not later than September 15th 2021; the change shall be confirmed in writing (via e-mail) by the organization of MIA. Requests for a change of name submitted after the above mentioned date won't be considered.

**3.8** Press accreditations are free and managed by the MIA press office. To request a press accreditation, please contact [press@miamarket.it](mailto:press@miamarket.it)

#### 4. PICKING UP YOUR ACCREDITATION (Virtual Badge)

**4.1** The virtual Badge containing the QR code for access shall be sent by e-mail to those who requested and paid for it. It must be shown at the entrance of the MIA, presenting a valid identity document if requested. The login credentials to the MIA Digital Platform are to be considered strictly personal. All accesses to the MIA locations and on the MIA Digital Platform will be recorded.

#### 5. TERMS OF CANCELLATION

**5.1** Participants can cancel their participations at any time.

**5.2** In case of accreditation paid in advance, it is possible to obtain a refund for the amount paid for the acquisition, only if the cancellation is communicated in writing ([accreditation@miamarket.it](mailto:accreditation@miamarket.it)) not later than September 15th 2021. For all the cancellations of accreditations already acquired that may be received after the above mentioned date, the organization shall be allowed to keep the entire amount for the acquisition of the accreditation card.

It is possible to obtain a refund for any amount already paid only if the cancellation request is communicated in writing to the sector manager and to [accreditation@miamarket.it](mailto:accreditation@miamarket.it) by September 15th 2021. After that date, the organization will be authorized to withhold the entire paid amount; the virtual badge will remain available in the name of the accredited person.

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## 6. PUBLICATION OF DATA

**6.1** When the accreditation request to MIA succeeds, information may be published in the paper materials produced by the organization of MIA and on the MIA Digital platform.

**6.2** During the registration phase, each participant may request that all or some of his/her own personal data provided shall not be mentioned in communication materials produced and on the MIA Digital Platform in the restricted access area. To do so, participants shall communicate their own request in the accreditation form. Personal data published online may be modified until the MIA closing dates: within this deadline, participants may decide to have their own data removed if already published in the participants directories on the MIA Digital Platform (restricted access area) at any time by communicating that to the MIA staff (contact [accreditation@miamarket.it](mailto:accreditation@miamarket.it)). Removed data may no longer be published. MIA Digital provides a scheduling system through the platform for appointments between participants through an internal notification system, respecting the participants' authorization to share data.

The MIA staff will arrange for this limitation or exclusion of data within 24 hours of written request of the participant.

**6.3** The organization of MIA accepts no responsibility for the incompleteness or the imprecision of data and of the information that may be published in the above mentioned materials. However, where the fault in these data or information are not due to imprecisions and/or omissions in the request forms for the accreditation fulfilled by participants, the organization of MIA will provide for the prompt correction of the information published online.

**6.4** Participants in MIA agree to be filmed and/or photographed during the event without receiving any compensation for the use of their photographs and/or videos. Photos and footages made during the event are owned by the TGC and may be uploaded to the official channels of the TGC and/or MIA (e.g. YouTube, Instagram, Facebook, Twitter, etc.) and/or used by media present at the event for promotional purposes on future events.

## 7. INFORMATION TO BE PROVIDED ACCORDING TO GENERAL DATA PROTECTION REGULATION (EU REG. 2016/679)

Pursuant to Articles 13 and 14 of GDPR, Anica Servizi Srl, with offices in Rome, Viale Regina Margherita 286, 00198, VAT registration number 05007041006, and APA | Association of Audiovisual Producers, with offices in Rome, Via Sabotino, 2A - 00186, VAT registration number 04803391004 (hereinafter jointly, "Controllers"), in their quality of joint controllers, inform data subjects that their personal data provided in occasion of the request for accreditation are processed in connection with the activities useful to the organization and the management of MIA, such as the accreditation of the applicant and the issuance of the

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Badge, contacting business operators, responding to requests from data subjects, sending communications related to MIA, its future editions and other institutional activities of the Controllers or similar events that each controller might organize in the future.

The personal data to be processed are those requested on the relevant available forms, including an ID picture in JPEG format. Providing personal data is discretionary. However, where the interested party doesn't communicate those data marked with an asterisk in the form, it won't be possible to complete the accreditation procedure or guarantee the enjoyment of the services and the participation to the events and to all the opportunities offered by MIA.

Personal data are provided by the data subject or by a third party authorised by the person concerned, and the act of providing said data is equivalent to giving the consent for the processing in the terms described here. Hence, by completing the accreditation requests, data subjects expressly give their consent for the purposes and according to the conditions described in the Regulation. Whether the accreditation requests are submitted by a third party, said third party declares to have received the data subject's consent and expressly authorizes the Controllers to their processing; the third party shall bear any kind of liability arising from the data processing and shall hold the Controllers harmless with reference to it.

The processing of data will be carried out mainly through computerised procedures, and when necessary in paper, using methods which aim to ensure correctness, lawfulness and transparency of the processing.

Personal data of data subjects are accessible by MIA's authorised personnel and, additionally, to employees and independent contractors of each joint controller, duly authorized to access data in order to pursue the described purposes. Further data may be published in the restricted area of the website <https://www.miamarket.it/en/>. Whenever the data subject wants to stop or limit the dissemination of his/her own data, he or she may follow the instructions of paragraph 6 of the Accreditation Regulation. Moreover, personal data shall be provided to third parties exclusively for the fulfilment of services related to the participation to MIA; shown below a non exhaustive list of examples: transmission of the participants directories in market screenings to the relevant representatives of the film screened; transmission of the report system of the video library showings (offline and online) to the persons entitled (representatives of the films screened); transmission of personal data of visa applicants to the embassies if necessary, as well as hotels and/or persons responsible for the hospitality with the aim of arranging the stay of the participant if invited; transmission of data of the film representatives applying for market screenings to technical partners of the organisation of MIA to arrange eventual copies; technical control of materials and uploading of files of titles for the video library; transmission of data of

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participants in the participants directories (online and offline) to every participant in MIA; transmission of data concerning participants in MIA to every media partner of MIA to disseminate news about MIA.

Be advised that the Controllers can be obliged to communicate personal data to the authorities, if requested in accordance with the law. Further, according to this Accreditation Regulation, personal data of participants will be accessible also by other participants accredited to the same edition of MIA.

Personal data provided during the accreditation process will be stored and processed for the MIA's purposes as long as the Controllers intend to organise it on a regular basis. Data subjects have the right to request the Controllers access, rectification or erasure of their personal data as well as the exercise of the right to object their processing. In addition, accredited data subjects have the right to withdraw consent at any time according to the terms described under Article 6 of this Accreditation Regulation, in such a case their data will not be accessible anymore to the others accredited participants on the restricted area of MIA's official website and, in case of timely withdrawal, data will not be published on the Industry Guide. In any case, the consent's withdrawal cannot affect the lawfulness of processing based on consent given before its withdrawal.

In order to rationalize the content of the communications sent within the data processing, the Controllers can implement filtering systems, also automated ones, to cluster recipients which might be more interested in receiving certain communications and to avoid a massive mailing of generic information. This profiling does not have any other consequences for the data subject.

If the Controllers appoint one or more data processors, the relevant contact details will be available on <https://www.miamarket.it/en/>. The essence of the arrangement between the Controllers is made available to the data subjects at the Controllers' offices, pursuant to article 26 of GDPR Regulation.

Each data subject can contact the Controllers at [privacy@miamarket.it](mailto:privacy@miamarket.it) in order to exercise his or her rights. If necessary, data subject has the right to lodge a complaint before the supervisory authority; the Italian authority can be reached at [www.garanteprivacy.it](http://www.garanteprivacy.it).

The information provided herein may be subject to modifications to comply with new legal provisions and changes in data processing. Every updated version of this document will be available on the website [www.miamarket.it](http://www.miamarket.it). The Data subjects are requested to regularly consult the website so to be up to date and to know the contact details of data processors who may be eventually appointed at a later time.

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