

Press release

# MIA | MERCATO INTERNAZIONALE AUDIOVISIVO

## MIA | INTERNATIONAL AUDIOVISUAL MARKET

**AN EXTRAORDINARY RETURN EDITION ENDS IN ROME  
INAUGURATED BY THE MINISTER OF CULTURE FRANCESCHINI  
AND WRAPPED UP BY FOREIGN MINISTER DI MAIO**

**With the support of ICE**

**The contribution of the Ministry of Economic Development and the Lazio Region**

**BOOM OF PARTICIPANTS**

**2000 ACCREDITED OPERATORS IN ATTENDANCE FROM 56 COUNTRIES**

**+600 INTERNATIONAL TOP PLAYERS IN ROME**

**40,000 B2Bs in five days**



A total of **2000 accredited operators** from **56 Countries**, nearly **100%** in attendance, more than **600 international top players** in Rome, **450 producers**, **800 product and project buyers**, **59 panels** within the venues of Cinema Moderno and Palazzo Barberini, **40,000 B2B meetings**, **800,000 visualizations** on Facebook, LinkedIn, Twitter, Instagram, **96,000 visited pages**: these are the numbers of the **seventh edition** of **MIA - MERCATO INTERNAZIONALE AUDIOVISIVO** directed by **Lucia Milazzotto**.

A sustainable event that greeted the return to Italy of the protagonists of the international audiovisual industry in complete safety and Covid-proof spaces.

These figures underline how the audiovisual industry is certainly a production sector of great importance for the domestic economy, as stated by **Foreign Minister Luigi Di Maio** on Saturday 16 October at **Made in Italy Reboot**, one of the highlights of the Market's seventh edition.

*"We inaugurated MIA with the Minister of Culture Franceschini, Undersecretary Ascani representing the Ministry of Economic Development, the President of the Lazio Region Nicola Zingaretti - given that the audiovisual industry is strongly rooted in this territory while undergoing intense development throughout the country, also thanks to the activity of the Film Commissions - and with ICE President Carlo Ferro," ANICA President Francesco Rutelli said during a conference with Foreign Minister Di Maio. "Institutionally speaking, this is the most remarkable and valuable aspect of this year's edition. Minister Di Maio's speech marks a turning point for the Italian Theatrical and Audiovisual industry: acquiring the Country's economic promotion from the inside by supporting export and internationalization through ICE, the Farnesina has also become the promoter of the audiovisual industry's growth. All this is part of a framework that the Minister has indicated as 'soft power,' meaning a set of tools aiming to promote the Italian identity, language, economic interests, and cultural diplomacy. MIA is a system event, and this shift in direction is truly innovative."*

*"In the last years, the world of Theatrical and Audiovisual has certainly undergone a profound evolution, even net of the pandemic. In Italy, the Government has worked intensely and seriously to sow the best conditions for this success,"* **APA President Giancarlo Leone** stated, *"More specifically, through a series of decisions that include the tax credit, the Minister of Culture has made a decisive contribution during the pandemic towards the resumption and success of Cinema. Until recently, the Government and Institutions lacked a real strategy to support the internationalization of our product. The presence of general directorates in the new structure that deals with integrated promotion and public and general diplomacy is extraordinary news because, for the first time, Institutions and cultural and productive associations such as ANICA and APA were bridged into a system. Without the Ministry of Foreign Affairs and ICE, MIA would not exist: it is fundamental support, and today is a memorable day for the entire supply chain."*

The Roman "five days" were full of events and boasted **150 market screenings (80 of which premiers)** and **150 projects and works-in-progress** (70% Italian) thanks to the strengthening of three divisions: **Scripted**, curated by **Gaia Tridente**, including **Film** and **Drama**; **Unscripted**, curated by **Marco Spagnoli**, including **Doc** and **Factual**; and **Strategic Development** - comprising the market screenings, content showcases, and activities related to the sale of the complete product - entrusted to **Francesca Palleschi**.

*"The figures of 2021 MIA are proof of the growing centrality and rediscovered renewal spirit leading Italy and our creativity and productive capacity to becoming a protagonist of the international landscape,"* **MIA Director Lucia Milazzotto** commented, *"The International Audiovisual Market is the result of a collective effort, of a systematic project in a moment of great resumption of the entire theatrical and audiovisual supply chain, including its creativity and global positioning. MIA is once again an unmissable event for the domestic and international industry and an efficient and authoritative voice in the global ecosystem of the sector. MIA also intercepts and welcomes the need for a European hub and the growing competitiveness of our industries, bringing Italy back to the center of the negotiating tables for major continental film, drama, documentary, factual, and animation projects. The +600 operators that took part in the event in Rome confirm this positive and important trend and at the same time are proof of the great trust of international operators towards the entire country system, from the point of view of health security and investments, relying on our tradition of worldwide famed talents, arts, crafts and professionals, our solid production capacity, and our extraordinary territory, along with cutting-edge services, innovation, and more and more high-quality products ».*

The successful data, on the one hand, confirm MIA as one of the most important market events in Europe focused on increasing product exports, co-productions, and business relations at an international level, and on the other are proof of the renewed interest and trust of the global audiovisual community in Italy's production capacity and in the Country System.

According to the latest APA report presented at MIA, at the beginning of 2021, this System recorded a **production value** of more than **+1.3 billion for all genres**, with an extremely high growth rate (28% in 2020) above all concerning Fiction for TV and VoD platforms. The original production value of Animation titles is also growing, as in 2020 it stands at €77 million, while all other genres (documentaries, entertainment, Talk Shows, and in-depth and cultural programs) lie around **€350 million**. Furthermore, as underlined by the ICE report during the Market days, the Italian audiovisual industry appears to be in a phase of productive vitality, with interesting signs of strengthening international productions and attracting foreign investments and market shares.

During the seventh edition of the Market, the **ethical behavior charter for the audiovisual sector** was launched to support inclusiveness and diversity and prevent gender-based violence, body shaming, and discrimination in the cine-audiovisual sector. Furthermore, the International Audiovisual Market is one of the few audiovisual events in Europe that is totally sustainable and, in 2021, contributed to the reforestation of mountain areas and the northeast of Italy.

MIA was founded and continues to grow thanks to the consolidated joint venture between **ANICA – l'Associazione Nazionale Industrie Cinematografiche Audiovisive Multimediali** presided by **Francesco Rutelli** and **APA – Associazione Produttori Audiovisivi** chaired by **Giancarlo Leone**, with the renovated support of the **Ministry of Foreign Affairs and International Cooperation, ICE (Agency for the promotion**

abroad and the internationalization of the Italian industry), and with the support of **MiC (Ministry of Culture)**, **Ministry of Economic Development**, **Lazio Region**, **MEDIA program of the European Union**. This year, partnerships were confirmed with **UniCredit**, **Apulia Film Commission**, and **Fondazione Cinema per Roma**, adding new commercial supporters for 2021, such as **Fastweb**. Media partners, **RAI** and **Variety**.




This year's panels, talks, and content can be seen again on the **MIA DIGITAL** platform.

**Official website:** [www.miamarket.it](http://www.miamarket.it)

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